

BHAKTA KAVI NARSINH MEHTA UNIVERSITY**Major/Minor/Multidisciplinary****Syllabus of BBA (Honors) as per NEP-2020****Faculty of Business Management****Effective from June 2027****Subject: Business Management****SEMESTER-VII****Credit Structure for Bachelor of Business Administration (BBA) – Honours with and without Research**

Arrangement of Credit Distribution Framework for three/four years Honours/Honours with Research Degree Programme with Multiple Entry and Exits 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 st Year Total Credits		16	8	8	4	4	4	-	44	
Exit1:Award of UG certificate in Major course with 44 credits with additional 4credits of Summer Internship in core specific NSQF defined course OR continue with Major and Minor course for the next NCrF credit level										
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 nd Year Total Credits		40	12	12	8	8	8	-	88	
Exit2: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										
5.5 Third Year	V	12	8	-	-	2 (SEC)	-	-	22	UG Degree
	VI	12	4	-	2	4 (Internship)	-	-	22	
3 rd Year Total Credits		64	24	12	10	14	8	-	132	

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Award of UG Degree in Major course with132 credits and Internship in core discipline OR continue with Major and Minor course for the next NCrF credit level										
6.0 Fourth Year	VII	12	4	-	-	-	-	6 (OJT)	22	UG Honours Degree
	VIII	12	4	-	-	-	-	6 (OJT)	22	
4 th Year Total Credits		88	32	12	10	14	8	12	176	
Award of UG Honours Degree in Major Course with total 176 credits										
6.0 Fourth Year	VII	12	4	-	-	-	-	6 (RP)	22	UG Honours with Research Degree
	VIII	12	4	-	-	-	-	6 (RP)	22	
4 th Year Total Credits		88	32	12	10	14	8	12	176	
Award of UG Honours with <i>Research</i> Degree in Major course with total 176 credits										

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)

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SUMMARY OF THE SYLLABUS

Sem No.	Sr. No.	Category of Course	Course Title	Course Level	Credit	Teaching Hrs.	SEE Marks	CCE Marks	Total Marks	Exam Duration
Sem-7	1	Major-17 (ANY ONE)	Marketing Group: Emerging Issues in Marketing OR Finance Group: Behavioural Finance OR HRM Group: Elements of Organisational Behaviour	6.0	4	4	50	50	100	2 hrs.
	2	Major-18	Research Methodology	6.0	4	4	50	50	100	2 hrs.
	3	Major-19	Cost and Management Accounting	6.0	4	4	50	50	100	2 hrs.
	4	Minor-7	International Business System	6.0	4	4	50	50	100	2 hrs.
			Honors <i>Without</i> Research							
	5.	OJB	On-the-Job Training	6.0	6	6	75	75	150	-
			OR							
	6.	Course-1	Business Analytics	6.0	4	4	50	50	100	2 hrs.
	7.	Course-2	Case Pedagogy	6.0	2	2	25	25	50	1 hrs.
			Honors <i>with</i> Research (Condition Applied)							
	8	RP	Research Project	6.0	6	6	75	75	150	-
			Total		22	22				

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Course Level	6.0	Internal Marks	50
Programme	BBA	External Marks	50
Semester	7	Practical Internal	-
Category of Course	Major	Practical External	-
Course Credit	4	Prac. External Exam Duration	-
Teaching Hours	4	Total	100
Course Code	Major 17	Exam Duration	2 Hrs.
Course Title	Emerging Issues in Marketing		

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

1. Identify and understand some important issues that affect marketing performance.
2. Relate emerging issues with domestic and international marketing practices.

Course Learning Outcomes: After completion of the course, the students will be able to:

1. Formulate realistic marketing strategies.
2. Evaluate the impact of crucial issues in context to consumer satisfaction and comparative dynamics.
3. Decide on relative priorities among various issues in marketing practices.

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.

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COURSE CONTENTS:**Mode of Examination: Theory**

Units	Title of the Unit and the Topics	Teaching Hours
Unit - I	Branding Decisions-1	12
	Concept of Brand and Branding; Brand and Trade Mark; Major Branding Decisions; Merits and Demerits of Branding the Product; List of Ten Leading Brand in the World and Ten leading Indian Brands (based on online sources); Legal Norms to be Considered while Branding the Product	
Unit - 2	Branding Decisions-2	12
	Basic provisions of the Act(s) applicable to Branding Decisions (including the Trade Mark Act, 1999; Copyright Act 1957, the Patents Act 1970, and the Design Act, 2000; Coordinating Branding and labeling with Packaging Decisions; Brand Promotion Strategies; Brand Equity: Concept and Basic aspects'	
Unit - 3	Packing and Packaging Decisions	
	Concept of packing, packaging, and package; Major Packaging Decisions; Benefits of Packaging; Features of a Good Package; Concept of Green package; Legal and Ethical Issues in packaging Decisions; Coordinating Branding and labeling with Packaging Decisions; Concept of Environment-friendly Package.	
Unit - 4	Labeling and After sales Services	12
	Labeling: Concept of Label and Labeling; Labeling and the Buyers' Right to Information; Major Labeling Decisions; Types of Labels: Features of Good Label; Ethics Issues in Labeling Brief Outline of the Legal Metrology Act, 2009; QR-Code (only Basic Aspects) After Sales Services: Meaning and Significance of After Sales Services; Types	

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	of After Sales Services; Service Quality Assessment.	
Unit - 5	Analyzing Completion Dynamics	12
	Concept of Competitors; Brief Idea of Competitive Positions in the Market (Market Leader, Market Challengers, Market Followers, and Market Nichers) Steps in Analyzing Competition; Role of Analyzing Competition in Marketing Strategy; Marketing Strategies of Market Leader, Market Challengers, Market Followers, and Market Nichers	

