

BBA Semester 1 Syllabus

GANDHINAGAR INSTITUTE OF MANAGEMENT

BBA 1st SEMESTER

DOC NO: 4061

Subject Code: 20100101	Subject Title: Principles of Management
Pre-requisite: Nil	

Course Objective:

The course aims to equip the students to

- Become aware about the management theory and practice
- Understand the role and importance of planning, organizing, directing, and leadership in businesses
- Become aware of the principles of management in the real life

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	0	0	4	50	50	-	-	100

Subject Contents			
Sr. No.	Topic	Total Hours	Weight (%)
1	Management: Meaning and Definition, Features, Objectives, Process of management, Managerial Functions (POSDCORB), Significance, Managerial Roles & Skills, Management v/s Administration, Levels of Management	15	25
2	Planning & Decision Making: Planning: Meaning and Definition, Features, Importance, Limitations, Types/elements of plans, Steps in Planning Process. Decision Making: Meaning & Characteristics, Steps in Decision Making Process, Types of Decisions.	15	25
3	Organising: Concept, Process, Principles of organization, Delegation of Authorities: meaning, importance & process, Centralization & Decentralization, Types of Organisations: line, functional, line and staff.	15	25
4	Controlling: Concept, Nature, Importance, Steps in control process, Types of control, Techniques of Control: (A) Budgetary control-meaning, objectives, advantages & limitations (B) Break Even Analysis-concept, uses & limitations.	15	25

Course Outcome:

1. Students will learn and understand basic knowledge of management subject.
2. Student will be acquainted overview of Management and its other aspects.
3. Student will have a thorough idea about Planning and Decision Making.
4. Student will have in depth knowledge of the term Organizing
5. Student will acquire conceptual clarity about Controlling and its related aspects.

List of Textbooks:

1. Prasad, L. M. Principal and Practice of Management. Sultan Chand & Sons, 2008.
2. Human Resource and Personnel Management by K Aswathappa.
3. Stephen P. Robbins, David A. Decenzo, 2016. Fundamentals of Management, Pearson Education, 9th Edition

List of Reference Books:

1. Human Resource Management by C B Gupta Gupta CB, Modern Business Organisation, Mayur Paperbacks, New Delhi
2. Basu, C. R., Business Organization and Management, McGraw Hill Education.
3. Kaul, V.K., Business Organisation and Management, Pearson Education, New Delhi
4. Koontz and Weihrich, Essentials of Management, McGraw Hill Education.

Open e-Resource: https://onlinecourses.nptel.ac.in/noc22_mg42/preview

List of Suggested Experiments: NA

GANDHINAGAR INSTITUTE OF MANAGEMENT
BBA 1st SEMESTER

DOC NO: 4061

Subject Code: 20100102	Subject Title: Fundamentals of Accounting
Pre-requisite: Nil	

Course Objective:

The course aims to equip the students to understand basics of accounting procedure

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	0	0	4	50	50	-	-	100

Subject Contents				
Sr. No.	Topic	Total Hours	Weight (%)	
1	Introduction to Accounting, Conceptual Frame Work (Theory): Meaning Objectives, Scope & Areas of Accounting, Advantages & Limitations of Accounting, Users of Accounting Information, Business Transactions Classification of Accounts and rules of debit & Credit, Distinction between Capital and revenue expenditures and incomes, Basic Accounting Terms: Assets, Liabilities, Capital, Expenses, Expenditure, Debtors, Creditors, Goods, Cost, Gain, Stock, Purchase, Sales, Loss Profit, Voucher, Discount, Transaction, Drawing, Depreciation, Reserves & Provisions (Overview)	15	25	
2	Accounting Principles And Concepts (Theory): General Accounting Principles, Accounting Concepts and Conventions for Profit & Loss Account & Balance Sheet, Introduction of Accounting Standards issued by ICAI: AS 1 Disclosure of Accounting Policies, AS 2 Valuation of Inventories, AS 10 Depreciation Accounting, AS 9 Revenue Recognition, Importance of Accounting Standards	15	25	
3	Accounting Cycle (Examples Only): Introduction of Journal, Subsidiary books and Ledgers, Types of errors taking place in account (Theory Only), Examples on recording transactions into journal, Posting into ledgers, Balancing and preparation of Trail Balance	15	25	
4	Final Accounts of Sole Proprietor (Examples Only): Preparation of Trading Account, Profit & Loss Account and Balance Sheet	15	25	

Course Outcome:

At the end of the course, the students shall be able to:

- Understand fundamental Principles of Financial Accounting
- Understand preparation of primary and secondary books of accounts to summarize accounting information
- Apply accounting rules to prepare financial accounts to take effective Managerial Decision
- Relate the significance of accounting information from different users or stakeholders and understand basics of Accounting Procedure.
- Understand the financial performance of Sole Proprietor with the help of different tools & techniques of analysis.

List of References:

1. Financial Accounting for BBA, 2nd/Latest edition, by Dr S N Maheshwari, CA Sharad K Maheshwari & Dr Suneel K Maheshwari, Vikas Publishing
2. Financial Accounting- A Managerial Perspective, Latest edition, by Varadraj Bapat and Mehul Raithatha, TMH Publications
3. Financial Accounting, Latest edition, by P.C. Tulsian, Pearson Education
4. Advanced Accounts, Latest edition, by Shukla M. C., Grewal T.S & Gupta S.C., S. Chand & Company
5. Board of Studies, Study Material Paper-1 “Fundamentals of Accounting”, Common Proficiency Test (CPT) Course, ICAI, New Delhi

Open e-Resource:

1. www.letstute.com

List of Suggested Experiments: NA

GANDHINAGAR INSTITUTE OF MANAGEMENT
BBA 1st SEMESTER

DOC NO: 4061

Subject Code: 20100103	Subject Title: Business Statistics
Pre-requisite: Nil	

Course Objective:

The course aims to equip the students to

- To comprehend the notion of data, as well as the various scales of measurement, frequency, and data presentation.
- To explain the concepts of averages and variability, and application of these concepts.
- To become familiar with the techniques of association and modelling.
- To demonstrate the significance of probability in business decision-making.
- To provide knowledge of statistical methods in disciplines such as commerce, economics, and management etc.

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	0	0	4	50	50	-	-	100

Subject Contents				
Sr. No.	Topic	Total Hours	Weight (%)	
1	Introduction to Statistics: Attribute, Variable, Data, Population and Sample, Types of Data: (i) qualitative and quantitative variable (ii) discrete and continuous variable (iii) Primary and Secondary Data, Types of scales - nominal, ordinal, ratio and interval, Methods of Primary data and Sources of Secondary Data, Frequency Distribution (Discrete and Continuous) and Cumulative frequency distribution, Diagrammatic and graphical representation. (i) Line chart (ii) Bar chart (iii) Pie chart (iii) Histogram	15	25	
2	Measures of central tendency: (i) Mean (ii) Median (iii) Mode (iv) Quartiles (v) Deciles (vi) (all for grouped and ungrouped data). Combined mean, Measures of Dispersion: (i) Range (ii) Quartile Deviation (iii) Standard Deviation (all for grouped and ungrouped data) (iv) Coefficient of Variation (C.V). Concept of Absolut and Relative Measures	15	25	
3	Correlation: Introduction, Meaning, Definition of Correlation, Types of correlation, Correlation coefficient & its properties (without proof), Methods of studying correlation (Examples based on only observations), Scattered Diagram, Karl Pearson's product moment method, Spearman's rank method, Regression: Introduction, Meaning, Definition of regression, Regression coefficients and their Properties (without proof) Examples of regression Coefficient & regression lines (only for observations)	15	25	
4	Probability: Definition of Probability, Basic Terms, Results on Probability, Bayes Theorem, Illustrations.	15	25	

Course Outcome:

At the end of the course, the students shall be able to:

1. Students will learn and understand basic knowledge of Statistics subject.
2. Understand basic knowledge of Statistics.
3. Understand theoretical knowledge & Practical of Measures of Central Tendency
4. Understand Concepts of Correlation and Regression.
5. Students will Learn the topic of Probability.

List of References:

1. Statistics for Management, Latest edition, by Lewin and Rubin, Prentice Hall of India
2. Business Statistics, Latest edition, by N D Vohra, McGraw Hill Education
3. Fundamentals of Statistics, Latest edition, by S. C. Gupta, Himalaya Publishing House

Open e-Resource: Nil

List of Suggested Experiments: NA

GANDHINAGAR INSTITUTE OF MANAGEMENT
BBA 1st SEMESTER

DOC NO: 4061

Subject Code: 20100104	Subject Title: Principles of Micro Economics
Pre-requisite: Nil	

Course Objective: The course intends to expose the student to the basic principles in microeconomics theory and illustrate with applications.

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	-	-	4	50	50	00	00	100

Subject Contents				
Sr. No	Topic	Total Hours	Weight (%)	
1	Introduction to Economics: Definitions, Nature, Scope, Difference between Microeconomics & Macroeconomics Basic economic concepts, basic problems of an economy and role of price mechanism: Economic and non-economic activity, goods and services, utility and types of utility, price and value, Entrepreneur, Basic problems of an economy, Economics Systems: Capitalism, Socialism and Mixed Economic System	15	25%	
2	Demand and Supply: Law of Demand and Law of Supply, Determinants of demand and supply, Elasticity of Demand, Determinants and significance, Meaning of Elasticity and types of elasticity- Price, Income and Cross elasticity of demand with suitable example	15	25%	
3	Theory of Production: Production meaning, factors of productions, Production function, short run production function-law of variable proportions, long run production function- Returns to scale theory. Production Costs: Concepts and Types- Money, Accounting, Real, Opportunity, Economic, Implicit and Explicit, Short Run, Long Run, Fixed and Variable Costs. Concepts of Total, Average and Marginal costs. Relationship between Average and Marginal Costs Curves in Short run and long run.	15	25%	
4	Market Structure: Meaning and feature of perfect competition, Meaning and features of Monopoly, Meaning and features of Monopolistic Competition, Meaning and features of Oligopoly	15	25%	

Course Outcome:

1. Students will learn and understand basic knowledge of principles in Microeconomics economics subject.
2. Understand basic economic concepts, basic problems of an economy and role of price mechanism.
3. Understand theoretical knowledge & basic tools of demand-supply analysis.
4. Understand theoretical and practical knowledge of theory of Production and production costs.
5. To acquaint students about the different forms of market and behavior of firms.

List of Textbooks:

1. G.S. Gupta, Managerial Economics, Tata Mc-Graw Hill education 2011.
2. Ahuja H, L: Business economics, S.Chand, & Co. Ltd New Delhi.

List of Reference Books:

1. Human Resource Management by C B Gupta, Modern Business Organisation, Mayur Paperbacks, New Delhi
2. Basu, C. R., Business Organization and Management, McGraw Hill Education.
3. Kaul, V.K., Business Organisation and Management, Pearson Education, New Delhi
4. Koontz and Weihrich, Essentials of Management, McGraw Hill Education.

Open e-Resource: https://onlinecourses.nptel.ac.in/noc21_hs52/preview

List of Suggested Experiments: NA

GANDHINAGAR INSTITUTE OF MANAGEMENT

BBA 1st Semester

DOC NO: 4061

Course Objective:

To enhance vocabulary and grammar that enable the learners to communicate and write effectively in real life situations. Proficient spoken and written English help students to communicate clearly and precisely.

Subject Code: AEC016	Subject Title: Practical English
Pre-requisite: Basic knowledge of English language.	

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
2	-	-	2	25	25	-	-	50

Subject Contents				
Sr. No	Topic	Total Hours	Weight (%)	
1	Vocabulary Building: Importance of Vocabulary Building, Word Formation and Types of word Formation, Synonyms, antonyms, Homonyms, homophones, Suffix, Prefix, one word substitute, making sentences using words, rearrange the words to make sentences.	07	25%	
2	Communication: Definition of Communication, Characteristics of Communication, Types of Communication, Importance of Communication, Process of Communication, Barriers of Communication. Kinesics, Proxemics, Paralinguistics, Haptics	07	25%	
3	Listening Skills: Definition of Listening, Hearing and Listening, Types of Listening, Barriers of Listening, ways to improve listening, Traits of a good listener. Listening Practice: Listening comprehension- Listening for information.	07	25%	
4	Grammar: Tenses, Voice, Concord, Modal auxiliaries.	07	25%	

Course Outcome: After completion of this course, student will be able to:

1. Expand vocabulary to enhance proficiency in listening, speaking, reading, and writing.
2. Develop strategies to Communicate Effectively and Appropriately.
3. Use strategies appropriately to improve one's ability to listen and to understand people.
4. Guide learners to gain knowledge of English grammar on an advanced level.

List of Reference Books:

1. Communication Skills by Sanjay Kumar and Pushp Lata, Oxford University Press - 2019.
2. Raymond Murphy, English Grammar in Use- A self-study reference and practice book for elementary students of English, Cambridge University Press, fourth edition.
3. Technical Communication – Principles and Practice, Third Edition by Meenakshi Raman and Sangeetha Sharma, Oxford University Press 2017.
4. Advanced Writing Skills: Success in 20 Minutes a Day, by D.S. Paul, Goodwill Publication

Open e-Resource: NPTEL

1. <https://nptel.ac.in/courses/109104031>

GANDHINAGAR INSTITUTE OF MANAGEMENT

BBA 1st Semester

DOC NO: 4061

Subject Code: SEC015	Subject Title: Office Automation Tools
Pre-requisite: NIL	

Course Objective:

- To make students familiar with the basics of hardware and software.
- To produce documents by working with MS word, MS PowerPoint and Excel.
- To know the importance of Operating System

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
1	0	1	2	-	25	25	-	50

Subject Contents				
Sr. No	Topic	Total Hours	Weight (%)	
1	Introduction to Computer: Computer System Characteristics, Hardware - CPU, Memory, Input, Output & Storage devices, Organization of Secondary Storage Media, Software - System & Application, Types of processing Batch and On-line.	6	5	
2	MS Word (Word for Windows): Overview, creating, saving, opening, importing, exporting and inserting files, formatting pages, paragraphs and sections, indents and outdents, creating lists and numbering. Headings, styles, fonts and font size. Editing, positioning and viewing texts, Finding and replacing text, inserting page breaks, page numbers, bookmarks, symbols and dates. Using tabs and tables, header, footer and printing. Headers and Footers, Mail merge, macros, tables.	10	25	
3	MS – PowerPoint: Introduction to MS Power Point, Power Point Elements, Exploring Power Point Menu, Working with Dialog Boxes, Saving Presentation, Printing Slides, Slide View, Slide Sorter view, notes view, outline view, Formatting and enhancing text formatting.	10	25	
4	Excel: Excel forms, graphs and charts: data entry forms using Excel, using wizards, various charts type, formatting grid lines & legends, previewing & printing charts	10	20	
5	Operating System Concepts: Role of an Operating System, Types of operating systems, booting procedure and its types, Fundamentals and typical instructions of Windows & Non-Windows based Operating Systems.	6	10	
6	Open Office: Introduction to open office tools like writer, impress and calc.	10	15	

Course Outcome:

- To work with the basic features of MS Word, to compose, format and edit a word document.
- To work with the advanced formatting features of MS Word like table of content, table, illustration, cover page and mail merge.
- To work with the basic features of MS Excel, to compose, format and edit an excel workbook with advanced features like filtering, pivot table, chart, in-built functions and data analysis & organization.
- To learn the creation of professional MS PowerPoint presentation by Providing aesthetics, animation & transition and multi-media.
- To learn the basics of Operating System and its types.

