



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-૬નો અભ્યાસક્રમ આ સાથે સામેલ છે.

માનનીય કુલપતિશ્રીની મંજૂરી 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.



ક્રમાંક/બીકેએનએમયુ/ એકેડેમિક/૭૬૭/૨૦૨૫

ભક્તકવિ નરસિંહ મહેતા યુનિવર્સિટી,

સરકારી પોલીટેકનિક કેમ્પસ,

ભક્તકવિ નરસિંહ મહેતા યુનિવર્સિટી રોડ,

ખડીયા, જૂનાગઢ-૩૬૨૨૬૩

તા.૦૮/૧૧/૨૦૨૫

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, જૂનાગઢ

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- VI)

EFFECTIVE FROM JUNE, 2025

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

SUMMARY OF THE SYLLABUS

Sr.	Category of Course	Credit	Course Name	Teaching Hours	Total Marks		Total Marks	Exam Duration
			4-Credit Courses		External (SEE)	Internal (CCE)		
1.	MAJOR-14 Primary Elective (Any One from Three Electives)	4	Marketing Group: Retail Management	4 Hrs per Week	50	50	100	02:00 Hrs.
2.			Finance Group: Strategic and Applied Finance					
3.			HRM Group: Compensation and Performance Management					
1.	MAJOR -15 Secondary Elective (Any One from Three Electives, <u>excluding the one selected under Major-14</u>)	4	Marketing Group: Retail Management	4 Hrs per Week	50	50	100	02:00 Hrs.
2.			Finance Group: Strategic and Applied Finance					
3.			HRM Group: Compensation and Performance Management					
4.	MAJOR-16	4	Indian Legal System (with IKS Inputs)	4 Hrs per Week	50	50	100	02:00 Hrs.
5.	MINOR-6	4	International Business Environment	4 Hrs per Week	50	50	100	02:00 Hrs.
6.	SEC – 5 (Internship)	4	Practical Studies – Project Report (Internship Paper)	4 Hrs per Week	50	50	100	
			2-Credit Courses					
7.	AEC-5	2	English Language V	2 Hrs per Week	25	25	50	01:00 Hrs.
		22		22	275	275	550	-

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

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SEMESTER-VI

Course Level	5.5	Internal Marks	50
Programme	B.B.A	External Marks	50
Semester	VI	Practical Internal	00
Category of Course	Major-14 (Primary Elective) & Major 15 (Secondary Elective)	Practical External	00
Course Credit	4	Prac. External Exam Duration	00
Teaching Hours	60	Total	100
Course Code		Exam Duration	02:00 Hours
Course Title	MARKETING GROUP – RETAIL MANAGEMENT (Primary Elective & Secondary Elective)		

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

- Get primary idea of major retail business decisions.
- Assimilate the retail business Retail Business Environment.
- Evaluate retail business as an option for the career prospect.

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

- Formulate retail business strategy for any type of retail format
- Start and run retail business
- Become retail business professional and counsel the retailer to excel retail business performance.

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 Retail Business Concept of Retail business; Key Features; Importance of Retailing in India; Concept of Organised Retailing, Drivers of Retail Change in India; Role of Retailer – as a Link between Producers and Consumers, as Channel Members, as an Image Creator; Challenges to Retail Development in India; Evolution Stages of Retail Format, Retail businesses as a career	12

2	Key Decisions in Retail Business Retail Modes: Brief Idea of Types of Retail Modes/Formats; Understanding Retail Consumers: Need of studying consumer behaviour; Factors Affecting the Retail Shoppers; Retail Strategy Formulation: Concept and Steps; Retail Store Locations: Concept, steps in Selecting Retail Store Location, Factors Affecting Retail Store Location Decisions.	12
3	Merchandise Management Merchandise Management: Concept and steps; Retail Store Design and Visual Merchandising: Exterior Store Design and Internal Store Design; Overview of Other Retail Business Decisions: Retail Brand, Retail Price, Servicing Retail Consumers, Retail Market Promotion/Communication; Organizing of Retailing Operations.	12
4	Some Issues Relating to Retailing Business Service Retailing: Concept and Characteristics of Services; Service Marketing Strategies; Overview of FDI in Retail Business: Concept, Need of FDI in Retail; Multiband and Single Brand Retailing: Concept and Examples; Concept and Nature of Supply Chain Management; Concept of Franchising and Retail Chain	12
5	Retail Sectors and Online Retailing Brief Idea of key Sectors in Retail: Food Retail, Food Service Retail, Footwear Retail, Apparel Retail and Consumer Durables; Online retailing: Concept, Benefits and Limitations of Online Retailing; Concept of Online Shopping Payment, and Payment Options; Payment Gateway: Concept Payment Gateway, and List of Leading Payment Gateway Companies.	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. Swapna Pradhan: Retailing Management - Text and cases, 4th Edition, Tata McGraw Hill Education Pvt. Ltd., New Delhi
2. Arif Sheikh and Kaneez Fatima: Retail Management, Himalaya Publishing House, Mumbai, 2014.
3. Harjit Singh: Retail Management, S. Chand Publication, New Delhi.
4. V. S. Ramaswamy and S. Namakumari, Marketing Management, Global Perspective Indian Context, 4th Edition, Macmillan Publishers India Ltd, New Delhi, 2010
5. R. B. Rudani, Basics of Marketing Management, S. Chand & Company, New Delhi, 2015
6. Berman & Evarv: Retail Management, Prentice Hall of India, 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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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.