Reference Books:

1. Philip Kotler, Kevin Lane Keller, Abraham Koshy, and Mithileshwar Jha, *Marketing Management*, 14th edition, Person education, New Delhi
2. R. B. Rudani, *Basics of Marketing Management*, S. Chand & Company, New Delhi.
3. Willium Stanton, *Fundamentals of Marketing*, McGraw-Hill Publication, New Delhi.
4. S.A. Sherlekar, *Marketing Management*, Himalaya Publishing House, Mumbai, India.
5. N. D. Kapoor, *Business Laws*, Sultan Chand & Sons, New Delhi.
6. V. S. Ramaswamy and S. Namakumari, *Marketing Management*, Global Perspective Indian Context, 4th Edition, Macmillan Publishers India Ltd, New Delhi.
7. John Quelch, and Kasturi Rangan, *Marketing Management: Text and Cases*, Tata McGraw-Hill, New Delhi.
8. 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

(Note: The professors and the students are advised to use online and digital sources for developing the teaching and reading contents, along with the books suggested in the course.)

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INTERNAL EVALUATION SCHEME		
NO	Particulars	Marks
1	Mid Semester Exam(Mandatory)	25
	Any Five Out of the followings:	
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**Semester-End External Examination**Total marks: 50
Hrs

Time: 2.00

Question No.	Particulars	Question Drown From	Marks
1.	Question 1	Unit 1	10
	OR		
	Question 1		
2.	Question 2	Unit 2	10
	OR		
	Question 2		
3.	Question 3	Unit 3	10
	OR		
	Question 3		
4.	Question 4	Unit 3	10
	OR		
	Question 4		
4.	Question 5	Unit 5	10
	OR		
	Question 5		
Total Marks			50

Internal Assessment

Particulars	Marks
Mid-term Examination	25
Any 5 (five) components, each of 5 marks:	25
(Note: Select any five (from Sr. No. 2 to 24) components from the Annexure, attached at the end of this Course.	
Total Internal Marks	50

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	6.0	Internal Marks	50
Programme	BBA	External Marks	50
Semester	7	Practical Internal	-
Category of Course	Major-17	Practical External	-
Course Credit	4	Prac. External Exam Duration	-
Teaching Hours	4	Total	100
Course Code	Major 17	Exam Duration	2 Hrs.
Course Title	Finance group- Behavioral Finance		

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

1. To explain the fundamental concepts of Behavioural Finance and how it differentiates from traditional rational-agent financial theories.
2. To examine the psychological foundations of investment, specifically focusing on the mechanisms of Prospect Theory, Regret Theory, and the Gambler's Fallacy.
3. To identify various Cognitive and Emotional Biases (such as Hindsight, Confirmation, and Overconfidence) that influence individual and group financial decision-making.
4. To investigate the impact of Social Dynamics and Market Anomalies, exploring how herd behaviour and lack of awareness create inefficiencies in equity markets.

Course Learning Outcomes: After completion of the course, the students will be able to:

1. To critically compare Traditional Finance versus Behavioural Finance to explain real-world market deviations.
2. To apply the Prospect Theory Model to analyze how investors evaluate potential gains and losses in volatile markets.

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3. To recognize and implement strategies to reduce the impact of Cognitive Biases, leading to more objective financial analysis and forecasting.
4. To assess Market Anomalies and Herd Behaviour to make more informed and independent equity investment decisions

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.

COURSE CONTENTS:		
Mode of Examination: Theory		
Units	Title of the Unit and the Topics	Teaching Hours
Unit - I	INTRODUCTION OF BEHAVIOURAL FINANCE	12
	▪ Behavioural Finance: Meaning, History and Rationality to Study Behavioural Finance; ▪ Role of Psychology in Finance; ▪ Difference: Traditional Finance vs Behavioural Finance.	
Unit - 2	BIASES IN BEHAVIOURAL FINANCE	12
	▪ Cognitive Biases in Financial Decision Making: Meaning and Types of Cognitive Biases; ▪ Emotional Biases and Investor Behaviour: Meaning and Types of Emotional Biases. ▪ Biases vs Theories in Behavioural Finance.	
Unit - 3	PROSPECTUS THEORY, REGRET THEORIES AND GAMBLER'S FALLACY	12
	▪ Prospectus Theory: Introduction, Prospectus Theory Model, Application and Relevance in the Area of Finance; ▪ Regret Theory: Introduction, Reasons for 'Fear of Regret' in Investment Decision, Minimizing 'Fear of Regret'; ▪ Gambler's Fallacy: Introduction, Applicability in Stock Market, Reasons for Gambling, Avoiding Gambler's Fallacy in Investment, Positive Aspect of Gambler's Fallacy.	

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Unit - 4	HERD BEHAVIOUR AND MAGICAL THINKING	12
	▪ Herd Behaviour: Introduction, Herd Behaviour in Financial Markets, Reasons and Implications of Herd Behaviour in Financial Markets. ▪ Magical Thinking: Introduction, Reasons, Instances, Magical Thinking in Finance, Practical Dangers.	
Unit - 5	MARKET ANOMALIES	12
	▪ Efficient Market Hypothesis (EMH) – Overview ▪ Behavioural Critique of EMH ▪ Market Anomalies: Meaning; Brief overview of Anomalies' Types: Calendar Anomalies(January Effect, Day-of-the-week Effect, Turn-of-the-month Effect), Fundamental Anomalies(Value vs Growth Stocks, Size Effect), Bubbles and Market Crashes, Noise Traders and Market Inefficiency, Limits to Arbitrage.	