List of Textbooks:

- Working With Personal Computer Software by R.P.Soni, Harshal Arolkar, Sonal Jain, Wiley India.
- Introduction to Computer, P.K. Sinha.

List of Reference Books:

1. Microsoft Word 2016 Step By Step by Joan Lambert, Microsoft Press
2. Microsoft Excel 2016 Step By Step by Joan Lambert, Microsoft Press
3. Microsoft Power Point 2016 Step By Step by Joan Lambert, Microsoft Press
4. R.K. Taxali: Introduction to Software Packages, Galgotia Publications.
5. MS–Office 2003, Compiled by SYBIX.
6. Mastering Microsoft Excel Functions and Formulas by, Webtech Solutions Inc.
7. Microsoft Powerpoint 2013 Step by Step by Cox, Microsoft
8. Open Office Basic: An Introduction by Prof. James Steinberg

Open e-Resource:

1. <http://www.gcfllearnfree.org/word2016/>
2. https://www.techonthenet.com/excel/tutorial2016_complete.php
3. <http://www.gcfllearnfree.org/powerpoint2016/>
4. <http://www.investintech.com/articles/mscustomization/>
5. <http://in.pcmag.com/office-suites/34995/feature/100-essential-tips-for-microsoft-office-2010>
6. https://www.tutorialspoint.com/ms_access/index.htm

List of Suggested Experiments:

1. Identify the internal and external hardware/peripheral components.
2. Prepare and print Biodata with a covering letter using word processor.
3. Calculation of Total mark, grade based on boundary conditions for n number of students using Spread sheet.
4. Create an application and prepare neat curriculum Vitae for applying a job in a company. Apply Page format and Paragraph format to the above document.
5. Prepare a presentation with five slides including animation, insertion of scanned images.
6. Search a specified content using internet, download it and then insert it into a presentation.
7. Draft a letter asking for quotations of different peripheral devices for your computer lab and mail the letter using mail merge in MS word.
8. Create a template and draw a basic block diagram of computer & using graphs compare the performance of different laptop/notebook PC.
9. Create a database of students, which contains marks obtained by students of a class in different subjects and then calculate maximum, minimum, average and sum of marks in each subject. Also calculate % of each student using functions and formulas in MS Office Excel also draw pie chart and bar graph.
10. Create MS word document and implement macro function.
11. Explore the open office tools.

GANDHINAGAR INSTITUTE OF MANAGEMENT
BBA 1st SEMESTER

DOC NO: 4061

Subject Code: VAC017	Subject Title: National Cadet Corps
Pre-requisite: Nil	

Course Objective:

The course aims to equip the students to

1. Train volunteer youth to become confident, committed and competent leaders in all walks of life.
2. Enhance awareness levels of cadets to become responsible citizens of the country.
3. Provide opportunities and encourage cadets to enrich their knowledge, develop communication skills and build character.
4. Conduct social activities and community development programmes, to make constructive contributions toward society.
5. Undertake adventure activities to hone leadership qualities and risk-taking abilities.
6. Provide a platform to launch “Goodwill Ambassadors” to project the image of country overseas
7. Conduct military training to develop awareness about Armed Forces, leadership skills and military values thus, provide an environment to motivate cadets to join the Armed Forces.

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
1	0	1	2	25	25	-	-	50

Subject Contents				
Sr. No.	Topic	Total Hours	Weight (%)	
1	1.1 Aims, Objectives and Organization of NCC. 1.2 Incentives to Cadets 1.3 Duties of NCC Cadets 1.4 National Integration Capsule 1.5 NCC Camps: Types & Conduct 1.6 Famous Leaders of India	5	25	
2	1.1 Drill ki Aam Hidayaten aur Word of Command 1.2 Savdhan, Vishram, Aram Se aur Mudna 1.3 Armed Forces and IAF Capsule 1.4 Modes of Entry in IAF.	3	25	
3	Personal Development 1.1 Personality Development Capsule, Traits Factors, Creative Thinking, Decision Making 1.2 Communication Skills, Group Discussions, Stress and Emotions, Change your Mindset, Time Management, Team Work, Interview Skills 1.3 Leadership Capsule, Traits, Indicators, Motivation, Ethics, Honour Code 1.4 Social Service and Community Development Activities-Social Evils Beti Padhao Beti Bachao, Drug Abuse, Msn Indradhanush (Vaccination), Digital Awareness, Waste Management, Women Health and Sanitation, Tree Plantation, Traffic Awareness, Pollution 1.5 Protection of Children & Women Safety, Road/Rail Travel Safety 1.6 Social Service Capsule, Basics of Social Service, Rural Development Programmes, NGO's, Contribution of Youth	7	25	

4	1.1 Disaster Management Capsule, Types of Disasters, Organization and Capability 1.2 Case Studies - Ashoka, Kiran Bedi, Cap. Vikram Batra, Cap. Saurabh Kalia, Squadron Leader Ajay Ahuja, CDS Bipin Rawat, Commandant Chetan Cheeta, IPS Hemant Karkare, NSG Commando Sandeep Unnikrishnan, APJ Kalam, Ranjit Singh, Sardar Patel, Dhyan Chand, Mary Kom, Milkha Singh	5	25
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Course Outcome:

At the end of the course, the students shall be able to:

1. Understand the mission and vision of NCC.
2. Fulfill the role of an active and disciplined youth citizen.
3. Gain confidence, leadership skills, and physical endurance.
4. Perform drill movements with precision and discipline.
5. Understand the role and structure of Indian Armed Forces and IAF.
6. Develop self-awareness and confidence and Understand key leadership traits and how to apply them.

List of References:

- 1) Cadet's Hand Book (Air Force) Specialised Subject
- 2) Cadet's Hand Book (Army) Common Subject

List of Suggested Journals / Periodicals / Magazines / Newspapers / Web resources:

- 1) Indian Defence Review (IDR)
- 2) Journal of Aerospace Sciences and Technologies (JAST)
- 3) Website: <https://indianairforce.nic.in>
- 4) Website: <https://indiancc.nic.in>

List of Suggested Experiments: NA

BBA Semester 2 Syllabus
GANDHINAGAR INSTITUTE OF MANAGEMENT
BBA 2nd SEMESTER

DOC NO: 4061

Subject Code: 20100201	Subject Title: Organizational Behaviour
Pre-requisite: Nil	

Course Objective:

- Organizational Behavior is concerned with the application of managerial skills to individuals as well as groups of people. The goal is to assist students gain an understanding of human behavior and its impact on organizations.

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	0	0	4	50	50	-	-	100

Sr. No.	Topic	Total Hours	Weight (%)
1	Basics of Management: Concepts of Management, Functions of Management, Managerial Roles, Understanding Concepts of OB: Models of OB, Disciplines in the field of OB, Challenges and Opportunities of OB	6	10
2	Personality & Values: Personality Traits & Attributes, MBTI & Big Five Model, Values at Workplace, Attitudes: Components of Attitude, Job Satisfaction, Job Involvement and Organizational Commitment as work related attitudes, Perception: Attribution theory, frequently used shortcuts in judging others & Perceptual errors, Motivation: Maslow's Need Hierarchy, Herzberg's Two-Factor, Alderfer's ERG, McClelland's Need Theory, Victor Vroom's Expectancy	18	30
3	Group: Types, Stages of group development, Techniques of group decision making, Team: Types, Skills used in effective team building, Leadership: Transactional & Transformational Leadership, Theories of Leadership: Behavioural theories, Fiedler model, LMX theory, Path-goal theory, Contemporary issues in leadership	18	30
4	Power and Politics: Bases of power, Power Tactics, Organizational Politics, Effect of organizational politics, Conflict and Negotiation: Process, Conflict resolving Strategies, Negotiation process, Organizational Culture: Types, Creating and Sustaining culture, Core values of Indian culture, Organizational Change and Stress Management: Process and Implementation of Change, Model of Stress, Approaches to Stress Management	18	30

Course Outcome:

At the end of the course, the students will be able

- To understand how organizations work and the impact of current trends in organizational behavior.
- To recognize emerging aspects of organizational behavior.
- To demonstrate the desirable individual behavior in organizational setting.
- To display desirable group behaviour and leadership qualities at workplace
- To understand how to effectively modify individual behaviour through motivation and leadership for enhanced performance.

List of References:

1. Organizational Behavior, 13th / Latest edition, by Stephen P. Robins, Timothy A. Judge, Seema Sanghi, Pearson Education
2. Management, Latest edition, by Stoner, Freeman and Gilbert Jr., Prentice Hall of India
3. Understanding Organizational Behaviour, Latest edition, by Udai Pareek, Oxford Higher Education
4. Organizational Behaviour, Latest edition, by Margi Parikh and Rajan Gupta, McGraw Hill
5. Organizational Behavior, Latest edition, by Fred Luthans, McGraw Hill

List of Suggested Journals / Periodicals / Magazines / Newspapers / Web resources:

1. Human Capital
2. Indian Management
3. IIMB Management Review

Open e-Resource:

1. Prof. Prof. Nawal Kishore , “Business Organisation and Management”, MOOC, https://onlinecourses.swayam2.ac.in/nou22_mg07/preview

List of Suggested Experiments: NA

GANDHINAGAR INSTITUTE OF MANAGEMENT
BBA 2nd SEMESTER

DOC NO: 4061

Subject Code: 20100202	Subject Title: Financial Accounting
Pre-requisite: Nil	

Course Objective:

The course aims to equip the students to understand basics of accounting procedure.

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	0	0	4	50	50	-	-	100

Subject Contents				
Sr. No.	Topic	Total Hours	Weight (%)	
1	Share Capital: Types of Shares, Provisions relating to issue of shares, Examples of Issue and Allotment of shares including prorata allotment (Excluding Forfeiture and reissue of shares)	15	25	
2	Issue And Redemption Of Debentures: Types of Debentures, Accounting entries of issue and redemption of debentures (Examples), Writing off Debenture Discount (Examples), Redemption of debentures including purchase of own debenture and conversion of debenture into shares (Examples), Debenture Redemption Fund Method (Examples)	15	25	
3	Accounting Standards Related To Financial Reporting: AS 3 Cash Flow Statements, AS 4 Contingencies and Events Occurring After the Balance Sheet Date, AS 14 Accounting for Amalgamations, AS 17 Segment Reporting, AS 21 Consolidated Financial Statements, AS 25 Interim Financial Reporting, AS 27 Financial Reporting of Interests in Joint Ventures	15	25	
4	Final Accounts Of Joints Stock Companies: Preparation and presentation of vertical form with notes as per schedule III of Companies Act, 2013	15	25	

Course Outcome:

At the end of the course, the students shall be able to understand

- Significance of accounting information from different users of stakeholders.
- Construct Statement of Profit and Loss, a Balance sheet and a Statement of Cash Flows.
- Deduce relevant information from published financial statements for decision making.

List of References:

1. Tulsian's Corporate Accounting, 2nd edition, by CA (Dr.) P C Tulsian & CA Bharat Tulsian, S. Chand Publishing
2. Financial Accounting for Management, Latest Edition, By Ambrish Gupta, Pearson
3. Financial Accounting: A Managerial Perspective, latest edition, by Varadraj B. Bapat and Mehul Raithatha, McGraw Hill
4. Financial Accounting for BBA, Latest edition by Dr. S N Maheshwari and S K Maheshwari, Vikas Publishing House
5. Corporate Accounting, Latest edition, by A. Mukherjee and M. Hanif, McGraw Hill
6. Financial Accounting: A Managerial Perspective, Latest edition, by R. Narayanaswamy, PHI Learning Private Ltd.
7. Board of Studies, Study Material Paper-1 "Fundamentals of Accounting", Common Proficiency Test (CPT) Course, ICAI, New Delhi
8. Board of Studies, Study Material Paper-1 "Accounting", Intermediate (IPC) Course, ICAI, New Delhi
9. Board of Studies, Study Material Paper-5 "Advanced Accounting", Intermediate (IPC) Course, ICAI, New Delhi
10. Financial Accounting for Management, Latest edition, by N Ramchandran, Ram Kumar Kakani, McGraw Hill

Open e-Resource:

1. www.letstute.com

List of Suggested Experiments: NA

GANDHINAGAR INSTITUTE OF MANAGEMENT
BBA 2nd SEMESTER

DOC NO: 4061

Subject Code: 20100203	Subject Title: Business Mathematics
Pre-requisite: Nil	

Course Objective:

The course aims to equip the students to

- Develop to understand various financial statements viz. balance sheet, income statement and statement of cash flows, and
- Draw relevant information and data contained in these statements.
- Assist the students in developing skills in problem solving and decision making in analysis and utilization of financial and accounting data for planning and control.

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	0	0	4	50	50	-	-	100

Subject Contents			
Sr. No.	Topic	Total Hours	Weight (%)
1	Mathematical Concepts: Arithmetic operator, percentage, ratio, rate, proportion, constant, variables, Log and antilog, functions, Linear and nonlinear functions, Indices, powers or exponents, Arithmetic Progression (A.P.) Geometric Progression (G.P.), Mathematical symbols/notations, Linear Equation, graph of a function	15	25
2	Set theory: Concept of Sets, types of sets (empty, singleton, finite, infinite, universal, complement, Subsets, power), Set operations: Equality, union and intersection, difference and symmetric difference of two sets, Laws of algebra of sets, Venn diagram up to three sets. (Only examples). Determinants: Determinants of order two and three, its properties, Solving a system of linear equations using Cramer's rule for two variables	15	25
3	Matrix: Meaning, Difference between determinants and Matrix, Types of Matrices, Matrix operations (Addition, Subtraction, scalar multiplication, multiplication and Equality), Inverse of a Matrix (up to order three) using ad-joint of a matrix, Solution of Equations by Inverse of Matrix	15	25
4	Mathematics in Finance: Simple and Compound Interest: Interest compounded once a year, k-times in a year, continuous, nominal and effective rate of interest, Annuity-Present and future value, sinking funds	15	25

Course Outcome:

At the end of the course, the students shall be able to:

- Understand and employ equations, formulae, and mathematical expressions in a variety of contexts.
- Solve business problems through functions and matrices.
- Demonstrate skills required in mathematically intensive areas of commerce such as Finance and Economics.
- exhibit critical thinking and problem solving skills in a variety of contexts

List of References:

1. Business Mathematics, Latest edition, by Kapoor, V.K., Sultan Chand and Sons
2. Mathematics of Finance, Latest edition, by Petr Zimba and Robert L. Brown, Schaum's series, Tata McGraw Hill
3. Business Mathematics, Latest edition, by Singh, J. K, Himalaya Publishing House

Open e-Resource: Nil

List of Suggested Experiments: NA

GANDHINAGAR INSTITUTE OF MANAGEMENT**BBA 2nd SEMESTER****DOC NO: 4061**

Subject Code: 20100204	Subject Title: Principles of Macro Economics
Pre-requisite: Nil	

Course Objective: The course intends to expose the student to apply basic macroeconomics concepts in understanding the current state of the economy.