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SEMESTER-VI

PAPER STYLE:

EXTERNAL ASSESSMENT BY UNIVERSITY			
Que. No.	Particulars	From Which Unit	Marks
Que-1	Question-1	Unit 1	(10)
	OR		
	Question-1		
Que-2	Question-2	Unit 2	(10)
	OR		
	Question-2		
Que-3	Question-3	Unit 3	(10)
	OR		
	Question-3		
Que-4	Question-4	Unit 4	(10)
	OR		
	Question-4		
Que-5	Question-5	Unit 5	(10)
	OR		
	Question-5		

Total Passing Marks: The student shall obtain minimum **36 marks** (minimum 18 marks from Internal Assessment **Plus** minimum 18 marks from External Examination) out of **total 100** marks to pass course.

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Faculty of Management
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SEMESTER-VI

Course Level	5.5	Internal Marks	50
Programme	B.B.A	External Marks	50
Semester	VI	Practical Internal	00
Category of Course	Major-14 (Primary Elective) & Major 15 (Secondary Elective)	Practical External	00
Course Credit	4	Prac. External Exam Duration	00
Teaching Hours	60	Total	100
Course Code		Exam Duration	02:00 Hours
Course Title	FINANCE GROUP: Strategic and Applied Finance (Primary Elective & Secondary Elective)		

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

- Understand and interpret stock market reports and the key terminologies used in stock market operations.
- Explore the evolution, structure, and role of Universal Banking, along with its benefits and challenges in the financial system.
- Analyze the concepts and mechanics of leasing and hire purchase, including their types, differences, and financial implications.
- Gain insight into venture capital and credit rating systems, their processes, types, and the significance of financial evaluations in business financing.
- Comprehend and differentiate between factoring and Forfaiting, their operational models, advantages, and growth trends in India.

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

- Interpret real-world stock market data and answer comprehension-based questions using analytical reasoning.
- Identify various services provided under Universal Banking and evaluate their strategic importance.
- Compare leasing and hire purchase financing options, and apply appropriate criteria for financial decision-making.
- Explain the role of venture capital and credit rating agencies in the entrepreneurial and corporate finance ecosystem.
- Differentiate between factoring and Forfaiting, and analyze their practical applications in trade finance.

Teaching Pedagogy: Interactive classroom sessions, group discussion, seminar, case study, problem-solving-based learning, performance-related tasks, fieldwork, or any other methods can be used. Multimedia devices 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	ANALYSIS/COMPREHENSION OF SHARE MARKET REPORT • Basic Terminologies Used in the Stock Market (for clear understanding of share market report); • Analysis/Comprehension of Stock Market Report. [Using actual field materials/articles/reports from related newspapers, journals, websites, etc.: Two Share Market Reports (around 300-350 words each) with 5-6 Questions below it, will be given in the exam. Students will have to attempt to answer the questions of any one Share Market Report. [For Sample Share Market Report visit: http://bit.ly/3JxUSmm]	12
2	LEASING AND HIRE PURCHASE • Concepts of Leasing; Types of Leasing – Financial & Operating Lease, Direct Lease and Sales & Lease Back; Advantages and Limitations of Leasing. • Hire Purchase Interest & Installment; Difference between Hire Purchase & Leasing; Choice Criteria between Leasing and Hire Purchase.	12
3	VENTURE CAPITAL AND CREDIT RATING • Venture Capital: Concept, History and Evolution of VC, The Venture Investment Process, Various Steps in Venture Financing, Incubation Financing. • Credit Ratings: Introduction, Types of Credit Rating, Criteria of Credit Rating, 5Cs Framework of Credit, Advantages and Disadvantages of Credit Ratings, Credit Rating Agencies and Their Methodology, Overview of International Credit Rating Practices	12
4	FACTORING AND FORFAITING • Factoring: Process and Features of Factoring, Types of Factoring Contracts, Advantages and Disadvantages of Factoring, Difference Between Factoring and Bill Discounting. • Forfaiting: Origin, Characteristics, Benefits, Difference between Factoring and Forfaiting, Growth of Forfaiting in India	12