Reference Books:

1. **Singh R (2019).** Behavioural Finance, PHI Learning Private Limited.
2. **Ackert, L. F., & Deaves, R. (2010).** Behavioral finance: Psychology, decision making, and markets. Cengage Learning. (This is the most direct match for Unit 1, Unit 4, and Unit 5, covering the history, psychology, and market anomalies.)
3. **Baker, H. K., & Nofsinger, J. R. (2010).** Behavioral finance: Investors, self-examination, and profound advice. John Wiley & Sons. (Provides extensive coverage on investor behavior and self-awareness as outlined in Unit 5.)
4. **Dhami, S. (2016).** The foundations of behavioral economic analysis. Oxford University Press. (Highly cited for theoretical depth regarding Prospect Theory and risk in Unit 2.)
5. **Montier, J. (2007).** Behavioural investing: A practitioner's guide to applying behavioural finance. John Wiley & Sons. (Excellent for practical application of biases and decision-making strategies mentioned in Units 3 and 4.)
6. **Pompian, M. M. (2012).** Behavioral finance and wealth management: How to build optimal portfolios that account for investor biases. John Wiley & Sons. (Specifically useful for the classification of cognitive vs. emotional biases in Unit 1 and Unit 4.)
7. **Shleifer, A. (2000).** Inefficient markets: An introduction to behavioral finance. Oxford University Press. (Primary reference for market anomalies and the difference between traditional and behavioral finance.)
8. **Statman, M. (2011).** What investors really want: Know what drives investor behavior and make smarter financial decisions. McGraw Hill. (Covers emotional aspects and the "fear of regret" outlined in Unit 2.)

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1. Relevant News papers, Journals and Reports.
2. Digital and online sources relevant to the topics in the course.
3. Any other Sources.
- 4.

INTERNAL EVALUATION SCHEME		
NO	Particulars	Marks
1	Mid Semester Exam(Mandatory)	25
	Any Five Out of the followings:	
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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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			
Semester-End External Examination			
Total marks: 50 Hrs		Time: 2.00	
Question No.	Particulars	Question Drown From	Marks
1.	Question 1	Unit 1	10
	OR		
	Question 1		
2.	Question 2	Unit 2	10
	OR		
	Question 2		
3.	Question 3	Unit 3	10
	OR		
	Question 3		
4.	Question 4	Unit 3	10
	OR		
	Question 4		
4.	Question 5	Unit 5	10
	OR		
	Question 5		
Total Marks			50
Internal Assessment			
Particulars			Marks
Mid-term Examination			25
Any 5 (five) components, each of 5 marks:			25
(Note: Select any five (from Sr. No. 2 to 24) components from the Annexure, attached at the end of this Course.			
Total Internal Marks			50
Total Passing Marks: The student shall obtain minimum 36 marks (minimum 18 marks from Internal Assessment Plus minimum 18 marks from External Examination)			

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out of **total 100** marks to pass course

Course Level	6	Internal Marks	50
Programme	BBA	External Marks	50
Semester	VII	Practical Internal	00
Category of Course	Major- 17	Practical External	00
Course Credit	4	Prac. External Exam Duration	00
Teaching Hours	60	Total	100
Course Code	BBA-	Exam Duration	2:00 Hours
Course Title	HRM GROUP: ELEMENTS OF ORGANISATIONAL BEHAVIOUR		

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

1. To provide a foundational understanding of Organisational Behaviour (OB) concepts.
2. To explore the psychological underpinnings of individual behaviour, including how perception, learning, and personality influence workplace performance.
3. To examine the role of attitudes, values, and emotions.
4. To analyze the mechanics of group and team formation,
5. To evaluate classical and contemporary motivation theories.

Course Learning Outcomes: After successful completion of this course, students will be able to:

1. Articulate the importance of OB and identify the contributing disciplines within the field.
2. Evaluate how the perceptual process and selectivity factors influence decision-making and workplace interactions.
3. Use learning theories to improve employee training and behaviour change.
4. Design incentive or engagement plans based on different theories of motivation.
5. Apply leadership styles to varying organizational situations.

Teaching Pedagogy: Interactive classroom session, group discussion, seminar, case study, problem-solving-based learning, performance-related tasks, 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.

Sem	Unit No.	Syllabus	Teaching
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			Hours
	UNIT- 1	Introduction to Organisational	12
		Concepts, Definitions, Salient Features and Importance of OB, Brief Idea of Contributing Disciplines to OB, Limitations of OB; Concepts and Components of International OB, Elementary Idea of the Hawthorne Experiments; Concepts and Components in Brief of Positive Organisational Behaviour.	
	UNIT-2	Understanding Individual Behaviour-1	12
		Concepts of Individual Behaviour; Dynamics (Forces/ Components) of Individual Behaviour; Perception: Concepts and Characteristics, Perceptual Process, Concepts and Factors of Perceptual Selectivity Learning: Concepts and Characteristics, Principle, Brief Idea of Components of Learning Process;	
7	UNIT -3	Understanding Individual Behaviour-2	12
		Attitude: Concepts And Characteristics, Factors and Measures of Changing Attitude Value: Concepts, Types and Significance Personality: Concepts and Characteristics, Factors, Primary Idea of Type A and Type B Personalities; Emotion: concept and types	
	UNIT -4	Dynamics of Groups and Teams	12
		Concepts of Group Dynamics; Group: Factors, Concepts and Characteristics of Group, Need for Group Formation, Group Formation Process in Brief, Difference Between Formal Group and Informal Group ; Team: Concepts and Characteristics of Team, Popular Forms of Team, Making Team Effective; Elementary Idea of Transactional Analysis	
	UNIT -5	Basic Leadership and Motivation Theories	12
		Motivation Theories: Maslow's Need Hierarchy Theory, Vroom's Expectancy Theory, Adam's Equity Theory; Leadership Theories: Fielder's Contingency Theory, Managerial Grid, Concepts and Characteristics of Transformational Leadership and Charismatic Leadership	