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	-	-	4	50	50	00	00	100

Subject Contents				
Sr. No	Topic	Total Hours	Weight (%)	
1	Introduction to Macroeconomics: Meaning and scope-Circular flow of product and Income- Stocks and flows – nominal and real variables - Actual and potential GDP - Key macro aggregates- GDP: Concept, measurement, limitations	15	25%	
2	Classical and Keynesian Economics: Classical and Keynesian Economics- National income determination in a closed economy –Interest rate: - concept, types- Time Preference - Present value and future value.	15	25%	
3	Macroeconomic Policies and Inflation: Fiscal and monetary policies: Meaning and scope, objectives, Instruments - Macroeconomic policy of India – Money: Function, credit creation, theories- Inflation: Meaning, measurements, types, impact	15	25%	
4	Unemployment and Inequity: Meaning - Measurements and Types of unemployment - Unemployment in India - Poverty and income inequality	15	25%	

Course Outcome:

1. Students will learn and understand basic knowledge of principles in Macroeconomics economics subject.
2. Understand and define introductory macroeconomic concepts and crucial role of consumption, investment and government in circular flow of income.
3. Explain the principles of the prominent Macroeconomics schools of thought.
4. Understand the Macroeconomic Policies and Inflation.
5. Understand the Unemployment and Inequity.

List of Textbooks:

1. G.S. Gupta, Managerial Economics, Tata Mc-Graw Hill education 2011.
2. Ahuja H, L: Business economics, S. Chand, & Co. Ltd New Delhi.

List of Reference books:

1. Samuelson P.A. and W.D. Nordhaus, 'Economics', Tata McGraw Hill, New Delhi, 1998
2. Mankiw Gregory, 'Principles of Economics', Cengage Learning, southwest, 8th edition
3. Karl E. Case, Ray C Fair, Sharon Oster, 'Principles of Economics', Pearson, Latest edition

Open e-Resource: https://onlinecourses.nptel.ac.in/noc21_hs52/preview

List of Suggested Experiments: NA

Gandhinagar Institute of Management
BBA Semester II

DOC NO: 4061

Subject Code: AEC015	Subject Title: Personality Development for Effective Leadership
Pre-requisite: NA	

Course Objective:

1. To help students in enhancing their self-awareness, interpersonal skills, and overall personal grooming.
2. To foster personal growth and development by focusing on self-awareness, communication skills, emotional intelligence, and goal setting.
3. To explore various aspects of personality enhancement and leadership qualities for improving their confidence, firmness, and relationships with others.

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
2	-	-	2	25	25	-	-	50

Subject Contents			
Sr. No	Topic	Total Hours	Weight (%)
1	Understanding Personality Development • Definition and Importance of Personality • Determinants of Personality: Heredity and Environment • Theories of Personality (Big Five Model, MBTI, etc.) Self-Awareness and Self-Analysis • SWOT Analysis for Personality Growth • Building Self-Confidence and Positive Thinking • Overcoming Self-Limiting Beliefs Leadership and Its Significance • Definition and Characteristics of an Effective Leader • Leadership vs. Management • Different Leadership Styles (Autocratic, Democratic, Transformational, etc.) Effective Communication Skills • Verbal and Non-Verbal Communication • Barriers to Communication and Overcoming Them • Public Speaking and Presentation Skills	15	50%
	Emotional Intelligence (EI) and Leadership • Components of Emotional Intelligence (Self-Awareness, Self-		

2	Regulation, Motivation, Empathy, Social Skills) • Role of EI in Decision-Making and Conflict Resolution • Developing Empathy and Active Listening Skills Building Leadership Skills • Goal Setting and Strategic Thinking • Motivation and Team Building • Time Management and Delegation Decision-Making and Problem-Solving • Decision-Making Models (Rational Model, Intuitive Model, etc.) • Overcoming Decision-Making Biases • Critical Thinking and Analytical Skills Ethics and Values in Leadership • Ethical Decision-Making in Leadership • Corporate Social Responsibility and Leadership Ethics • Leading with Integrity	15	50%
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Course Outcome:

- To comprehend the role of confidence and self-esteem in personal development.
- To create a comprehensive action plan for personality enhancement and leadership development.
- To cultivate personality and leadership qualities in diverse and inclusive environments.
- To formulate ethics & values in Leadership

List of Textbooks:

1. D. P. Subharwal – Personality Development Handbook
2. Rajiv Mishra – Personality Development: Transform Yourself
3. Dr. Shailesh Tondon & Dr. Asish Kaushal – Personality Development & Grooming
4. Del Carnegie – The Leader in You
5. Andrew Bryant – Self Leadership
6. Peter G. Northouse – Leadership: Theory and Practice
7. Radcliffe – Leadership: Plain and Simple

List of Reference Books: NA

Open e-Resource:

1. English GUETA Website
2. English GUETA App
3. English GUETA YouTube Channel

List of Suggested Experiments:

Gandhinagar University

UG/PG

Semester- VI

Subject Code: IKS0201	Subject Title: Indian Ancient History and Cultural Heritage
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Course Objective:

- Foster an appreciation for the composite nature of Indian history, culture and heritage.
- Instill a sense of love and belonging among learners, contributing to nation-building efforts.
- Provide an overview of various components of cultural heritage, including fairs, festivals, dances, art, architecture, and historical landmarks, which are crucial for a deeper understanding of history.

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
01	0	2	02	0	25/ Project	25/ Project		50

Subject Contents			
Sr. No	Topics	Total Hours	Credit
1	Indian Ancient History: Introduction of Ancient India. Harappan Civilization. Rigvedic & Later Vedic Period. India in the 6th Century B.C. Persian and Greek invasions and its impact. Mauryan and Gupta Periods. Post – Mauryan. Brief History of the Sanskrit literature: The Vedas, The Brahmanas and Upanishads & Sutras, Epics: Ramayana and Mahabharata & Puranas.	15	1
2	Indian Cultural Heritage: Ethnic Indian Cultural Construct – Fairs & Festivals and their historical background. Indian dances as Cultural Heritage. Indian Architecture: Temples, Stupas, Caves, Chaityas. Medieval Architecture and Colonial Architecture. Social culture in India- Vedic culture. Ancient period- varna and jati, family and marriage in India, position of women in ancient India, Contemporary period; caste system and communalism.	15	1

Course Outcome: After completion of this course, students will be able to

- Demonstrate knowledge of the key events, periods, and figures that have shaped Indian history from ancient to modern times, including their impact on the socio-political and economic landscape.
- Analyze the rich cultural heritage of India, including art, architecture, literature, and philosophy, while recognizing the contributions of various communities to India's pluralistic society.

List of Text Books:

1. An advanced history of India – causes and decline of Guptas by B.C. Majumdar and others, 1967, Macmillan.
2. Ancient India by R.C. Majumdar, 1977, Motilal Banarasi Das.
3. History of Ancient India by Rama sankar Tripathi, 1942, Motilal Banarasi Das.
4. History and culture of India to 1000 A.D. by H.V. Srinivasa Murthy, 1980, S. Chand and Co.
5. History of South India by K.A. Nilakanta Sastry 1976, Oxford University Press.
6. History of Ancient India by Krishnaswamy Aiyangar, 1980, Seema Publishers.
7. Ancient India by V.D. Mahajan, 1985, S.Chand and Company.
8. Advance History of India by K.A. Nilakantasastry and C.S.Srinivasachari, 1980, Allied Publishers.
9. Ancient Indian History and Civilization by Silendranath Sen, 1988, Wiley Eastern.
10. Lothal and Indus Civilizations by S.R.Rao, 1972, Asia Publishers, Madras

GANDHINAGAR INSTITUTE OF MANAGEMENT

SEMESTER II

DOC NO: 4061

Subject Code: SEC006	Subject Title: Data Analysis Using Spreadsheets
Pre-requisite: Basic Computer Knowledge.	

Course Objective:

- Discuss and demonstrate the fundamental concepts and techniques of data analysis using spreadsheets.
- Demonstrate how to manipulate and analyze data effectively, gain insights, and make informed decisions.
- Give emphasizes hands-on practical exercises, real-world examples, and critical thinking skills necessary for data analysis in various domains.
- Develop proficiency in using spreadsheets as a powerful tool for data analysis.

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
1	-	1	2	-	25	25	-	50

Subject Contents			
Sr. No	Topic	Total Hours	Weight (%)
1	Introduction to Data Analysis: - Importance of data analysis in data science - Types of data and data formats - The data analysis process Spreadsheet Basics: - Introduction to spreadsheet software - Data entry and formatting - Basic formulas and functions in spreadsheets	8	25
2	Data Manipulation and Cleaning: - Importing and exporting data - Filtering and sorting data - Dealing with missing values - Data validation and Formatting	8	25

Course Outcome:

- (1) Understand the fundamental concepts of data analysis and its relevance in the data science field.
- (2) Gain proficiency in using spreadsheet software for data manipulation and analysis.
- (3) Learn various data cleaning and preprocessing techniques to ensure data quality.
- (4) Apply statistical methods and tools to analyze and interpret data.

3	Exploratory Data Analysis: - Summary statistics - Data distribution and visualization - Detecting outliers - Exploring relationships between variables	8	25
4	Data Visualization: - Principles of effective data visualization - Creating charts and graphs - Designing interactive visualizations - Dashboard creation	6	25

(5) Develop skills in data visualization for effective communication of insights.

List of Text Books:

(1) De Levie, Robert, “Advanced Excel for Scientific Data Analysis”, Oxford University Press, 2004.

List of Reference Books:

(1) MacDonald, Matthew, “Excel 2013: The Missing Manual”, O'Reilly Media, 2013.

(2) Peng, Roger D, Matsui, Elizabeth, “The Art of Data Science: A Guide for Anyone who Works with Data”, Lulu.com, 2016.

(3) Fawcett, Tom, Provost, Foster, “Data Science for Business: What You Need to Know about Data Mining and Data-Analytic Thinking”, O'Reilly Media, 2013.

Open e-Resource:

(1) <https://support.microsoft.com/en-us/excel>

(2) https://support.google.com/docs/topic/9054603?hl=en&ref_topic=2811805

(3) <https://www.datacamp.com/>

(4) <https://www.khanacademy.org/>

(5) <https://exceljet.net/>

List of Suggested Experiments:

Find suitable dataset from various sources and download it. Few sources of datasets are listed here.

(1) Kaggle: <https://www.kaggle.com/>

(2) UCI Machine Learning Repository: <https://archive.ics.uci.edu/ml/index.php>

(3) Google Dataset Search: <https://datasetsearch.research.google.com/>

(4) World Bank Open Data: <https://data.worldbank.org/>

(5) OpenML: <https://www.openml.org/>

(6) AWS Public Datasets: <https://aws.amazon.com/datasets/>

Exploring Data and Basic Operations

Dataset: "Employee Data"

Description: A dataset containing information about employees in a company, including their names, ages, departments, and salaries.

Tasks:

1. Import the "Employee Data" into a spreadsheet software.

2. Clean the data by removing any duplicates or errors.

3. Perform basic operations like sorting and filtering to analyze the dataset.

4. Calculate the average salary of employees in each department.

5. Generate a histogram to visualize the distribution of employee ages.

Data Cleaning and Preprocessing

Dataset: "Customer Data"

Description: A dataset containing customer information such as names, addresses, contact details, and purchase history.

Tasks:

1. Import the "Customer Data" into spreadsheet software.
2. Identify and handle missing values appropriately (e.g., filling in missing information or removing incomplete records).
3. Standardize the format of addresses or phone numbers if needed.
4. Apply data validation techniques to ensure the integrity of the data.
5. Generate summary statistics for customer purchases, such as total sales and average order value.

Data Analysis and Visualization

Dataset: "Product Sales"

Description: A dataset containing information about sales of different products, including the date of sale, product name, quantity sold, and revenue.

Tasks:

1. Import the "Product Sales" dataset into spreadsheet software.
2. Analyze the total revenue generated from each product.
3. Calculate the monthly sales trends and identify the best-selling months.
4. Create visualizations, such as line charts or bar graphs, to represent the sales performance.
5. Identify any outliers or unusual patterns in the sales data.

Statistical Analysis

Dataset: "Exam Scores"

Description: A dataset containing exam scores of students in different subjects. Tasks:

1. Import the "Exam Scores" dataset into spreadsheet software.
2. Calculate the average score for each subject and identify the subject with the highest and lowest average.
3. Perform hypothesis testing to determine if there is a significant difference in scores between two groups (e.g., male and female students).
4. Conduct correlation analysis to explore the relationship between study hours and exam scores.
5. Create visualizations, such as box plots or scatter plots, to represent the distribution and relationships in the data.

Statistical Analysis - A/B Testing

Dataset: "Website Conversion Rates"

Description: A dataset containing conversion rates of two website versions (A and B) for a specific time period.

Tasks:

1. Import the "Website Conversion Rates" dataset into spreadsheet software.
2. Conduct a hypothesis test to compare the conversion rates of website versions A and B.
3. Calculate the confidence interval for the difference in conversion rates.
4. Analyze the statistical significance of the test results and draw conclusions.
5. Present the findings and recommendations based on the A/B testing results.

Exploratory Analysis - Text Data

Dataset: "Customer Reviews"

Description: A dataset containing customer reviews and ratings for a product or service. Tasks:

1. Import the "Customer Reviews" dataset into spreadsheet software.
2. Clean the text data by removing punctuation, stop words, and converting text to lowercase.
3. Perform sentiment analysis to determine the overall sentiment of the customer reviews.
4. Identify the most frequently mentioned keywords or topics in the reviews using text mining techniques.
5. Visualize the sentiment distribution or create word clouds to represent the key themes from the customer reviews.