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5	UNIVERSAL BANKING • Universal Banking: Introduction, Evolution and Need; Types of Universal Banking Services; Advantages and Consequences (Negative & Positive) of Universal Banking. • Difference among Universal Banking, Commerce Banking and Investment/Merchant Banking.	12
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Reference Books:

1. Bhole, L. M., & Mahakud, J. (2011). *Financial institutions and markets* (5th ed.). Tata McGraw-Hill Education.
2. Khan, M. Y., & Jain, P. K. (2018). *Financial management: Text, problems and cases* (8th ed.). McGraw-Hill Education.
3. Chandra, P. (2021). *Financial management* (10th ed.). McGraw-Hill Education.
4. Pathak, B. V. (2014). *The Indian financial system: Markets, institutions and services* (4th ed.). Pearson Education.
5. Damodaran, A. (2012). *Investment valuation: Tools and techniques for determining the value of any asset* (3rd ed.). Wiley.
6. Machiraju, H. R. (2010). *Merchant banking: Principles and practice* (3rd ed.). New Age International Publishers.
7. Pandey, I. M. (2021). *Financial management* (12th ed.). Vikas Publishing House.
8. Fabozzi, F. J. (2009). *Handbook of finance: Financial markets and instruments* (Vol. 1). Wiley.
9. Giddy, I. H. (2001). *The rise of universal banking: Integration and regulation in financial services*. Oxford University Press.
10. Sinkey, J. F. (2002). *Commercial bank financial management in the financial services industry* (8th ed.). Pearson Education.

Note: Use the latest edition of the books.

Other Sources:

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

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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.

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PAPER STYLE:

EXTERNAL ASSESSMENT BY UNIVERSITY			
Que. No.	Particulars	From Which Unit	Marks
Que-1	Question-1	Unit 1	(10)
	OR		
	Question-1		
Que-2	Question-2	Unit 2	(10)
	OR		
	Question-2		
Que-3	Question-3	Unit 3	(10)
	OR		
	Question-3		
Que-4	Question-4	Unit 4	(10)
	OR		
	Question-4		
Que-5	Question-5	Unit 5	(10)
	OR		
	Question-5		

Total Passing Marks: The student shall obtain minimum **36 marks** (minimum 18 marks from Internal Assessment **Plus** minimum 18 marks from External Examination) out of **total 100** marks to pass course.

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Course Level	5.5	Internal Marks	50
Programme	B.B.A	External Marks	50
Semester	VI	Practical Internal	00
Category of Course	Major-14 (Primary Elective) & Major 15 (Secondary Elective)	Practical External	00
Course Credit	4	Prac. External Exam Duration	00
Teaching Hours	60	Total	100
Course Code		Exam Duration	02:00 Hours
Course Title	HRM GROUP: PERFORMANCE AND COMPENSATION MANAGEMENT (Primary Elective & Secondary Elective)		

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

- To understand the concept, features, and objectives of performance management systems.
- To differentiate between performance management and performance appraisal.
- To evaluate ethical perspectives in performance appraisal.
- To understand the concepts, objectives, and modern trends in compensation management.

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

- Apply performance indicators, coaching, mentoring, and counseling techniques.
- Assess ethical issues in performance appraisal and formulate strategies.
- Interpret the concepts, objectives, and modern trends in compensation in organisation.
- Design effective incentive and benefit plans for real organisation.