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

REFERENCES

1. Ramesh B. Rudani, *Management and organizational behaviour*, Tata Mc Graw-Hill Education private limited, New Delhi India.
2. Stephen P. Robbins, Timothy A. Judge, and Neharika, *Organizational Behaviour*, person new Delhi, India
3. John W Newstrom *organizational behaviour*, Tata Mc Graw-Hill Education Private limited, new Delhi, India

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4. Fred E. Luthans, *organizational Behaviour*, Mc Graw-Hill New York, International Edition, 2005

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

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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			
Semester-End External Examination			
Total marks: 50 Hrs		Time: 2.00	
Question No.	Particulars	Question Drown From	Marks
1.	Question 1	Unit 1	10
	OR		
	Question 1		
2.	Question 2	Unit 2	10
	OR		
	Question 2		
3.	Question 3	Unit 3	10
	OR		
	Question 3		
4.	Question 4	Unit 3	10
	OR		
	Question 4		
4.	Question 5	Unit 5	10
	OR		
	Question 5		
Total Marks			50
Internal Assessment			
Particulars			Marks
Mid-term Examination			25
Any 5 (five) components, each of 5 marks:			25
(Note: Select any five (from Sr. No. 2 to 24) components from the Annexure, attached at the end of this Course.			
Total Internal Marks			50
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	6	Internal Marks	50
Programme	BBA	External Marks	50
Semester	VII	Practical Internal	00
Category of Course	Major- 18	Practical External	00
Course Credit	4	Prac.External Exam Duration	00
Teaching Hours	4	Total	100
Course Code	BBA	Exam Duration	2:00 Hours
Course Title	BUSINESS RESEARCH METHODOLOGY		

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

1. Enable students to understand the basic concepts, types, and significance of business research in decision-making.
2. Provide knowledge of the systematic steps involved in conducting research—from problem identification to report writing.
3. To enhance problem-solving and analytical skills to students to define business problems, formulate hypotheses, and apply logical reasoning.
4. Introduce various research designs, sampling techniques, and methods of collecting primary and secondary data.
5. Help students learn basic statistical tools and techniques for analyzing research data.
6. Guide students in preparing structured research reports and presenting findings effectively.
7. To promote ethical research practices

Course Outcomes – Business Research Methodology

After completing this course, students enrich themselves with....

1. Understand and explain the basic concepts, nature, and importance of business research in managerial decision-making.
2. Identify and define research problems, and formulate appropriate research objectives and hypotheses.
3. Design a suitable research plan, including selection of research design, sampling techniques, and data collection methods.
4. Collect, organize, and analyse data using appropriate statistical tools and techniques.
5. Interpret research findings and draw meaningful conclusions for business decision-making.
6. Prepare and present a structured research report in a professional and ethical manner.
7. Apply ethical principles and maintain integrity while conducting business research.

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Teaching Pedagogy: Interactive classroom session, group discussion, seminar, case study, problem-solving-based learning, performance-related tasks, 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.

Sem	Unit No.	Syllabus	Teaching Hours
	UNIT– 1	Introduction to Business Research	12
7		- Meaning of research - Features of good research - Objectives & motivation of research - Types of research - Significance of research - Research methods & methodology - Research process	
	UNIT-2	Research problem & research design	12
		- What is research problem? - Selecting the problem - Concept of research design - Need of research design - Features of good design - Different research design	
	UNIT –3	Measurement scaling &Sampling	12
		- Meaning of sampling terminology- population, sampling frame, sample, response, statistics, parameter, the sampling distribution, sampling error, rule of confident level - Sampling methods – probability (simple random, stratified) and non-probability (convenience, quota) methods.	
	UNIT –4	Data collection	12
		- Secondary data - uses, benefits, limitation & suitability of	

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		secondary data, sources of secondary data - Primary data- observation method, interview method, questionnaires method - Qualitative Research: Observation methods and case studies.	
	UNIT –5	Data analysis & research Reporting	12
		- Data analysis - Regression, Discriminant analysis, Factor analysis, Multidimensional scaling - Report writing - Good report, Critical elements of report, Interpretation (Drawing conclusions from data analysis.), Stylish elements & formatting	-

Note: The Topics and sub-topics of the course shall be discussed in context to actual application of research study in business and decision making.

Suggested Reading:

References Books:

5. J. K. SACHDEVA- business research methodology- Himalaya publication house.
6. C. R. KOTHARI- research methodology – new age international publisher.
7. Uma Sekaran, Research Methods for Business: A Skill Building Approach.
8. Donald R. Cooper & Pamela S. Schindler, Business Research Methods.
9. William G. Zikmund, Business Research Methods.