Statistical Analysis - Regression

Dataset: "Housing Prices"

Description: A dataset containing information about housing prices, including features like size, number of bedrooms, location, and sale price.

Tasks:

1. Import the "Housing Prices" dataset into a spreadsheet software.
2. Perform exploratory data analysis to understand the distribution of housing prices and feature relationships.
3. Build a linear regression model to predict housing prices based on relevant features.
4. Evaluate the model's performance using metrics such as mean squared error or R-squared.
5. Interpret the regression coefficients and discuss the significance of the predictors in predicting housing prices.

Exploratory Analysis - Geographic Data

Dataset: "Crime Data"

Description: A dataset containing crime records in different locations, including crime type, date, and geographic coordinates.

Tasks:

1. Import the "Crime Data" dataset into a spreadsheet software.
2. Visualize the crime incidents on a map using the geographic coordinates.
3. Analyze the spatial distribution of crimes to identify high-crime areas.
4. Calculate the crime rates for different regions or neighborhoods.
5. Generate heatmaps or cluster analysis to identify crime hotspots or patterns.

BBA Semester 3 Syllabus

Gandhinagar Institute of Management

Bachelor of Business Administration

Semester 3

Subject Code: 20100301	Subject Title: Cost and Management Accounting
Pre-requisite: Students having basic knowledge of Cost and Management Accounting subject.	

Course Objective: The aim of this topic is to develop skills in using various Cost Accounting methods to understand business issues.

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	-	-	4	50	50	00	00	100

Subject Contents			
Sr. No	Topic	Total Hours	Weight (%)
1	Cost Accounting- An Overview: Meaning of Cost Accounting, Objective of Cost Accounting, Advantages of Cost Accounting, Difference between Financial Accounting and Cost Accounting Cost Sheet: Concept of Cost, Classification of Cost, Role of Cost, Accountant in an organization, Illustrations	15	25%
2	Material and Cost Control: Direct Materials, Classification and codification of Materials, Inventory Control, Fixation of Stock Levels, ABC Analysis, VED Analysis, Control Ratio-Inventory Turnover ratio, Material Losses, Illustrations.	15	25%
3	Labour: Meaning and definition of Labour cost, Accounting of Labour cost, Labour remuneration, Premium bonus plans, Group-Bonus Plans, Incentive Plans for Indirect workers, Co-partnership, Labour turnover, Idle Time, Overtime & shift work, Direct Expenses, Illustrations	15	25%
4	Overhead: Classification, Distribution and Control, Meaning and definition of Overheads, Classification of Overheads, Methods of Segregating Semi-variable cost into fixed & variable cost, Codification of Overheads, Distribution of Overheads, Absorption of factory Overhead, Over absorption or under absorption, Treatment of certain specific items of overheads in Costing, Illustrations	15	25%

Course Outcome:

1. Students will learn and understand basic knowledge of Cost Accounting subject.
2. Understand basic overview of cost Accounting.
3. Understand Concepts of Material and Cost Control
4. Understand Concepts of Labour
5. Understand Concepts of Overhead.

List of Textbooks:**List of Reference Books:**

1. B, B. (2016). Cost Accounting: Theory and Practices. New Delhi: PHI Learning.
2. Dutta, M. (2016). Cost Accounting: Principles and Practices. New Delhi: Pearson.
3. J, N. (2016). Advanced Cost Accounting. New Delhi: Kalyani Publishing House.

Open e-Resource:

List of Suggested Experiments: NA

Gandhinagar Institute of Management

Bachelor of Business Administration

Semester 3

Subject Code: 20100302	Subject Title: Marketing Management
Pre-requisite: Students having basic knowledge of marketing management subject.	

Course Objective: To make the students acquainted with the various conceptual aspects of Marketing Management and its practical applications in the corporate sector.

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	-	-	4	50	50	00	00	100

Subject Contents			
Sr. No	Topic	Total Hours	Weight (%)
1	Introduction of marketing Management: Concept, Nature and Scope of Marketing, Importance of marketing in Business and Indian Economy, Core concepts of marketing, Marketing Philosophies, marketing Mix	15	25%
2	Marketing Environment: Concept, Factors affecting Marketing Environment, Scope and Significance of Consumer Behavior and Bases of market segmentation	15	25%
3	Product and Price Mix: Product: Concept, Types, Product Life Cycle, New Product development Process, Functions of Packaging Price: Importance, Factors affecting Price, Policies and Strategies of Price	15	25%
4	Promotion Mix: Concept, Promotion Tools, Advertising Medias, Features of good Ad Copy, Process of Personal Selling, Qualities of a successful Salesman and Functions of Salesman.	15	25%

Course Outcome:

1. Students will learn and understand basic knowledge of Marketing Management subject.
2. Understand basic concepts of Introduction of marketing.
3. Understand theoretical knowledge & basic idea regarding Marketing Environment.
4. Understand theoretical and practical knowledge of Product and Price Mix.
5. To acquaint students about Promotion, Mix in Marketing Management.

List of Textbooks:

1. Marketing Management by Philip Kotler

List of Reference Books:

1. Marketing Management by Dr. C.B.Gupta and Dr. Rajan Nair Publication Sultan Chand & Sons, New Delhi
2. Marketing Management by Shrinivasan and Radhaswami Publication Sultan Chand & Sons, New Delhi.
3. Marketing Management by S.A.Sherlekar, Himalaya Publishing House
4. Basics of Marketing Management by Dr. R.B. Rudani, S. Chand Publications

Open e-Resource: <https://archive.nptel.ac.in/courses/122/105/122105020/>

List of Suggested Experiments: NA

Gandhinagar Institute of Management
Bachelor of Business Administration
Semester 3

Subject Code: 20100303	Subject Title: Human Recourse Management
Pre-requisite: Students having basic knowledge of Economics subject.	
Course Objective: To make the students acquainted with the various conceptual aspects of Human Resource Management and its practical applications in the corporate sector.	

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	-	-	4	50	50	00	00	100

Subject Contents				
Sr. No	Topic	Total Hours	Weight (%)	
1	Introduction of Human Resource Management (HRM): Definition of Human Resource Management, Features of Human Resource Management, difference between Personnel Management and Human Resource Management, objectives of Human Resource Management, functions (Managerial Functions and Operative Functions) of Human Resource Management, Qualities of Human Resource Manager, Human Resource Planning in a Corporate Sector (HRP): Definition of Human Resource Planning, Objectives of Human Resource Planning, Process of Human Resource Planning.	15	25%	
2	Recruitment, Selection and Training: Definition of Recruitment, Sources of Recruitment (Internal and External), Factors Affecting Recruitment Definition of Selection, Selection Process, Definition of Training, Importance of Training, Training Methods	15	25%	
3	Promotion and Demotion: Definition of Promotion, Basis of Promotion (Seniority v/s Merit), Advantages and Disadvantages of Seniority and Merit, Definition of Demotion, Causes of Demotion, Guiding principles of Demotion.	15	25%	
4	Ethics in HRM: Nature of Ethics, Myths about Ethics Why is Ethics Important? , Ethical Dilemmas, HR Ethical Issues, Managing Ethics: Code of Conduct, Ethics Committees, and Ethics Training programmes, Different ways of Resolving Ethical Issues in general	15	25%	

Course Outcome:

1. Students will learn and understand basic knowledge of Human Resource Management subject.
2. Understand basic economic concepts of HRM and Resource Planning in a Corporate Sector
3. Understand theoretical knowledge & basic idea regarding Recruitment, Selection and Training.
4. Understand theoretical and practical knowledge of Promotion and Demotion.
5. To acquaint students about Ethics in Human Resource Management.

List of Textbooks:

1. Human Resource Management, K. Aswathappa, Tata Mc Graw Hill.
2. Human Resource Management (Text and Cases), Dr. Ram Kumar Balyan & Dr. Jayshree Thakore.

List of Reference Books:

1. Human Resource Management, C.B. Memoria, Himalaya Publishing House, Mumbai.
2. Personnel and Human Resource Management, P. Subha Rao- Himalaya Publishing.
3. Human Resource Management by Kumar Prakashan, Ahmedabad.

Open e-Resource: <https://archive.nptel.ac.in/courses/122/105/122105020/>

List of Suggested Experiments: NA

GANDHINAGAR INSTITUTE OF MANAGEMENT
BBA 3rd SEMESTER

DOC NO: 4061

Subject Code: 20100304	Subject Title: Legal and Ethical Issues in Business
Pre-requisite: Nil	

Course Objective:

The course aims to equip the students to

- Understand the basic principles of business law and the legal system.
- Identify and analyze legal issues in business contexts.
- Apply ethical theories to business decisions.
- Evaluate the ethical implications of business practices.
- Develop strategies for addressing legal and ethical challenges in business.

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	0	0	4	50	50	-	-	100

Subject Contents			
Sr. No.	Topic	Total Hours	Weight (%)
1	Nature and Sources of Law: Definition of Law, Functions of Law, Sources of Law: Constitutions, Statutes, Administrative Regulations, Case Law. Sale of Goods Act 1930: Sale and agreement to sell, implied conditions and warranties, sale by non-owners, rights of unpaid seller. Negotiable Instruments Act 1881: Meaning of negotiable instruments, type of negotiable instruments, promissory note, bill of exchange, cheque.	15	25
2	The Companies Act 2013: Meaning and types, Incorporation, Memorandum & Articles of association, Prospectus, Issue of shares and bonus shares, rights issue, sweat equity, role of directors, share qualification, company meetings. Consumer Protection Act 1986: Objectives and machinery for consumer protection, defects and deficiency removal, rights of consumers. The Right to Information Act 2005: Salient features and coverage of the act, definition of terms information, right, record, public authority; obligations of public authorities, requesting information and functions of PIO. Information Technology Act 2000: The rationale behind the act, Digital signature and Electronic signature, Electronic Governance	15	25
3	Intellectual Property: Types of Intellectual Property: a) Patents b) Trademarks c) Copyrights d) Trade Secrets, Protection of Intellectual Property The Indian Contract Act 1872: Definition and Elements of a Contract, Types of Contracts: a). Bilateral vs. Unilateral b) Express vs. Implied, Validity of Contracts: a) Void b) Voidable c) Unenforceable The Agreement: Offer & Acceptance.	15	25

4	Business Ethics: Ethical Theories and Approaches: a) Utilitarianism b) Deontology Business Ethics and Individual Decision Making: Ethical Decision-Making Process, Moral Development and Ethical Behaviour, Personal Values and Ethics in Business, Case Studies in Business Ethics, Organizations, Corporate Social Responsiveness: Organizational Ethics Programs, Corporate Social Responsibility (CSR), Stakeholder Theory, Corporate Governance and Ethical Responsibility.	15	25
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Course Outcome:

At the end of the course, the students shall be able to:

- Understand the nature, sources, and functions of law, including key statutes like the Sale of Goods Act and Negotiable Instruments Act.
- Interpret corporate laws under The Companies Act 2013, consumer protection under the Consumer Protection Act 1986, and transparency through the Right to Information Act 2005.
- Identify types of intellectual property (patents, trademarks, copyrights, trade secrets) and their protection mechanisms.
- Analyze contract law principles under the Indian Contract Act 1872, including elements of a contract and types of agreements.
- Examine personal values and their impact on ethical behavior in organizations.
- Discuss organizational ethics programs, corporate social responsibility (CSR), and stakeholder theory.
- Explore the role of directors, ethical responsibilities in governance, and corporate responsiveness.

List of References:

1. Business Law: Text and Cases, Latest Edition, By Kenneth W. Clarkson, Roger LeRoy Miller, Frank B. Cross.
2. K. R. Bulchandani, Business Laws for management, Latest Edition, Himalaya Publishing House, Bombay
3. N. D. Kapoor, Mercantile Law –Latest Edition Sultan Chand& Company, New Delhi
4. Kucchal M. C. & Kucchal Vivek, Business Legislation for Management, Vikas Publishing House (P) Ltd.: Part I, II, IV
5. Kapoor G. K. & Dhamija Sanjay, Company Law and Practice-A comprehensive text book on Companies Act 2013, Taxmann: Chapter 1, 2, 3, 4, 5, 6, 7, 14, 16, 17
6. Paul C. Godfrey, Laura E. Jacobus, Ethics and Business: An Integrated Approach for Business and Personal Success, 1st Edition, Wiley

List of Suggested Journals / Periodicals / Magazines / Newspapers / Web resources:

1. Indian Journal of Law and Ethics
2. National Law School of India Review (NLSIR)
3. Indian Journal of Corporate Governance
4. Journal of Intellectual Property Rights
5. Journal of Indian Law Institute
6. Indian Journal of Ethics

Open e-Resource:

1. <https://archive.nptel.ac.in/courses/110/105/110105138/>

List of Suggested Experiments: NA

Gandhinagar Institute of Management

Bachelor of Business Administration

Semester 3

DOC NO: 4061

Subject Code: 10220310	Subject Title: Corporate Grooming and Business Etiquettes
Pre-requisite: Students having basic knowledge of Economics subject.	