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

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Unit No.	Syllabi	Teaching Hours
1	Introduction to Performance Management Introduction, Concept, Features of Performance Management; Objectives of Performance Management System; Performance Management and Performance Appraisal; Performance Management Process: Performance Planning, Process and Documentation of Performance Appraisal, Appraisal Interview, Performance Feedback and Counselling.	12
2	Performance Management System Concept of Performance Management and Reward Systems; Performance Indicators, Performance Coaching, Mentoring and Counselling, Competency Development, Use of Technology and E-PMS, Ethical Perspectives in Performance Appraisal.	12
3	Compensation Management Concepts of Compensation, Objectives of Compensation Management, Modern Trends in Compensation; Job Evaluation: Objectives Of Job Evaluation, Methods Of Job Evaluation; Company Wage Policy: Factors Affecting To Wage, Wage Determination, Pay Grades, Wage Surveys.	12
4	Incentive Plans Incentives Plans for Production Employees and for other Professionals, Developing Effective Incentive Plans, Pay for Performance, Supplementary Pay Benefits, Insurance Benefits, Retirement Benefits, Employee Services Benefits, Flexible Benefits, Administering Employee Benefits.	12
5	Wages in India Wages in India: Minimum Wage, Fair Wage and Living Wage; Methods of State Regulation of Wages, Wage Differentials & National Wage Policy Regulating Payment of Wages, Wage Boards, Pay Commissions, Dearness Allowances, Linking Wages with Productivity.	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. Ashwathappa, Human Resource and Personnel Management, Text and Cases, McGraw-Hill, New Delhi.
2. P. Subba Rao: *Personnel and Human Resource Management*, Text and Cases: Himalaya Publishing House, Mumbai
3. Rao, V.S.P.: *Human Resource Management*- Text and Cases, Excel Books.
4. Ramesh B. Rudani, *Management and Organizational Behaviour*; Tata McGraw-Hill, New Delhi.

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5. Rudrabasavaraj M.N. *Dynamics personnel Administration- Management of Human Resources*, Himalaya Publication House.

Note: Use the latest edition of the books.

Other Sources:

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

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

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PAPER STYLE:

EXTERNAL ASSESSMENT BY UNIVERSITY			
Que. No.	Particulars	From Which Unit	Marks
Que-1	Question-1	Unit 1	(10)
	OR		
	Question-1		
Que-2	Question-2	Unit 2	(10)
	OR		
	Question-2		
Que-3	Question-3	Unit 3	(10)
	OR		
	Question-3		
Que-4	Question-4	Unit 4	(10)
	OR		
	Question-4		
Que-5	Question-5	Unit 5	(10)
	OR		
	Question-5		

Total Passing Marks: The student shall obtain minimum **36 marks** (minimum 18 marks from Internal Assessment **Plus** minimum 18 marks from External Examination) out of **total 100** marks to pass course.

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Course Level	5.5	Internal Marks	50
Programme	B.B.A	External Marks	50
Semester	VI	Practical Internal	00
Category of Course	Major-16	Practical External	00
Course Credit	4	Prac. External Exam Duration	00
Teaching Hours	60	Total	100
Course Code		Exam Duration	02:00 Hours
Course Title	Indian Legal System (with IKS Inputs)		

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

- Legal ideology of different era.
- Idea of olden legal system.
- Governance can be frame on the bases of ideology
- Can enrich knowledge of dharma, vyavhara & ancient rules
- Provide idea of both olden & modern legal systems

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

- Rules of discipline of society
- Family, cultural & social ideology
- Dharma, karma & vyavhara
- Provision of dand & rule of justice.

Teaching Pedagogy: Class room teaching includes interactive classroom session, group discussion, seminar, case study of judiciary petitions, examples of law & punishments of violation of rules & disobedience of law

Unit No.	Syllabi	Teaching Hours
1	Olden Indian legal framework (IKS Inputs) • Introduction-traditional legal system in India • Oldest law in India- Manusmriti or Manava Dharma Shashtra • Manusmriti Features • Multi layered system	12

2	Chanakya's concept of state & law (IKS Inputs) • Meaning • Chanakya's concept of state • Essential elements of the state • Chanakya's concept of law (vyavahara & dharma) • Legal disputes category • Dand (punitive law & justice) • Role of king in law & Governance. • Comparison with modern jurisprudence. • Influence of Chanakya's legal thought on Indian law.	12
3	Indian Legal System • Introduction to law, Object of law, Need for the knowledge of law, sources mercantile law. • Preamble to the constitution of India (with explanation of all the terms used in the preamble) • Fundamental Rights, Fundamental Duties (Briefly). • Hierarchy of the judiciary and the courts in India.	12
4	Contract Law – I • Objects, definition and features of Contract law. • Essential elements of contracts. • Legal rules of Offer & acceptance • Consideration & its rules • Capacity to contract: contracts with minor, contracts with people of unsound mind, contracts with people disqualified by law.	12
5	Contract Law - II • Free consent: consent and free consent, (Coercion, Undue influence Misrepresentation, Frauds and Mistake). • Contingent contracts: meaning and rules of contingent contracts. • Performance of contracts: Meaning and requisites of a valid tender, • Discharge of contracts & Remedies for breach of contracts	12

Reference Books

1. The Indian legal system (an enquiry) by mahendra pal singh & niraj kumar- publisher Oxford university press.
2. India's legal system by Falis. Nariman- publisher Penguin random house India
3. The manumriti by Dr. Surendra Kumar- publisher – govindram hasanand
4. Chanakya neeti (authentic translation of Chanakya's thoughts with lucid commentary) publisher- Himanshu Publication.
5. Element of mercantile law,N.D. Kapoor, sultan chand & sons, new Delhi

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6. Indian judicial system, Mathew, P.D. & P.M. Bakshi, publisher, New Delhi
7. The constitution of India: Bare act with short notes for student.