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

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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

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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			
Semester-End External Examination			
Total marks: 50 Hrs		Time: 2.00	
Question No.	Particulars	Question Drown From	Marks
1.	Question 1	Unit 1	10
	OR		
	Question 1		
2.	Question 2	Unit 2	10
	OR		
	Question 2		
3.	Question 3	Unit 3	10
	OR		
	Question 3		
4.	Question 4	Unit 3	10
	OR		
	Question 4		
4.	Question 5	Unit 5	10
	OR		
	Question 5		
Total Marks			50
Internal Assessment			
Particulars			Marks
Mid-term Examination			25
Any 5 (five) components, each of 5 marks:			25
(Note: Select any five (from Sr. No. 2 to 24) components from the Annexure, attached at the end of this Course.			
Total Internal Marks			50
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	6.0	Internal Marks	50
Programme	BBA	External Marks	50
Semester	7	Practical Internal	-
Category of Course	Major-19	Practical External	-
Course Credit	4	Prac. External Exam Duration	-
Teaching Hours	4	Total	100
Course Code	Major 19	Exam Duration	2 Hrs.
Course Title	COST AND MANAGEMENT ACCOUNTING		

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

1. To provide a foundational understanding of the **nature, scope, and classification of costs**, highlighting the distinct roles of Cost Accounting and Management Accounting.
2. To develop proficiency in the preparation of **Unit and Operating Cost Sheets**, specifically focusing on manufacturing units and road transportation services.
3. To introduce the techniques of **Marginal Costing** and their application in critical short-term management decisions, such as "Make or Buy" or product discontinuation.
4. To explain the mechanisms of **Budgetary Control and Standard Costing** as essential tools for financial planning, performance measurement, and variance analysis.

Course Learning Outcomes: After completion of the course, the students will be able to:

1. To accurately construct **Cost Sheets** for manufacturing units and road transportation services to determine total and per-unit costs.
2. To apply **Marginal Costing** techniques, including Break-Even Analysis and P/V Ratios, to facilitate data-driven "Make or Buy" and product-mix decisions.
3. To design and prepare **Cash and Flexible Budgets** to support organizational liquidity management and operational planning under varying activity levels.
4. To calculate and interpret **Material and Labour Variances** to evaluate production efficiency and identify areas for cost control.

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Teaching Pedagogy:

COURSE CONTENTS:		
Mode of Examination: Theory		
Units	Title of the Unit and the Topics	Teaching Hours
Unit - I	INTRODUCTION TO COST AND MANAGEMENT ACCOUNTING	12
	▪ Cost: Concept, Elements; Classification of Cost; ▪ Cost Accounting: Meaning, Nature, Scope, Advantages and Limitations; ▪ Management Accounting: Meaning, Nature, Scope, Advantages and Limitations; ▪ Difference: Cost Accounting vs Management Accounting. (Theory Only)	
Unit - 2	UNIT COSTING AND OPERATING COSTING	12
	▪ Unit Costing: Cost Unit and Cost centers, Preparation of Unit Cost Sheet; ▪ Operating Costing: Meaning, Objectives and Types; Preparation of Operating Cost Sheet for Road Transportation Only. (Theory & Practical)	
Unit - 3	MARGINAL COSTING	
	▪ Marginal Costing: Meaning and Significance of Marginal Cost and Marginal Costing, Contribution; P/V ratio, Key factors, Break Even Point, Margin of Safety; Application of Marginal Costing and Profit Planning. (Theory & Practical)	
Unit - 4	MANAGERIAL DECISION MAKING	12
	▪ Decision Making: Charges in Sales, Adding or Discontinuing Products, Make or Buy Decision, Selling or Further Processing, Selling in Foreign Market. (Practical)	
Unit - 5	BUDGETARY CONTROL	12

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	▪ Budgetary Control: Meaning and Significance of Budget and Budgetary Control, Types of Budgets; Procedure of Budgetary Control System, Preparation of Cash Budget and Flexible Budget Only. (Theory & Practical)	
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Reference Books:

1. Anthony, R. N. (2005). Management accounting: Principles. McGraw-Hill Education.
2. Arora, M. N. (2012). A textbook of cost and management accounting. Vikas Publishing House.
3. Arora, M. N. (2012). Cost accounting: Principles and practice. Vikas Publishing House.
4. Banerjee, B. (2014). Cost accounting: Theory and practice. PHI Learning Pvt. Ltd.
5. Bhole, L. M., & Mahakud, J. (2011). Financial institutions and markets (5th ed.). Tata McGraw-Hill.
6. Ghosh, P. K., & Gupta, G. S. (2010). Fundamentals of management accounting. Himalaya Publishing House.
7. Hingorani, N. L., & Ramanathan, A. R. (2003). Management accounting. Sultan Chand & Sons.
8. Horngren, C. T., Sundem, G. L., Stratton, W. O., Burgstahler, D., & Schatzberg, J. (2013). Introduction to management accounting. Pearson Education.
9. Jain, S. P., & Narang, K. L. (2014). Cost accounting. Kalyani Publishers.
10. Khan, M. Y., & Jain, P. K. (2017). Management accounting. McGraw-Hill Education.
11. Maheshwari, S. N. (2014). Cost accounting. Sultan Chand & Sons.
12. Maheshwari, S. N. (2015). Advanced problems and solutions in cost accounting. Sultan Chand & Sons.
13. Maheshwari, S. N., & Mittal, S. N. (2010). Cost accounting: Theory and problems. Shree Mahavir Book Depot.
14. Pandey, I. M. (2015). Management accounting. Vikas Publishing House.
15. Ratnam, P. V. (2012). Cost accounting. Liberty Publications.
16. Saxena, V. K., & Vashist, C. D. (2014). Advanced cost accounting. Sultan Chand & Sons.
17. Srinivas, N. P. (2012). Management accounting. Noble Publishing House.
18. Tulsian, P. C. (2010). Practical costing. Vikas Publishing House.

Note: Use the latest edition of the books.

Other Sources:

3. Relevant News papers, Journals and Reports.
4. Digital and online sources relevant to the topics in the course.
5. Any other Sources.