Course Objective:

1. To impart knowledge about basic etiquettes in professional conduct
2. To provide understanding about the workplace courtesy and ethical issues involved
3. To suggest on guidelines in managing rude and impatient clients
4. To familiarize students about significance of cultural sensitivity and the relative business attire
5. To stress on the importance of attire

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
2	-	-	2	25	25	00	00	50

Subject Contents				
Sr. No	Topic	Total Hours	Weight (%)	
1	Introduction: Introduction to Business Etiquette: Introduction- ABCs of etiquette- meeting and greeting scenarios- principles of exceptional work behavior- role of good manners in business - professional conduct and personal spacing.	7	25%	
2	Workplace Courtesy: Workplace Courtesy and Business Ethics: Workplace Courtesy- Practicing common courtesy and manners in a workplace-Etiquette at formal gatherings- Professional qualities expected from an employer's perspective - Hierarchy and Protocol. Ethical issues - preventing sexual harassment- conflict resolution strategies - Choosing appropriate gift in the business environment - real life workplace scenarios - company policy for business etiquette	8	25%	
3	Telephone Etiquette: Telephone Etiquette, email etiquette and Disability Etiquette, Mastering the telephone courtesy, handling rude or impatient clients -internet usage in the workplace, email etiquette, online chat etiquette guidelines -Basic disability Etiquette practices	7	25%	
4	Diversity: Diversity and Cultural Awareness at Workplace Impact of diversity - Cultural Sensitivity - Taboos and Practices - Inter - Cultural Communication Business Attire: Business Attire and Professionalism Business style and professional image- dress code- guidelines for appropriate business attire-grooming for success.	8	25%	

Course Outcome:

1. Describe basic concepts of business etiquette and corporate grooming.
2. Outline the etiquette and grooming standards followed in business environment and the significance of communication.
3. Explain cultural awareness and moral practices in real life workplace scenarios.
4. Explain workplace courtesy and resolving ethical issues with respect to etiquette and grooming for success.
5. Explain professionalism in the workplace considering diversity and courtesy

List of Textbooks:

1. Sarvesh Gulati, Corporate Grooming and Etiquette, Rupa, 2010
2. John Chibaya Mbuya and Bulelwa Monica Maphela, Grooming and Etiquette for Corporate Men and Women, Lambert Academic Publishing, 2010
3. Myka Meier, Business Etiquette Made Easy: The Essential Guide to Professional Success, Skyhorse, 2020
4. Peggy Post and Peter Post, Emily Post's The Etiquette Advantage in Business: Personal Skills for Professional Success, William Morrow, 2005
5. Shital Kakkar Mehra, Business Etiquette: A Guide for the Indian Professional, Harper Collins Publisher, 2012

List of Reference Books:

1. Raghu Palat, Indian Business Etiquette, Jaico Publishers, 2008
2. Nina Kochhar, At Ease with Etiquette, Health Harmony, 2011
3. Nimeran Sahukar and Prem P. Bhalla, The Book of Etiquette and Manners, Pustak Mahi Publishers, 2004
4. Sarvesh Gulati, Corporate Grooming and Etiquette, Rupa Publications, 2012
5. Barbara Pachter, The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success, McGraw Hill Education, 2013

Open e-Resource:

1. <http://osou.ac.in/eresources/DIM-08-BLOCK-3.pdf>
2. [https://www.columbustech.edu/skins/userfiles/files/Training Manual - Business Etiquette \(1\).pdf](https://www.columbustech.edu/skins/userfiles/files/Training Manual - Business Etiquette (1).pdf)
3. <https://www.sbu.edu/docs/default-source/life-at-sbu-documents/professional-wardrobe-nbsp-.pdf>
4. wardrobe-nbsp-.pdf
5. https://www.tutorialspoint.com/business_etiquette/grooming_etiquettes.htm
6. https://wikieducator.org/Business_etiquette_and_grooming

List of Suggested Experiments: NA

Gandhinagar Institute of Management

Bachelor of Business Administration

Semester 3

DOC NO: 4061

Subject Code: 10220311	Subject Title: Personal Financial Planning
Pre-requisite: Students having basic knowledge of the subject.	

Course Objective:

1. Understanding of Financial Concepts
2. Understanding of Investment Planning
3. Understanding of Insurance Planning
4. Understanding of Retirement Benefits Planning

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
2	-	-	2	25	25	00	00	50

Subject Contents			
Sr. No	Topic	Total Hours	Weight (%)
1	Introduction to Financial Planning: Financial goals, Time value of money, steps in financial planning, personal finance/loans, education loan, car loan & home loan schemes. Introduction to savings, benefits of savings, management of spending & financial discipline, Net banking and UPI, digital wallets, security and precautions against Ponzi schemes and online frauds such as phishing, credit card cloning, and skimming,	7	25%
2	Investment planning: Process and objectives of investment, Concept and measurement of return & risk for various assets class, Measurement of portfolio risk and return. Diversification & Portfolio formation. Gold Bond; Real estate; Investment in Greenfield and brownfield Projects; Investment in fixed income instruments- financial derivatives & Commodity market in India. Mutual fund schemes including SIP: International investment avenues.	8	25%
3	Insurance Planning: Need for Protection planning. Risk of mortality, health. disability and property. Importance of Insurance: life and non-life insurance schemes. Deductions available under the Income-tax Act for premium paid for different policies.	7	25%
4	Retirement Benefits Planning: Retirement Planning Goals, Process of retirement planning, Pension plans available in India, Reverse mortgage, New Pension Scheme. Exemption available under the Income-tax Act, 1961 for retirement benefits.	8	25%

Course Outcome:

1. After studying this course, students will be able to understand the meaning and appreciate the relevance of financial planning.
2. After studying this course, students will be able to understand the concept of investment planning and its methods.
3. After studying this course, students will be able to examine the scope and ways of personal tax planning.
4. After studying this course, students will be able to analyse insurance planning and its relevance.
5. After studying this course, students will be able to develop insight into retirement planning and its relevance.

List of Textbooks:

1. Halan, M. "Let's Talk Money: You've Worked Hard for It, Now Make It Work for You" Harper Collins Publishers, New York.
2. Indian Institute of Banking & Finance. "Introduction to Financial Planning" Taxmann Publication, New Delhi.
3. Keown A.J. "Personal Finance" Pearson, New York.
4. Madura, J. "Personal Finance", Pearson

List of Reference Books:

1. Pandit, A. "The Only Financial Planning Book that You Will Ever Need" Network 18 Publications Ltd., Mumbai.
2. Sinha, M. "Financial Planning: A Ready Reckoner" McGraw Hill Education, New York.
3. Tripathi, V. "Fundamentals of Investment" Taxmann Publication, New Delhi.

Open e-Resource: ---**List of Suggested Experiments: NA**

Gandhinagar Institute of Management

Bachelor of Business Administration

Semester 3

DOC NO: 4061

Subject Code: 10220312	Subject Title: Stress and Time Management
Pre-requisite: Students having basic knowledge of the subject.	

Course Objective:

- The objectives of teaching Stress Management to students are to help them understand the nature and impact of stress, recognize and assess their stress levels, and equip them with effective coping strategies and techniques to manage and reduce stress for a balanced and healthy lifestyle.
- The Objective of this course is to understand the concepts of Time Management. Time Wasters, Time Management Tools and Application of Time Management.

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
2	-	-	2	25	25	00	00	50

Subject Contents				
Sr. No	Topic	Total Hours	Weight (%)	
1	Stress: Meaning, Definition ,Characteristics of stress, Main Areas of stress, Types of stress, Potential Sources of Stress, Environmental Factors, Organizational Factors, Individual Factors	8	25%	
2	Causes Of Stress: Individual Stress, Group Stressor, Organizational Stress, Extra Organizational Stressors, Effects of Stress	7	25%	
3	Introduction to Time Management: Meaning, characteristics, objectives of Time Management, Significance of Time Management, Fundamental Truths about Time, Basic principles of Time Management	7	25%	
4	Typical Time Wasters: Causes of Time Wastage, Time Wasters, Office environment, Meetings, Telephone calls, Visitors, Poor delegation, Inability to say “No”, Internet, Televisions, Travel. Time Management Tools: Ways to overcome Time Wasters, Planning Components and Time Management – objective, policy, programmes, schedule, strategies, Budget – best tools for Time Management, How to save time?	8	25%	

Course Outcome:

1. **Understanding Stress:** Students will be able to define stress, describe its characteristics, and identify the main areas and types of stress, along with potential sources, including environmental, organizational, and individual factors.
2. **Analyzing Causes of Stress:** Students will understand the various causes of stress at individual, group, organizational, and extra-organizational levels, and be able to analyze the effects of stress on mental and physical health.
3. **Time Management Fundamentals:** Students will grasp the meaning, characteristics, objectives, and significance of time management, and learn the fundamental truths and basic principles necessary for effective time management.
4. **Identifying and Overcoming Time Wasters:** Students will identify common time wasters in both personal and professional settings, such as meetings, telephone calls, and poor delegation, and develop strategies to overcome these time wasters.
5. **Implementing Time Management Tools:** Students will learn and apply various time management tools and techniques, including planning components, budgeting, and strategies to save time and enhance productivity.

List of Textbooks:

1. Principles and Practices of Management – S Suchdeva
2. Organizational Behavior – L M Prasad
3. Stress management – Jeanie Civil
4. Stress from burnout to balance –Vijay Joshi
5. The seven habits of effective people by Stephen R. Covey Simon , Schuster Publishers,1990
6. Managing Time for a Competitive Edge by Bharti R.L. , S.Chand
7. Graham Roberts- Phelps, Handbook of Time Management Working Smarter, New Delhi, Crest Publishing Huuse,2003
8. Dr. Jan Yager, Creative Time Management for the New Millennium, Mumbai, Jaico Publishing,2001
9. The seven habits of effective people by Stephen R. Covey Simon , Schuster Publishers,1990

Open e-Resource: ---

On-line resources to be used if available as reference material

1. <https://youtu.be/xItNGPRBQKg>
2. <https://youtu.be/KJLHlOIIdqA4>
3. <https://youtu.be/QzhaziGs6lQ>
4. https://youtu.be/Ux69_UreKcU
5. <https://youtu.be/Ex0sQ8xaQ0M>
6. <https://youtu.be/rUO8Qvcs7cY>
7. <https://youtu.be/SHiSe6-mOiY>
8. <https://youtu.be/mOM6XjY6NqE>
9. <https://youtu.be/UA5hfZoV7QE>

List of Suggested Experiments: NA

BBA Semester 4 Syllabus

GANDHINAGAR INSTITUTE OF MANAGEMENT BBA 4th SEMESTER

DOC NO: 4061

Subject Code: 20100401	Subject Title: Research Methodology
Pre-requisite: Students should have a basic understanding of elementary statistics, data collection methods, and logical reasoning, along with basic skills in interpretation, report writing, and the use of MS Word/Excel to effectively study Research Methodology	

Course Objective:

Research Methodology provides a systematic and scientific approach to conducting research, ensuring the credibility and reliability of findings. It offers a structured framework that guides researchers through each stage of the research process, making it organized, efficient, and manageable. In the context of business, research methodology helps organizations gain deeper insights into customer preferences, purchasing behavior, pain points, and demographic profiles. It also enables businesses to understand market trends, target segments, and evolving demand, supporting informed decision-making and strategic planning.

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	0	0	4	50	50	-	-	100

Subject Contents			
Sr. No.	Topic	Total Hours	Weight (%)
1	Business Research Fundamentals: Defining Business Research, Concept of Basic and Applied Research, Steps of Decision Making, Steps of Business Research Business Research Process: Research Design (Exploratory, Descriptive, Causal) Scaling: Types of Scales, Validity & Reliability	15	25
2	Review of Literature: Meaning and Need of Review of Literature, Importance and Steps of Review of Literature, Methods of Literature Review Data Collection: Sources (Primary and Secondary), Survey and Observation, Major differences between Qualitative and Quantitative Research	15	25
3	Data Collection and Data Handling: Qualitative and Quantitative Research Methods: Meaning and definitions, Major differences between qualitative and quantitative research	15	25

	Questionnaire Design Introduction, measurement and scaling techniques. Data collection methods and data entry using MS Excel and SPSS. Preparation of data through editing, coding, and data entry.		
4	Hypothesis Testing: Meaning of Hypothesis, Types, Procedure and Types of Error. Statistical Methods of Hypothesis testing: T test, Z test, One Way Chi-Square, One Way ANOVA	15	25

Course Outcome:

CO1: To develop understanding of fundamental concepts of Research Methodology

CO2: To apply systematic process for Scaling, Data Collection and Sampling Design for Social Science research

CO3: To statistically analyze collected data with the help of various methods of hypothesis testing

CO4: To evaluate components of ideal Research Proposal and Report writing

List of References:

1. Business Research Methods, Latest Edition, by Zikmund William, Thomson
2. Business Statistics for Contemporary Decision Making, Latest Edition, by Ken Black, Wiley
3. Marketing Research: An Applied Orientation, Latest Edition, by Naresh Malhotra and Satyabhusan Das, Pearson
4. Business Research Methods, Latest Edition, by Donald R. Cooper and Pamela S. Schindler, Tata McGraw-Hill (TMH)
5. Business Research Methods, Latest Edition, by Naval Bajpai, Pearson
6. Research Methods for Business: A Skill Building Approach, Latest Edition, by Uma Sekaran, Wiley India
7. Research Methodology, Latest Edition, by D. K. Bhattacharyya, Excel Books
8. Business Research Methods, Latest Edition, by Alan Bryman, Oxford University Press

Open e-Resource:

1. <https://www.coursera.org/browse/physical-science-and-engineering/research-methods>
2. https://onlinecourses.nptel.ac.in/noc22_ge08/preview
3. <https://www.udemy.com/topic/research-methods/>

List of Suggested Experiments:

GANDHINAGAR INSTITUTE OF MANAGEMENT

MBA 4th SEMESTER

DOC NO: 4061

Subject Code: 20100402	Subject Title: Financial Management
Pre-requisite: Basic Financial understanding	

Course Description:

Financial Management is offered with intent to equip the students with the basic knowledge of finance theory and its application to develop relevant financial strategies pertinent to profit-seeking organizations. The theme of financial management is structured around three decision making financial areas: Investment- long and short term, Financing and Dividend policy. This imbibes students with analytical and decision-making skills in managing finance through application of theoretical questions and practical problems.

Course Objective:

- To apply the knowledge in taking finance decisions.
- To develop analytical skills to identify financial management problems and solve them.
- To analyse the relationship among capital structure, cost of capital, dividend decisions, and value of the business.
- To assess a firm's requirement for long-term assets by applying capital budgeting techniques.

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	0	0	4	60	40	-	-	100
Subject Contents								
Sr. No.	Topic						Total Hours	Weight (%)
1	Introduction to Financial Management :- Meaning of finance and financial management, Types of finance, Objective and Scope of financial management– profit maximization and wealth maximization - merits and criticisms- Financial decisions, Functional areas of financial management, Functions of						12	20

	a finance manager, Agency Cost. Time value of money-Present and Future Value (Simple Problems)		
2	Sources of Finance and Cost of Capital :- Ownership securities – Equity shares, Preference shares, Deferred shares, No par stock/shares, Shares with differential rights, Sweat Equity Creditorship securities – Debentures – Zero coupon bonds, Zero interest bonds, Callable bonds, Deep discount bonds Internal financing or ploughing back of profit – short term and long term sources. Startup finance. Cost of Capital :- Meaning of cost of capital, significance of cost of capital, components of cost of capital – Computation of Cost of capital and Weighted Average Cost of Capital, CAPM-Practical Problems.	12	20
3	Capital Structure & Leverages :- Meaning of capital structure and financial structure, principles of capital structure, Optimum Capital Structure, Determinants of capital structure, capital gearing-Theories of Capital structure, Effect of capital structure on EPS, EBIT-EPS Analysis, Point of indifference-Practical Problems Meaning of Leverage, Types of Leverages – operating, financial and combined leverage, risk, and leverage – practical problems.	12	20
4	Managing Working Capital :- Managing working Capital - Meaning of working capital, types of working capital, working capital cycle, adequate working capital, determinants of working capital, estimation of working capital-Practice problems. Management of cash. Management of inventory and debtors.	12	20
5	Capital Budgeting and Dividend policy :- Meaning of Capital Budgeting, Importance, Need, Capital budgeting process, project appraisal by using traditional methods and modern methods, Practical problems on Payback Period, Net Present Value, Profitability Index, IRR and MIRR methods, Dividend policy-Meaning, Kinds, Theories of dividend decisions, determinants of dividend policy decisions	12	20

Course Outcome:

At the end of the course, the students will be able to:

- Understand the basic concepts of finance and various valuation techniques of Finance
- Workout long term sources of finance and its cost of capital.
- Calculate Leverages for the company and assess the valuation of the capital structure.
- Assess Various corporate project based on the capital budgeting techniques
- Examine influence of various types of dividend on the valuation of firm.
- Determine sources of working capital and estimate working capital requirement of the organization.