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.

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PAPER STYLE:

EXTERNAL ASSESSMENT BY UNIVERSITY			
Que. No.	Particulars	From Which Unit	Marks
Que-1	Question-1	Unit 1	(10)
	OR		
	Question-1		
Que-2	Question-2	Unit 2	(10)
	OR		
	Question-2		
Que-3	Question-3	Unit 3	(10)
	OR		
	Question-3		
Que-4	Question-4	Unit 4	(10)
	OR		
	Question-4		
Que-5	Question-5	Unit 5	(10)
	OR		
	Question-5		

Total Passing Marks: The student shall obtain minimum **36 marks** (minimum 18 marks from Internal Assessment **Plus** minimum 18 marks from External Examination) out of **total 100** marks to pass course.

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Course Level	5.5	Internal Marks	50
Programme	B.B.A	External Marks	50
Semester	VI	Practical Internal	00
Category of Course	Minor-6	Practical External	00
Course Credit	4	Prac. External Exam Duration	00
Teaching Hours	60	Total	100
Course Code		Exam Duration	02:00 Hours
Course Title	INTERNATIONAL BUSINESS ENVIRONMENT		

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

- To provide basic knowledge of basic principles, concepts and tools related and governing to banking and financial institutions.
- To make aware students about history, objectives, functions, policies and modus operandi of MNCs.
- To impart students impacts of changes in international business environment, EXIM policies of other countries and policies of international bodies like EU, WB, WTO, IMF and other economic bodies on existence, growth, operations and profitability of domestic companies.
- To develop ability of students to know impacts of change in policies of government economies policies and various monetary-financial institutions on various segments of society-individually and collectively.
- To understand the dynamic nature of the international business environment.

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

- Knowledge and understanding of subject assist students to get employment, particular in domestic and foreign corporations connecting with foreign countries through medium of international trade.
- Knowledge of subject helpful to assess impacts of changes in international business environment and policies of MNCs on Indian companies.
- Understanding and information of subject support students in business formulating or to prepare counter policy to face competition with competitors' companies where they are employed.
- Student is able to analyse how global forces impact business decisions, operations, competitiveness and profitability.
- Students are capable to apply theoretical frameworks to real-world case studies

Teaching Pedagogy: Interactive classroom sessions, 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 International Business Environment Concept and scope of international business, difference between domestic and international business and drivers and barriers to internationalization. Components of international business environment: • Economic • Political • Legal • Socio-cultural • Technological Globalization and Liberalization in Context of India's Integration into Global Business System	12
2	FDI Meaning and history, features, types, impacts on host country, government's policy towards FDI.	12
3	MNCs: Meaning, features, forms, impacts (positive and negative) on consumption, employment, economic, foreign trade, technological, and domestic companies. Spread of MNCs (history of entry of MNCs in India, area of operations., number, volume of business in terms of GDP) and Regulation of MNCs.	12
4	India and International Trade • Balance of payment and balance of trade • Overview of India's foreign trade: Composition and direction • Export-import policy (EXIM Policy) • Role of SEZs, Export Promotion Councils, and trade bodies (FIEO, ECGC) • Challenges and opportunities for Indian businesses in the global market • Concepts related with international trade: foreign exchange restrictions, custom duty, quota system, dumping and devaluation.	12
5	International Institutions	12

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	WTO, WB, EU, IMF (History, objectives, structure, functions and achievement and failure)	
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Reference Books

1. Business Environment: Francis Cherunilam - Himalaya Publishing house
2. Essentials of Business Environment: K. Aswathapa- Himalaya Publishing house
3. Indian economy: VK Puri & SK Misra - Himalaya

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	Question-1		
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	OR		
	Question-2		
Que-3	Question-3	Unit 3	(10)
	OR		
	Question-3		
Que-4	Question-4	Unit 4	(10)
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	Question-4		
Que-5	Question-5	Unit 5	(10)
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	Question-5		

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