INTERNAL EVALUATION SCHEME		
NO	Particulars	Marks

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1	Mid Semester Exam(Mandatory)	25
	Any Five Out of the followings:	
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**Semester-End External Examination**

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Subject: **Business Management****SEMESTER-VII**

Total marks: 50 Hrs			Time: 2.00
Question No.	Particulars	Question Drown From	Marks
1.	Question 1	Unit 1	10
	OR		
	Question 1		
2.	Question 2	Unit 2	10
	OR		
	Question 2		
3.	Question 3	Unit 3	10
	OR		
	Question 3		
4.	Question 4	Unit 3	10
	OR		
	Question 4		
4.	Question 5	Unit 5	10
	OR		
	Question 5		
Total Marks			50
Internal Assessment			
Particulars			Marks
Mid-term Examination			25
Any 5 (five) components, each of 5 marks:			25
(Note: Select any five (from Sr. No. 2 to 24) components from the Annexure, attached at the end of this Course.			
Total Internal Marks			50
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	6.0	Internal Marks	50
Programme	BBA	External Marks	50
Semester	7	Practical Internal	-
Category of Course	Minor	Practical External	-
Course Credit	4	Prac. External Exam Duration	-
Teaching Hours	4	Total	100
Course Code	Minor 07	Exam Duration	2 Hrs.
Course Title	International Business System		

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

1. Understand the concepts, evolution, and trends of the international business system in the context of globalization and deglobalization.
2. Analyse the impact of global economic, political, legal, socio-cultural, technological, and environmental factors on international business.
3. Explain the international trade, financial, and monetary system, including trade agreements, foreign exchange, and foreign investment.
4. Apply international marketing, cross-cultural management, and IHRM concepts in global business contexts.
5. Evaluate contemporary issues such as digital transformation, AI, sustainability, ESG, geopolitical risks, and global supply chains.
6. Develop analytical, strategic, and ethical decision-making skills for international business management.
7. Prepare for careers in global business by building competencies required in a dynamic international environment.

Course Learning Outcomes: After successful completion of this course, students will be able to:

1. Understand the evolving structure, dynamics and significance of the international business system in a rapidly changing global environment.

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2. Analyse the complex and dynamic global environment influencing international business decisions.
3. Understand international trade theories, global financial systems, exchange mechanisms and the role of international institutions.
4. Develop competencies in global marketing and managing culturally diverse and digitally connected workforces.
5. Assess emerging trends, risks and opportunities shaping the future of international business in a volatile and interconnected world.

Teaching Pedagogy: Interactive classroom session, group discussion, seminar, case study, problem-solving-based learning, performance-related tasks, 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.

COURSE CONTENTS:**Mode of Examination: Theory**

Units	Title of the Unit and the Topics	Teaching Hours
Unit - I	FOUNDATIONS OF INTERNATIONAL BUSINESS SYSTEM	12
	Core Concepts: Meaning, nature, scope, and key stakeholders of international business systems. Global Shifts: Historical evolution; balancing globalization, regionalization, and deglobalization trends. The Multipolar World: Market drivers, core benefits, and strategic operational challenges in a fragmented global economy.	
Unit - 2	GLOBAL BUSINESS ENVIRONMENT	12
	P.E.S.T.L. Framework: Concise analysis of Political, Economic, Socio-Cultural, and Legal systems globally. Risk & Compliance: Assessing geopolitical risk, navigating trade regulations, and managing international compliance. Tech Disruption: Impact of digital transformation, AI, and automation on standard business models.	
Unit - 3	INTERNATIONAL TRADE, FINANCIAL AND MONETARY SYSTEM	

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	Economic Integration: Major trade agreements and regional blocs (e.g., EU, USMCA, ASEAN). Foreign Exchange: Forex market mechanics, exchange rate determination, and currency system types (Fixed vs. Floating). Global Capital Flows: Dynamics of Foreign Direct Investment (FDI) and Foreign Portfolio Investment (FPI).	
Unit - 4	INTERNATIONAL MARKETING AND CROSS-CULTURAL MANAGEMENT	12
	International Marketing: Digital-age STP (Segmentation, Targeting, Positioning) and standard vs. digital marketing mixes. Brand Strategy: Balancing global branding initiatives with necessary localization strategies. Global Human Capital: Cross-cultural management, cultural intelligence, and core International HRM (IHRM) frameworks.	
Unit - 5	CONTEMPORARY ISSUES IN INTERNATIONAL BUSINESS	12
	Value Chain Management: Designing global value chains; building resilience against systemic economic shocks and disruptions. Sustainability & ESG: Implementing Environmental, Social, and Governance metrics in multinational operations. Green Business: Navigating climate change policies, managing energy transitions, and promoting responsible business practices.	

Reference Books:

1. Francis Cherunilam, International Business: Text and Cases-Prentice Hall India (PHI), Latest Edition
2. P. Subba Rao, International Business, Himalaya Publishing House
3. Charles W. L. Hill & G. Tomas M. Hult, International Business: Competing in the Global Marketplace, McGraw-Hill Education, Latest Edition (13th/14th Edition)
4. John J. Wild & Kenneth L. Wild, International Business: The Challenges of Globalization, Pearson Education, Latest Edition

Other Sources:

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

(Note: The professors and the students are advised to use online and digital sources for developing the teaching and reading contents, along with the books suggested in the course.)