List of References:

1. Financial Management, theory and Practice, Latest Edition, by Prasanna Chandra, McGraw –Hill
2. Financial Management, Latest Edition, by I M Pandey, Vikas Publication
3. Financial Management, Latest Edition, by M. Y. Khan and P.K. Jain, McGraw –Hill
4. Financial Management, Latest Edition, by Principles and Practice. G. Sudarsana Reddy, Himalaya Publication
5. Financial Management, Latest Edition, by Rajiv Srivastava & Anil Misra, Oxford Publication
6. Financial Management, Latest Edition, by P C Tulasiani, S. Chand
7. Financial Management, Latest Edition, by R. P. Rastogi, Taxman

Open e-Resources:

1. <https://in.coursera.org/learn/wharton-finance>
2. https://onlinecourses.nptel.ac.in/noc21_mg93/preview

List of Suggested Experiments/Assignment :

1. Select the Company and Conduct the capital structure analysis and compare it with the industry standards
2. Carry on working capital analysis of past five year for the choice of company and comment on the working capital of the organization
3. Select the stocks and workout valuation of stocks based on the Dividend discounting model
4. Apply Capital budgeting technique in the hypothetical example in order to assess the performance of the project.

GANDHINAGAR INSTITUTE OF MANAGEMENT

BBA 4th Semester

DOC NO: 4061

Subject Code: 20100403	Subject Title: Operations Research
Pre-requisite: NIL	

Course Objective:

- To make students familiar with the basics of hardware and software.
- To produce the documents by working with MS word, MS PowerPoint and Excel.
- To know the importance of Operating System

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	0	0	4	50	50	-	-	100

Subject Contents				
Sr. No	Topic	Total Hours	Weight (%)	
1	Definition of operations research, models of operations research, scientific methodology of operations research, scope of operations research, importance of operations research in decision making, role of operations management, limitations of OR.	15	25	
2	Linear Programming: Introduction – Mathematical formulation of a problem – Graphical solutions, standard forms the simplex method for maximization and minimization problems. Method application to management decisions. Transportation problem – Introduction – Initial basic feasible solution - NWC method – Least cost method – Vogel's method – MODI – moving towards optimality – solution procedure without degeneracy	15	25	
3	Assignment problem – Algorithm – Hungarian method – simple problems.	15	25	
4	Sequencing and replacement model: Sequencing problem – processing through 2 machines, 3 machine – s jobs and k machines and traveling salesman problem. Network models and simulation. Network models for project analysis CPM; Network construction and time analysis; cost time trade off, PERT – problems.			

Course Outcome:

- Demonstrate a comprehensive understanding of the fundamental principles, models, and methodologies of Operations Research and explain its relevance in systematic decision-making across different sectors.
- Formulate linear programming problems from real-world scenarios and apply appropriate mathematical and graphical methods to derive optimal solutions.
- Utilize structured techniques to solve transportation problems efficiently, including methods for

obtaining initial feasible solutions and moving toward optimality.

- Apply algorithmic strategies such as the Hungarian method to solve assignment problems and optimize resource allocation.
- Analyze and solve sequencing and replacement problems in operations using standard models, and evaluate solutions to routing problems like the Travelling Salesman Problem.
- Plan, schedule, and analyze complex projects using network techniques such as CPM and PERT, and assess the role of simulation in evaluating operational strategies.

List of Textbooks:

- Operations Research by S. R. Yadav, A. K. Malik, Oxford, 2014
- Operations Research: Theory and Application, by J. K. Sharma, Trinity Press, 2017

List of Reference Books:

1. Operations Research: An Introduction by Hamdy A. Taha, Pearson, Latest Edition
2. Operations Research by P. Mariappan, Pearson, 2013
3. Introduction to Operations Research by Frederick S. Hillier, Gerald J. Liberman, McGraw Hill, Latest Edition
4. Operations Research by Prem Kumar Guptha, D. S. Hira, S. Chand, 2014

Open e-Resource:

1. <http://ifors.org/india/>

List of Suggested Experiments:

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Gandhinagar Institute of Management

BBA Semester 4

Subject Code: 20100404	Subject Title: Business Environment
Pre-requisite: Students having basic knowledge of Business Environment subject	

Course Objective:

The objective of the *Business Environment* course is to provide students with a comprehensive understanding of the internal and external factors influencing business decisions. It aims to develop awareness of economic, political, legal, technological, and ecological forces shaping the business landscape in a global and Indian context.

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	-	-	4	50	50			100

Subject Contents			
Sr. No	Topic	Total Hours	Weight (%)
1	Introduction to Business Environment Definition and Importance of Business Environment - Types of Business Environment (Internal and External) - Components of External Environment (Economic, Social, Political, Technological, Legal, and Ecological) - Environmental Scanning and Analysis	15	25%
2	Economic Environment Economic System and Its Types (Capitalism, Socialism, Mixed Economy) - Economic Policies (Monetary and Fiscal) - Business Cycles - Economic Reforms in India (Liberalization, Privatization, Globalization)	15	25%
3	Political and Legal Environment Elements and Significance of the Political Environment- Legislature- Executive- Judiciary- - The Fundamental Rights- Legal Framework for Business in India, Regulatory Bodies in India (SEBI, RBI, FASSAI, TRAI, CERC etc.)- role of govt. in business- impact of Government Policy	15	25%
4	Natural and Technological Environment Meaning- features- impact of technology- Transfer of technology – Technological policies, Innovation, technological leadership and followership, sources of technological dynamics, impact of technology on globalization, Status of technology in India	15	25%

Course Outcome:

CO1	Understand and explain the nature, components, and significance of business environment for strategic decision-making.
CO2	Analyze how economic systems, reforms, policies, and political-legal frameworks affect business operations and growth.
CO3	Evaluate the role of political and legal institutions in shaping the business climate and ensuring compliance.
CO4	Assess the impact of technological and natural environments on business innovation, globalization, and competitiveness.

List of Textbooks:

1. *Business Environment* – Francis Cherunilam, Himalaya Publishing House
2. *Business Environment: Text and Cases* – Justin Paul, McGraw Hill Education
3. *Essentials of Business Environment* – K. Aswathappa, Himalaya Publishing House
4. *Economic Environment of Business* – M. Adhikary, Sultan Chand & Sons

List of Reference Books:

1. *Business and Government* – C.P. Gupta & Rajan Saxena, Tata McGraw Hill
2. *Business Environment* – Shaikh Saleem, Pearson Education

Open e-Resource: -

<https://www.india.gov.in/> – Official Government Portal for current policies and reforms

<https://www.rbi.org.in/> – For monetary policy, financial reports, and economic updates

<https://pib.gov.in/> – Press releases on Government decisions affecting business

<https://www.sebi.gov.in/> – For regulatory and legal frameworks relevant to business

List of Suggested Experiments:

- Prepare an environmental scanning report of a selected company analyzing its internal and external environment.
- Case analysis on economic reforms (LPG – 1991): Impact on Indian business practices.
- Group discussion or presentation on current technological trends and their impact on Indian industries.

Gandhinagar Institute of Management
Bachelor of Business Administration Semester 4

Subject Code: AEC007	Subject Title: Economics and Business Environment
Pre-requisite: Students having basic knowledge of Economics	

Course Objective:

1. To develop understanding of basic economic concepts and principles
2. To identify the definable aspects of business environment within which a business organization has to function.
3. To develop an insight so as to adapt to the changing trends of business environment.
4. To understand the role of government, market forces, and global factors in business

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
2	-	-	2	25	25	00	00	50

Subject Contents				
Sr. No	Topic	Total Hours	Weight (%)	
1	Unit I: Introduction to Business Economics (6 Hours) • Definition, Meaning, Nature and Scope of Business Economics. • Role of Business Economics in Business Policy Formulation • Economic systems: Capitalist, Socialist, Mixed economy	7	25%	
2	Unit II: Market Structures • Perfect competition • Monopoly • Monopolistic competition • Oligopoly • Price determination under different market structures	8	25%	
3	Unit III: Basics of Business Environment • Business: Concept of Business, Scope and Characteristics of Business, Types of Business Organisations, Liberalisation, Privatisation and Globalisation • Business Environment: Levels of Business Environment- External- Macro, Micro, Internal. • Environment Analysis, Changing dimensions of Business Environment.	7	25%	
4	Unit IV: Socio Cultural Environment • Demographic Environment • Culture Concept Culture: Elements	8	25%	

	• Nature and Impact of Culture on Business • Cultural Elements-Language, Religion, Family, Aesthetics, Education, etc.		
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Course Outcome:

1. After studying this course, students will be able to Understand and explain the meaning, nature, scope, and significance of Business Economics.
2. After studying this course, students will be able to Identify and differentiate between various market structures such as perfect competition, monopoly, monopolistic competition, and oligopoly.
3. After studying this course, students will be able to Understand the concept, scope, characteristics, and forms of business organizations.
4. After studying this course, students will be able to Explain the impact of Liberalisation, Privatisation, and Globalisation (LPG) on business activities.
5. After studying this course, students will be able to Understand the demographic and cultural environment affecting business.

List of Textbooks:

1. Gupta, P.D. (2007). Economics: A Very short Introduction. Oxford University Press.
2. Venkateswaran, S. (1995), Environment, Development and the Gender Gap, Sage Publications, New Delhi
3. Principles of Microeconomics, Dominick Salvatore, Oxford, ISBN-13:978-0-19-806230-1; ISBN-10: 0-19-806230-3
4. Principles of Micro-Economics, S. Chand Publication, Author: Dr. H.L. Ahuja, Reprint Edition 2011.

List of Reference Books:

4. Managerial Economics by Ivan Png.
5. Principles of Macroeconomics by Gregory Mankiw.

Open e-Resource: ---

List of Suggested Experiments: NA

GANDHINAGAR INSTITUTE OF MANAGEMENT
SEMESTER IV

DOC NO: 4061

Subject Code: SEC004	Subject Title: Business Administration
Pre-requisite: Basic concepts of Management	

Course Objective:

- Introduce students to the basic concepts and functions of business administration
- Develop practical managerial and administrative skills
- Enhance decision-making, communication, and organizational abilities
- Prepare students for entry-level business and administrative roles

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
2	-	-	2	-	-	25	25	50

Subject Contents			
Sr. No	Topic	Total Hours	Weight (%)
1	Unit I: Introduction to Business Administration (6 Hours) • Meaning and scope of Business Administration • Nature and objectives of business • Role of business in economic development • Forms of business organization (Sole proprietorship, Partnership, Company, LLP) • Overview of modern business environment	7	20
2	Unit II: Functions of Management • Planning: meaning, process, and importance • Organizing: principles and structure, • Staffing: recruitment and selection (basic concepts) • Directing: motivation, leadership, communication • Controlling: meaning and techniques	7	20
3	Unit III: Business Communication and Office Administration • Basics of business communication • Verbal and non-verbal communication • Business correspondence: emails, notices, memos • Office management: layout, records, and filing systems • Use of technology in office administration	7	20

4	Unit IV: Practical Skills for Business Administration • Teamwork and leadership skills • Problem-solving and decision-making techniques • Time management and work ethics • Basics of customer handling and service • Introduction to entrepreneurship and startup administration	7	20
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Course Outcome:

After completing the course, students will be able to:

CO1: Understand the fundamentals of business and management

CO2: Apply basic administrative and managerial skills in organizations

CO3: Demonstrate effective communication and teamwork abilities

CO4: Analyze simple business problems and suggest practical solutions

List of Text Books:

1. **Gupta, C. B.;** Business Organisation and Management, Sultan Chand & Sons, New Delhi.
2. **Koontz, Harold & Weihrich, Heinz,**entials of Management, McGraw Hill Education.
3. **Tripathi, P. C. & Reddy, P. N.,** Principles of Management, McGraw Hill Education.,

List of Reference Books:

Robbins, Stephen P. & Coulter, Mary

Management

Pearson Education.

Lesikar, Raymond V., Flatley, Marie E., & Rentz, Kathryn

Basic Business Communication

McGraw Hill Education.

Chhabra, T. N.

Principles and Practice of Management

Dhanpat Rai & Co.

Open e-Resource:

- NPTEL: *Principles of Management*
- SWAYAM MOOCs – Business & Management Courses

GANDHINAGAR INSTITUTE OF MANAGEMENT
VALUE ADDED COURSE (VAC015)

BBA Semester-IV

DOC NO: 4061

Subject Code: VAC015	Subject Title: Life Lessons from Bhagavad Gita
Pre-requisite: Open-mindedness toward philosophical inquiry and self-reflection, as the course emphasizes introspection and application of ideas to life.	

Course Objective: The course objective is to develop an understanding of ethical and moral values, including Swadharma, Sakama and Nishkama Karma, and the concepts of Karma, Akarma, and Vikarma as guides for righteous action.

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
2	-	-	2	25	25	-	-	50

Subject Contents				
Sr. No	Topic	Total Hours	Weight (%)	
1	Unit:1 History and Background of Shrimad -Bhagavad-Gita; The Gita and its Commentaries; Different Ways to attain Liberation: Karma yoga, Jnana Yoga, Bhakti yoga.	6	20%	
2	Unit:2 Understanding the Self and the Supreme; Characteristics of Individual Soul (Jiva). Sthitaprajna as an Ideal Person of the Gita; Concept of Dharmakshetra Kurukshetra.	9	30%	
3	Unit:3 Meaning of Arjun Vishad Yoga; Karma and Kinds of Karma; Karma yoga and its Importance; Contemporary Relevance of Karma Yoga; Sakama Karma and Nishkama Karma Yoga.	6	20%	
4	Unit:4 Karm yogi as an Ideal Person of Gita; Divine and Demoniac Qualities (Aasuri-sampad and daivi-sampad); Concept of Karma, Akarma and Vikrama; Concept of Swadharma	9	30%	

Course Outcome:

1. After studying the First Unit, the student will be able to understand the history, background of Gita.
2. The Second Unit will make students understand the self and Sthitprajna as an ideal person.
3. After studying the Third Unit, the students will be able to answer questions regarding Arjun Vishad.
4. The study of the Fourth Unit will help the students to understand the philosophy of Karma, Akarma and Vikrama.

List of Suggested Books:

1. Srimad-Bhagavadgita: Original Text.
2. Srimadbhagavatam 10 Vols. A.C. Prabhupada, BBT, Bombay, NewYork.
3. Bhagavadgita as it is – His Divine Grace: A.C. Bhaktivedanta Swami Prabhupada, Bhaktivedanta Book, Mumbai, 2009.
4. Srimadbhagavadgita Sankara Bhasya (Hindi), Gita Press, Gorakhpur.
5. Srimadbhagavadgita Rahasaya: B.G. Tilak, Tilak Brothers Publication, Poona.
6. Essays in the Gita: Sri Aurobindo, Sri Aurobindo Ashram, Pandichery.
7. The Gita in the Light of Modern Science: R.B.Lal, Somaiya Publication, Bombay
8. Gita Darshan; OSHO (Vol. 1-8) Osho international foundation, Puna.
9. Mai Shri Krishan Bol Raha Hu. Acharya Shilak Ram. Vedic Yogashala

Open e-Resource: ---

- ✓ www.SrimadGita.com
- ✓ www.StudyGita.in

BBA Semester 5 Syllabus

Major (Any One)

Finance

GANDHINAGAR INSTITUTE OF MANAGEMENT BBA 5th SEMESTER

DOC NO: 4061

Subject Code: 20100521	Subject Title: Financial Markets and Services
Pre-requisite: Basic Awareness of Financial Services	

Course Objective:

1. Provide insight into Financial Market Structure
2. Gain knowledge and awareness about the structure of various financial services offered in the financial markets.
3. Understanding of various regulating bodies in India regulating the Financial Market

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
04	00	00	4	50	50	-	-	100

Subject Contents				
Sr. No	Topic	Total Hours	Weight (%)	
1.	Introduction to Financial Services: Meaning, features, and classification Indian financial system – formal & informal sectors Components: markets, institutions, services, instruments Types of markets: Money, Capital (primary & secondary) Regulation: Role of RBI, SEBI, IRDA	10	25%	
2.	Core Financial Services Stock Broking and Trading Basics Leasing and Hire Purchase (with Illustrations) Basics of Insurance Services Introduction to Digital Payments and FinTech Personal Financial Planning Fundamentals	10	25%	
3.	Banking: Introduction to Banking Structure Introduction to Banking Structure in India Functions of Banks Role of the Reserve Bank of India (RBI) Introduction to Digital & Retail Banking Overview of Non-Banking Financial Companies (NBFCs)	10	25%	
4.	Mutual Funds & Emerging Trends: Basics of Mutual Funds Types and Structure of Mutual Funds Simple Concepts of NAV, SIP, and SWP	10	25%	

	Basics of Crowdfunding and Digital Payments Introduction to Cryptocurrency and FinTech for Beginners Practical Applications: Simple Case Studies and Reports on Financial Trends		
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Course Outcome:

1. **CO1** Understand the components, functions, and regulatory framework of the Indian financial system.
2. **CO2** Identify and describe a range of financial services and their practical uses.
3. **CO3** Demonstrate basic analytical skills in evaluating mutual funds, digital finance, and emerging instruments
Ability to comprehend various concepts of crowd funding
4. **CO4** Apply classroom knowledge to real-world cases, reports, and presentations
5. **CO5** Foundational knowledge about Stock Market and Money Market.

List of Textbooks:

1. Indian Financial System, Sixth Edition, by Bharti Pathak, 5th Edition, Pearson.
2. **Financial Markets and Services** – E. Gordon & K. Natarajan, Himalaya Publishing
3. **Introduction to FinTech and Digital Banking** – S. Arora & R. Sharma, Pearson Education

List of Reference Books:

1. Clifford Gomez, “Financial Markets, Institutions and Financial Services”, PHI, Eastern Economy Edition.
2. M Y Khan, “Financial Services”, TMH, 7th edition
3. Bhole. L.M. and Jitendra Mahakud “Financial Institutions & Markets – Structure, Growth & Innovations”, TMH 5th edition.
4. Anthony Saunders & Marcia Millon Cornett, “Financial Markets & Institutions”, TMH, 5th edition.

Open e-Resource:

1. <https://archive.nptel.ac.in/courses/110/105/110105121/>
2. https://onlinecourses.nptel.ac.in/noc23_mg46/preview
3. https://onlinecourses.swayam2.ac.in/cec22_mg18/preview

List of Suggested Experiments: NA

Marketing

GANDHINAGAR INSTITUTE OF MANAGEMENT

BBA

SEMESTER 05

Marketing Specialization

Subject Code: 20100511	Subject Title: Sales Management
Pre-requisite: Basics of Marketing management	

Course Objective:

- This course will be helpful to understand with the principles, strategies and skills of selling and managing the selling function.
- The course will also provide an understanding of the tools and techniques necessary to effectively manage the sales organization and the sales individual.

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	0	0	4	50	50	-	-	100

Subject Contents				
Sr. No.	Topic	Total Hours	Weight (%)	
1	Introduction to Sale Management: Meaning, Importance, sales organizations, qualities and responsibilities of sales manager, Various sales management positions. Personal Selling: Introduction, Various buying situations, Sales Process, Transactional & Relationship selling.	6	15%	
2	Sales Forecasting: Overview, Forecasting approaches. Sales Budget: Purpose, Methods, Sales budget process.	4	15%	
3	Management of Sales Territory: Sales territory, Meaning, designing sales territory, assigning salespeople to territories. Sales Quota: Meaning, Objective of sales quota. Types of sales quotas, Methods of setting quota.	10	20%	
4	Size of Sales Force: Concept, Various sales organization structure, Methods for deciding size of the sales force. Staffing of Sales Force: Staffing process, Overview of Recruitment methods, Selecting the sales force. Training of Sales Force: Assessing training needs, Methods of training, Evaluation of training.	10	25%	
5	Sales force Motivation: Importance, Theories of Motivation: - Maslow's Hierarchy of needs, Herzberg's Two Factors, Vroom's Expectancy, Various Motivational tools. Sales force Compensation: Meaning, Types of compensation plans. Controlling: Salesforce audit, Evaluating & Controlling sales force.	10	25%	

Course Outcome:

At the end of the course, the students will be able to:

- Understand the sales management process, organizing and applying in general business
- Understand and apply the sales skills and effectively manage the sale process in different situations
- Understand and prepare the sales budget and understand the sales control and apply the techniques
- Understand the sales quotas and implement and evaluate quotas and apply the sales force staffing process
- Understand the sales force motivational factors and implement compensation programs and evaluate the same

List of Textbooks:

- Sales & Distribution Management – Text & Cases, Latest edition, by Krishna Havaladar, Vasant Cavale, McGraw Hill Publication

List of Reference Books:

- Sales and Distribution Management: Decisions, Strategies & Cases, Latest Edition, by Richard R. Still, Edward W. Cundiff, Norman A. P. Govoni, Sandeep Puri, Pearson
- Sales & Distribution Management, Latest Edition, by Tapan K. Panda, Sahadev Sunil, Oxford
- Sales & Distribution Management, Latest Edition, by David Jobber, Geoffrey Lancaster, Pearson
- Sales & Distribution Management – A Practice Based Approach, Latest Edition, by Ramendra Singh, Vikas Publishing House Pvt. Ltd.

List of Suggested Journals / Periodicals / Magazines / Newspapers / Web resources:

1. Indian Journal of Marketing
2. Asian Journal of Management Cases
3. The IUP Journal of Marketing Management
4. Vikalpa: The Journal of Decision Makers
5. Indian Management

Open e-Resource:

1. https://onlinecourses.nptel.ac.in/noc25_mg99/preview

List of Suggested Experiments: NA

Human Resource

GANDHINAGAR INSTITUTE OF MANAGEMENT

BBA

SEMESTER 05

HR Specialization

Subject Code: 20100531	Subject Title: Strategic Human Resource Management
Pre-requisite: Basics of Human Resource Management	

Course Objective:

- To understand the role and importance of training and development in enhancing employee performance and achieving organizational goals.
- To explore the various methods, models, and approaches used in the design, implementation, and evaluation of training programs.
- To develop skills in conducting training needs assessments and identifying gaps between current and required competencies.

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	0	0	4	50	50	-	-	100

Subject Contents				
Sr. No.	Topic	Total Hours	Weight (%)	
1	Introduction to Strategic Human Resource Management -Definition, need, importance of Strategic Human resource management, A shift from Traditional HRM to Strategic HRM , Linking HR strategy with business strategy , Challenges of Strategic HRM	8	20%	
2	Human Resource Environment - Cross Cultural Management Workforce Diversity, Change in Employment Relationship, Temporary and Contract Labour	8	20%	
3	Competency and Potential Development What are competencies? Competency mapping, Potential Development , The concept and Importance of Talent management, Attracting and retaining Talent , Career Planning – Organizational centered career planning, individual centered career planning Succession planning – Elements of succession planning, Challenges of Succession planning	10	25%	
4	Strategic Human resource management issues: Employee engagement, Investment in Training and Development, Learning organization, Skill based pay, Variable pay, HR outsourcing, Factors driving the need to outsource, Stages of outsourcing, Understanding retrenchment and redundancy	6	15%	
5	Global dimensions: Global competitive advantage, Employer branding and Employee Value proposition Benchmarking and Balanced scorecard HR audit Global ethical environment, Cases related to Strategic HRM.	8	20%	

Course Outcome:

At the end of the course, the students will be able to:

- Explain the concept and significance of Strategic Human Resource Management in aligning HR functions with organizational objectives.
- Analyze the relationship between business strategy and HR strategy in various organizational contexts.
- Develop and evaluate HR strategies related to recruitment, performance management, talent development, and succession planning.
- Assess the influence of external factors (economic, legal, technological, and global trends) on strategic HR decision-making.
- Apply HR analytics and key performance indicators (KPIs) to measure the effectiveness of HR strategies.

List of Textbooks:

- Gary Dessler, Human Resource Management, PHI, New Delhi, 2003.
- Charles R. Greer, Strategic Human Resource Management, Pearson Education, 2003.

List of Reference Books:

- Luis R. Gomez-Mejia, David B. Balkin, Robert L. Cardy, Managing Human Resources, PHI, 2001.
- Peter J. Dowling, Denice E. Welch, Randall S. Schuler, International Human Resource Management, Thomson South-Western, 2002.

List of Suggested Journals / Periodicals / Magazines / Newspapers / Web resources:

1. The Journal of Human Resources
2. The Leadership Quarterly
3. Journal of Management
4. Vikalpa: The Journal of Decision Makers

Open e-Resource:

1. https://onlinecourses.nptel.ac.in/noc22_mg61/preview
2. https://onlinecourses.swayam2.ac.in/ntr22_ed49/preview

List of Suggested Experiments: NA

Business Analytics

GANDHINAGAR INSTITUTE OF MANAGEMENT BBA 5th SEMESTER

DOC NO: 4061

Subject Code: 20100541	Subject Title: Introduction to Business Analytics
Pre-requisite: Nil	

Course Objective:

- Understand and critically apply the concepts and methods of business analytics.
- Identify, model, and new techniques with the use of artificial intelligence, machine learning.
- Interpret results/solutions and identify appropriate courses of action for a given managerial situation whether a problem or an opportunity.

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	0	0	4	50	50	-	-	100

Subject Contents				
Sr. No.	Topic	Total Hours	Weight (%)	
1	Introduction to Digital Data: Big Data, Definitions, Characteristics of big data, Internet of things, Digital Data, Definitions, Sources of Digital Data, Types of Digital Data (Structured, Unstructured, Semi structured), Overview of Data warehouse: Definitions, Concepts of Data warehouse, Characteristics of data warehouse, Data warehouse framework, Concepts of Data warehouse, Data lake, Business Reporting & Performance Management: Definitions, Concepts, Different types of charts & graphs, Business Performance (KPI, Dashboard)	15	30	
2	Business Intelligence: Definitions, Need of business intelligence, Use of business intelligence in business, Components of business intelligence Business Analytics: Definitions, Need of business analytics, Use of business analytics in business, Components of business analytics, Types of business analytics: Descriptive, Predictive, and Prescriptive, Difference between Business Intelligence and Business Analytics, Transaction Processing and Analytic Processing: OLTP (Operations, ER Data model), OLAP (Star & Snowflake Schema)	15	30	
3	Data Mining: Data Mining, Definitions, Concepts of data mining, Applications of data mining, Process of data mining, Types of Analytics: Text & web Analytics, Text analytics and text mining overview, Text mining applications, Overview of Web mining, social media analytics, Overview of Sentimental analytics, Big data analytics: Fundamentals	10	20	
4	Applications of Analytics in Business Support Functions: Sales & Marketing Analytics, HR Analytics, Financial Analytics, Production, and operation analytics	10	10	
5	Applications of Analytics in Industries: Telecom, Retail, Healthcare, Financial Services	10	10	

Course Outcome:

At the end of the course, the students will be able to:

- Understand the concept of digital data and big data, including its characteristics, sources, and types such as structured, unstructured, and semi-structured data.
- Explain the concepts of data warehousing, data lakes, and business performance management, and interpret business data using charts, graphs, KPIs, and dashboards.
- Differentiate between business intelligence and business analytics and understand their components, uses, and role in organizational decision making.
- Describe the fundamentals of data mining and different types of analytics such as text analytics, web analytics, sentiment analytics, and big data analytics.
- Apply analytics concepts to various business functions and industries such as sales & marketing, HR, finance, telecom, retail, healthcare, and financial services.

List of References:

1. Fundamentals of Business Analytics, Latest Edition, by R N Prasad & Seema Acharya, Willey.
2. Business Analytics – The science of data driven decision making, Latest Edition, by U Dinesh Kumar, Wiley.
3. Fundamentals of Business Analytics, 1st Edition, by Virendra Chavda, Himalaya Publication.
4. Business Analytics, Latest Edition, by Sahil Raj, Cengage.
5. Business Analytics, Latest Edition, by James R. Evans, Pearson.

List of Suggested Journals / Periodicals / Magazines / Newspapers / Web resources:

1. Asian Journal of Management Cases
2. The IUP Journal of Management Research
3. Vikalpa: The Journal of Decision Makers
4. The IUP Journal of Information Technology
5. Capital Market
6. Indian Management
7. Outlook

Open e-Resource:

1. <https://nptel.ac.in/courses/110105089>
2. https://onlinecourses.nptel.ac.in/noc20_mg11/preview

List of Suggested Experiments: NA

Sports Management

Gandhinagar Institute of Management

Bachelor of Business Administration

Semester 5 – Sports Management Specialization

Subject Code:	Subject Title: Sports Organization and Administration
Pre-requisite: Basic understanding of sports management and administration.	