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INTERNAL EVALUATION SCHEME		
NO	Particulars	Marks
1	Mid Semester Exam(Mandatory)	25
	Any Five Out of the followings:	
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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Subject: **Business Management****SEMESTER-VII****PAPER STYLE****Semester-End External Examination**Total marks: 50
Hrs

Time: 2.00

Question No.	Particulars	Question Drown From	Marks
1.	Question 1	Unit 1	10
	OR		
	Question 1		
2.	Question 2	Unit 2	10
	OR		
	Question 2		
3.	Question 3	Unit 3	10
	OR		
	Question 3		
4.	Question 4	Unit 3	10
	OR		
	Question 4		
4.	Question 5	Unit 5	10
	OR		
	Question 5		
Total Marks			50

Internal Assessment

Particulars	Marks
Mid-term Examination	25
Any 5 (five) components, each of 5 marks: (Note: Select any five (from Sr. No. 2 to 24) components from the Annexure, attached at the end of this Course.	25
Total Internal Marks	50

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	6.0	Internal Marks	75
Programme	BBA	External Marks	75
Semester	7	Practical Internal	-
Category of Course	OJT	Practical External	-
Course Credit	6	Prac. External Exam Duration	-
Teaching Hours	6	Total	150
Course Code	OJT	Exam Duration	-
Course Title	On the Job Training		

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

- 1.
- 2.
- .
- .
- .

Course Learning Outcomes: After completion of the course, the students will be able to:

- 1.
- 2.
- .
- .
- .

Teaching Pedagogy:

COURSE CONTENTS:

Mode of Examination: Theory

Units	Title of the Unit and the Topics	Teaching Hours
		12
	The course contents, and guidelines thereupon, will be decided by the University	

Reference:

As suggested by the subject guide as per type and nature of OJP

Other Sources:

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

Evaluation Scheme:

Note: Necessary guidelines for the evaluation scheme and bifurcation of marks of this course will be declared by the university later on.

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Course Level	6.0	Internal Marks	50
Programme	BBA	External Marks	50
Semester	7	Practical Internal	-
Category of Course	Special Course(in lieu of OJT)	Practical External	-
Course Credit	4	Prac. External Exam Duration	-
Teaching Hours	4	Total	100
Course Code	Special Course-1	Exam Duration	2 Hrs.
Course Title	Business Analytics		

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

1. Introduce the foundational lifecycle of data-driven business intelligence.
2. Teach fundamental concepts of descriptive, predictive, and prescriptive analytics.
3. Provide hands-on training with modern data visualization tools.
4. Explain analytical modeling techniques for corporate forecasting and decision science.
5. Address ethical guidelines regarding data privacy, security, and integrity.

Course Learning Outcomes: After successful completion of this course, students will be able to:

1. Differentiate between distinct analytics methodologies and corporate use cases.
2. Clean, organize, and structure complex, raw datasets from multiple databases.
3. Build interactive dashboards to communicate key insights to business stakeholders.
4. Apply predictive modeling techniques to forecast market trends and risks.
5. Formulate data-driven solutions to optimize practical marketing, financial, or supply-chain problems.

Teaching Pedagogy:

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COURSE CONTENTS:

Mode of Examination: Theory

Units	Title of the Unit and the Topics	Teaching Hours
Unit - I	Business Analytics	12
	▪ Introduction to Business Analytics (BA)–Need. ▪ Components (Business Context, Technology, Data Science). ▪ Types (Descriptive, Predictive and Prescriptive). ▪ Business Intelligence versus Business Analytics. ▪ Transaction Processing v/s Analytic Processing ○ OLTP v/s OLAP ○ OLAP Operations	
Unit - 2	<u>Data Storage</u>	12
	▪ Types of Digital Data: ○ Definition, Sources, Storage and Characteristics of Structured, Unstructured and Semi Structured Data ▪ Data Warehouse: ○ Definition, characteristics, framework ○ Data lake ▪ Business Reporting, Visual Analytics: ○ Definition, concepts ○ Different types of charts and graphs	
Unit - 3	<u>Data Mining:</u>	
	▪ Concepts and applications ▪ Data mining process	

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	Text & Web Analytics: ▪ Text analytics and text mining overview ▪ Text mining applications ▪ Web mining overview ▪ Social media analytics	
Unit - 4	Data Analytics and Performance	12
	Business Performance Management: ▪ Business performance management cycle ▪ KPI, Dashboard Analytics in Business Support Functions: ▪ Sales & Marketing Analytics ▪ HR Analytics ▪ Financial Analytics ▪ Production and operations analytics	
Unit - 5	Practical: Analytics in Industries:	12
	Telecom, Retail, Healthcare, Financial Services	

Reference Books:

1. Ramesh Sharda, Dursun Delen, Efraim Turban, *Business Intelligence: A Managerial, Perspective on Analytics*, Pearson, 3rd Edition,
2. R.N.Prasad and Seema Acharya, *Fundamentals of Business Analytics*, Wiley, 2016
3. U.Dinesh Kumar, *Business Analytics– The Science of Data Driven Decision, Making*, Wiley, 2017
4. Anil Maheshwari, *Data Analytics*, Mc GrawHill, 2017
5. Jesper Thorlund & Gert, H.N.Laursen, *Business Analytics for Managers: Taking*, Wiley, Latest

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INTERNAL EVALUATION SCHEME		
NO	Particulars	Marks
1	Mid Semester Exam(Mandatory)	25
	Any Five Out of the followings:	
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

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Subject: Business Management

SEMESTER-VII

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			
Semester-End External Examination			
Total marks: 50 Hrs			Time: 2.00
Question No.	Particulars	Question Drown From	Marks
1.	Question 1	Unit 1	10
	OR		
	Question 1		
2.	Question 2	Unit 2	10
	OR		
	Question 2		
3.	Question 3	Unit 3	10
	OR		
	Question 3		
4.	Question 4	Unit 3	10
	OR		
	Question 4		
4.	Question 5	Unit 5	10
	OR		
	Question 5		
Total Marks			50
Internal Assessment			
Particulars			Marks
Mid-term Examination			25
Any 5 (five) components, each of 5 marks:			25
(Note: Select any five (from Sr. No. 2 to 24) components from the Annexure, attached at the end of this Course.			
Total Internal Marks			50

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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

Course Level	6.0	Internal Marks	25
Programme	BBA	External Marks	25
Semester	7	Practical Internal	-
Category of Course	Special Course (In lieu of OJT)	Practical External	-
Course Credit	2	Prac. External Exam Duration	-
Teaching Hours	2	Total	50
Course Code	Special Course-2	Exam Duration	1Hrs.
Course Title	Case pedagogy		

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

1. Introduce case study origins and methodologies.
2. Teach strategic problem-identification techniques.
3. Provide core environmental diagnostic tools.
4. Foster structured solution evaluation methods.
5. Build professional business communication skills.

Course Learning Outcomes: After successful completion of this course, students will be able to:

1. Categorize different business case types accurately.
2. Distinguish core business problems from symptoms.
3. Apply SWOT and PESTEL frameworks effectively.
4. Construct a criteria-based decision matrix.
5. Draft structured, professional executive briefs.

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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.

COURSE CONTENTS:**Mode of Examination: Theory**

Units	Title of the Unit and the Topics	Teaching Hours
Unit - I	FOUNDATIONS OF CASE ANALYSIS & DIAGNOSTICS	15
	Introduction to Case Method: Origin, purpose, and role of case studies in management education; characteristics of a good business case. Types of Cases: Decision-focused cases, descriptive cases, illustrative cases, and data-driven cases. The Case Analysis Framework: Skimming vs. deep reading; mapping timeline, actors, and constraints; identifying the core problem vs. symptoms. Environmental Diagnostics: Applying foundational tools (SWOT, PESTEL, Root-Cause Analysis) to extract facts and context from cases.	
Unit - 2	SOLUTION FORMULATION & COMMUNICATION	15
	Generating Alternatives: Brainstorming viable, creative strategic options based on case parameters and resource constraints. Decision Matrix: Evaluating alternatives using financial, operational, and ethical criteria; risk assessment and mitigation planning. Oral Advocacy: Participating effectively in case discussions; structuring compelling verbal arguments; handling counter-arguments and pushback. Case Report Writing: Structuring a professional executive brief (Executive Summary, Problem Statement, Analysis, Recommendations, Action Plan).	

Reference Books:

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1. **The Case Study Handbook: How to Read, Discuss, and Write Persuasively About Cases,**
Author: William Ellet, **Publisher:** Harvard Business Review Press
2. **Case Study Research for Business, Author:** Jillian Dawes Farquhar, **Publisher:** Sage Publications Ltd

INTERNAL EVALUATION SCHEME		
NO	Particulars	Marks
1	Mid Semester Exam(Mandatory)	13
	Any Three Out of the followings:	12
2	Class Test	03
3	Open book exam/test	03
4	Open note exam/test	03
5	Self-test/ Online test	03
6	Essay/Article writing	03
7	Quizzes/Objective test	03
8	Class assignment	03
9	Home assignment	03
10	Reports Writing	03
11	Research/Dissertation	03
12	Case Studies	03
13	Viva/Oral exam	03
14	Group Discussion	03

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15	Role Play	03
16	Paper presentation/Seminar	03
17	Language Lab work	03
18	Interview	03
19	Craft work	03
20	Co-curricular work	03
21	Field Assignment	03
22	Poster Presentation	03
23	Attendance	03
24	Project Work	03
Total		25

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

PAPER STYLE			
Semester-End External Examination			
Total marks: 25 Hrs			Time: 1.00
Question No.	Particulars	Question Drown From	Marks
1.	Question 1	Unit 1	10
	OR		
	Question 1		
2.	Question 2	Unit 2	10
	OR		
	Question 2		
3.	Question 3	Unit 1 and 2	5
	OR		
	Question 3		
	Question 5		
Total Marks			25
Internal Assessment			
Particulars			Marks
Mid-term Examination			25

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Any 5 (five) components, each of 5 marks:	25
(Note: Select any five (from Sr. No. 2 to 24) components from the Annexure, attached at the end of this Course.	
Total Internal Marks	50
Total Passing Marks: The student shall obtain minimum 18 marks (minimum 9 marks from Internal Assessment Plus minimum 9 marks from External Examination) out of total 25 marks to pass course	

Course Level	6.0	Internal Marks	75
Programme	BBA	External Marks	75
Semester	7	Practical Internal	-
Category of Course	RP	Practical External	-
Course Credit	6	Prac. External Exam Duration	-
Teaching Hours	6	Total	150
Course Code	RP-1	Exam Duration	-
Course Title	Research Project-1		

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

- 1.
- 2.
- .
- .
- .

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Course Learning Outcomes: After completion of the course, the students will be able to:

- 1.
- 2.
- .
- .
- .

Teaching Pedagogy:

COURSE CONTENTS:		
Mode of Examination: Theory		
Units	Title of the Unit and the Topics	Teaching Hours
		12
	The course contents, and guidelines thereupon, will be decided by the University	

Reference:

As suggested by the subject guide as per type and nature of OJP

Other Sources:

1. Digital and online sources relevant to the topics in the course

2. Relevant Journals, Reports, and other Periodicals

Evaluation Scheme:

Note: Necessary guidelines for the evaluation scheme and bifurcation of marks of this course will be declared by the university later on.