Course Objective: To understand the social context and evolving structure of modern sports at national and international levels.

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	-	-	4	50	50	00	00	100

Subject Contents				
Sr. No	Topic	Total Hours	Weight (%)	
1	Social Context for Modern Sports: Need for New Structure in Sports Today. International Sports Environment: IOC and International Federations – National Sports Environment: National Olympic Committees – National Federations – Governmental and Quasi – Governmental Organizations – Sports Conflicts – Conflicts arising from Anti-Doping Tests.	15	25%	
2	Origin and Operations of Sports Organizations Defining the Legal Status – Social Profile of the Sports Organization – Choosing a type of Organization: Environmental Indicators – Power and Authority – Delegation of Responsibilities – Organizational Charts – Sports Identity Vs Image – Establishing a Sports Identity.	15	25%	
3	Sports Organizations and their Environment: The nature of the Organizational Environment – Research on Organizational Environments. Controlling Environmental Uncertainty: Other Perspectives on the Organizational Environment. Relationship between Organization's Environment and its Structure.	15	25%	
4	Sports Organizations and Technology: Technology – Research on technology and Organizations – Critiques of the Technology Imperatives – Micro-Electronic Technologies – Relationship Between technology and Organizational Structure.	15	25%	

Course Outcome:

- Understand why modern sports organizations exist and how society affects them.
- Learn the roles of national and international sports bodies and governance.
- Know how sports organizations are structured and legally set up.
- See how sports organizations adapt to changes and challenges in their environment.
- Understand how technology improves sports organizations' efficiency.
- Learn how sports organizations create their identity and public image.

List of Textbooks:

1. Principles and Practice of Sport Management, Latest Edition by Lisa P. Masteralexis, Mary A. Hums, and Carol A. Barr, Jones & Bartlett Learning.
2. Contemporary Sport Management, Latest Edition by Paul M. Pedersen, Human Kinetics.
3. Sports Management and Administration, Latest Edition, by David C. Watt, Routledge.

List of Reference Books:

1. Routledge Handbook of Sport Management, Latest Edition, by Leigh Robinson, Nico Schulenkorf, and P. David Shilbury, Routledge.
2. Sports Law and Regulation: Cases, Materials, and Problems, Latest Edition, by Matthew J. Mitten, Timothy Davis, Rodney K. Smith, and N. Jeremi Duru, Wolters Kluwer.
3. Modern Sports Ethics, Latest Edition, by Angela Lumpkin, Human Kinetics.

Open e-Resource: NA**List of Suggested Experiments: NA**

Sports & Event Management

Gandhinagar Institute of Management

Bachelor of Business Administration Semester 5
SPORTS & EVENT MANAGEMENT SPECIALIZATION

Subject Code:	Subject Title: Sports Organization and Administration
Pre-requisite: Basic understanding of sports management and administration.	

Course Objective: To understand the social context and evolving structure of modern sports at national and international levels.

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	-	-	4	50	50	00	00	100

Subject Contents			
Sr. No	Topic	Total Hours	Weight (%)
1	Social Context for Modern Sports: Need for New Structure in Sports Today. International Sports Environment: IOC and International Federations – National Sports Environment: National Olympic Committees – National Federations – Governmental and Quasi – Governmental Organizations – Sports Conflicts – Conflicts arising from Anti-Doping Tests.	15	25%
2	Origin and Operations of Sports Organizations Defining the Legal Status – Social Profile of the Sports Organization – Choosing a type of Organization: Environmental Indicators – Power and Authority – Delegation of Responsibilities – Organizational Charts – Sports Identity Vs Image – Establishing a Sports Identity.	15	25%
3	Sports Organizations and their Environment: The nature of the Organizational Environment – Research on Organizational Environments. Controlling Environmental Uncertainty: Other Perspectives on the Organizational Environment. Relationship between Organization's Environment and its Structure.	15	25%
4	Sports Organizations and Technology: Technology – Research on technology and Organizations – Critiques of the Technology Imperatives – Micro-Electronic Technologies – Relationship Between technology and Organizational Structure.	15	25%

Course Outcome:

- Understand why modern sports organizations exist and how society affects them.
- Learn the roles of national and international sports bodies and governance.
- Know how sports organizations are structured and legally set up.
- See how sports organizations adapt to changes and challenges in their environment.
- Understand how technology improves sports organizations' efficiency.
- Learn how sports organizations create their identity and public image.

List of Textbooks:

1. Principles and Practice of Sport Management, Latest Edition by Lisa P. Masteralexis, Mary A. Hums, and Carol A. Barr, Jones & Bartlett Learning.
2. Contemporary Sport Management, Latest Edition by Paul M. Pedersen, Human Kinetics.
3. Sports Management and Administration, Latest Edition, by David C. Watt, Routledge.

List of Reference Books:

1. Routledge Handbook of Sport Management, Latest Edition, by Leigh Robinson, Nico Schulenkorf, and P. David Shilbury, Routledge.
2. Sports Law and Regulation: Cases, Materials, and Problems, Latest Edition, by Matthew J. Mitten, Timothy Davis, Rodney K. Smith, and N. Jeremi Duru, Wolters Kluwer.
3. Modern Sports Ethics, Latest Edition, by Angela Lumpkin, Human Kinetics.

Open e-Resource: NA**List of Suggested Experiments: NA**

Major (Any One)

Finance

GANDHINAGAR INSTITUTE OF MANAGEMENT BBA 5th SEMESTER

DOC NO: 4061

Subject Code: 20100522	Subject Title: Merger and Acquisition
Pre-requisite: Nil	

Course Objective:

The course aims to equip the students to

1. Understand the strategic rationale behind diversification, mergers, and acquisitions.
2. Analyze the M&A process from deal origination to transaction closing.
3. Evaluate target firms using financial tools and estimate merger synergies.
4. Develop insights into post-merger integration and restructuring strategies.

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	0	0	4	50	50	-	-	100
Subject Contents								
Sr. No.	Topic						Total Hours	Weight (%)
1	Introduction of Diversification and Acquisition 1.7 Introduction to diversification and reasoning for takeovers 1.8 M & A as a tool for competitive advantage. 1.9 Major forces driving domestic and international M & A activity. Major players on the M & A landscape and their incentives. 1.10 Reasons for M & A and its influence on shareholder value 1.11 Performance of M & A: why do acquisitions fail? 1.12 Understanding restructuring						15	25
2	Searching for Acquisitions 2.1 Overview of the stages of an M & A transaction, from origination to closing. 2.2 Strategy development for acquisition-BCG approach 2.3 Origination of M & A ideas, clarifying strategy, valuing the target, carrying out due diligence assessment and developing an implementation plan. 2.4 Financial Analysis 2.5 Case Study						15	25
3	Value Drivers and Target valuation 3.1 Value drivers 3.2 Economics of a merger 3.3 Estimation of the value of synergy 3.4 Adjusted present value 3.5 Capital cash flow valuation 3.6 Case Study						15	25

4	Post-Merger Integrations and Demergers 4.1 Path to integrations 4.2 Retaining and integration of Human Resource 4.3 Integrating Financial and Tangible resources 4.4 Demergers	15	25
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Course Outcome:

At the end of the course, the students shall be able to:

1. Apply strategic concepts to assess the motives and impacts of mergers and acquisitions.
2. Demonstrate the ability to identify, evaluate, and structure acquisition opportunities.
3. Perform financial analysis for valuing targets and estimating synergies.
4. Formulate effective post-merger integration and demerger plans.

List of References:

1. Kapil, S. & Kapil, N.K. (2018). Mergers and Acquisitions: Strategy, Valuation, Leveraged Buyouts and Financing, Wiley
2. Godbole, P.G. (2013). Mergers, Acquisitions and Corporate Restructuring, 2nd Edition; Vikas Publishing House Pvt Ltd., NOIDA, India
3. Stephen, H. Penman. (2013). Financial Statement Analysis and Security Valuation, 3rd Edition, McGraw Hill Education (India)
4. Damodaran, A. (2001). Corporate finance: Theory and Practice, 2nd Edition; John Wiley

List of Suggested Journals / Periodicals / Magazines / Newspapers / Web resources:

1. **Journal of Corporate Finance**
2. **Journal of Mergers and Acquisitions**
3. **Economic Times (ET)** – Especially for Indian M&A trends
4. **Business Standard**

List of Suggested Experiments: NA

Marketing

GANDHINAGAR INSTITUTE OF MANAGEMENT
BBA
SEMESTER 05
Marketing Specialization

Subject Code: 20100512	Subject Title: Retail Management
Pre-requisite: Basics of Marketing management	

Course Objective:

1. To familiarize the students with the concept of modern retailing and understand the significance of retailing in the current business environment.
2. To understand retailing as a business and various strategies the firms engaged in retailing business adopt for their survival and growth.
3. Develop insights into retail management strategies.

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	0	0	4	50	50	-	-	100

Subject Contents				
Sr. No.	Topic	Total Hours	Weight (%)	
1	Introduction to Retailing: Definition & Basic Concept of retailing, Functions of retailing, Importance of retailing, Retail Industry in India, Changing trends in retailing. Theories of Retail Development: Environmental Theory, Cyclical Theory, Conflict Theory.	8	20%	
2	Retail Store Formats: Classification based on basis on ownership, basis on merchandise offered & Non store retailing, traditional business model in Indian retail sector. Understanding the Retail Consumer: Various influencing factors, Consumer decision making process. Retail strategy: Building Sustainable Competitive Advantage for long-term Survival and Growth, Strategies for Internationalization of Retail Business.	8	20%	
3	Retail Store Location Planning: Types of Retail Locations, Trading Area Analysis – Primary, Secondary and Fringe Area, Techniques of Evaluating a Trading Area – The Herfindahl-Herschman Index, The Index of Retail Saturation, Reilly's Law of Retail Gravitation, Huff's Model, Central Place Theory.	10	25%	
4	Retail Pricing: Concept of Retail Price, Elements of Retail Price, Determining the Price, Various retail Pricing Policies / Strategies, Concept of Markups & Markdowns.	6	15%	
5	Private Label: Concept, Need of Private Label, Process of Private Label creation. Store Design & Visual Merchandising: Concept of Merchandising, Principles of Store Design, Elements of Store Design, Tools used for Visual Merchandising. Meaning of Shoplifting & Pilferage.	8	20%	

Course Outcome:

At the end of the course, the students will be able to:

- Develop and categorize appropriate retail marketing strategies for different segments of consumers.
- Develop comprehensive communication skills need to identify and address consumer behaviour.
- Evaluate the factors affecting the retail sector in detail.
- Analyze the consumer decision process.
- Assess the impact of consumer's motivation and personality on the buying behaviour.

List of Textbooks:

- Retailing Management – Text and Cases, Latest edition, by Swapna Pradhan, McGraw Hill Publication
- Retail Management: A strategic approach, 10th edition, by Barry R. Berman, Joel Evans, McGraw Hill Publication

List of Reference Books:

- Retail Management, Latest edition, by Gibson G. Vedamani, Pearson
- Retailing: An Introduction, Latest edition, by Cox, Roger, and Paul Brittain, Pearson
- Retailing Management, Latest edition, by Levy, Michael and Barton A. Weitz, Tata McGraw Hill

List of Suggested Journals / Periodicals / Magazines / Newspapers / Web resources:

1. Indian Journal of Marketing
2. Asian Journal of Management Cases
3. The IUP Journal of Marketing Management
4. Vikalpa: The Journal of Decision Makers
5. Indian Management

Open e-Resource:

1. https://onlinecourses.swayam2.ac.in/imb25_mg190/preview
2. https://onlinecourses.nptel.ac.in/noc25_mg112/preview

List of Suggested Experiments: NA

Human Resource

GANDHINAGAR INSTITUTE OF MANAGEMENT
BBA
SEMESTER 05
HR Specialization

Subject Code: 20100532	Subject Title: Training & Development
Pre-requisite: Basics of Human Resource Management	

Course Objective:

- To understand the role and importance of training and development in enhancing employee performance and achieving organizational goals.
- To explore the various methods, models, and approaches used in the design, implementation, and evaluation of training programs.
- To develop skills in conducting training needs assessments and identifying gaps between current and required competencies.

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	0	0	4	50	50	-	-	100

Subject Contents				
Sr. No.	Topic	Total Hours	Weight (%)	
1	Training Meaning and Definition – Need for Training – Importance of training – Objectives of Training – Steps in training programs – Training Policy - Training for different employees – Principles of learning and training.	8	20%	
2	Training methods – On the job – Vestibule training, Training by experienced workman, Training by supervisor, Demonstrations and examples, Simulation, Apprenticeship – Off the job – Lectures, Conference method, Seminar or Team discussion, Case studies, Role Playing, Programmed instruction, T group trainings, Audio visual aids.	8	20%	
3	Technology in training – Instructor led online courses – Self paced courses – Blended learning - Corporate training - Online training platforms – Social and micro learning -Training evaluation – Retraining	10	25%	
4	Development – Importance of development – Management development – Purpose and objectives – Stages – Components – Factors inhibiting development.	6	15%	
5	Coaching and Counselling – Methods – Management Syndicate – Incident process – In Basket – Sensitivity – Counselling – Special projects – Committee assignments – Conferences – Management games.	8	20%	

Course Outcome:

At the end of the course, the students will be able to:

- Understand the principles of learning and training and the process of training in an organization.
- Understand various off the job and on the job training methods and apply and analyze their effectiveness.
- Understand the technology implications on training and apply the training evaluation methods.
- Understand the management development factors, process and challenges in implementing.
- Understand various off the job and on the job management development methods and apply and analyze their effectiveness.

List of Textbooks:

- IP Subba Rao, VSP Rao – Human Resource Management, Konark Publishers
- Subhash and SC Jain – Managing Human Resources, Arihant Publications

List of Reference Books:

- Beardwell and Hold men – Human Resource Management – Macmillan Publishers

List of Suggested Journals / Periodicals / Magazines / Newspapers / Web resources:

1. The Journal of Human Resources
2. The Leadership Quarterly
3. Journal of Management
4. Vikalpa: The Journal of Decision Makers

Open e-Resource:

1. https://onlinecourses.nptel.ac.in/noc22_mg61/preview
2. https://onlinecourses.swayam2.ac.in/ntr22_ed49/preview

List of Suggested Experiments: NA

Business Analytics

GANDHINAGAR INSTITUTE OF MANAGEMENT
BBA 5th SEMESTER

DOC NO: 4061

Subject Code: 20100542	Subject Title: Introduction to Machine Learning
Pre-requisite: Basics of Information Technology	

Course Objective:

The course aims to equip the students to

- Describe the difference between Supervised and Unsupervised Learning
- Perform Different Classification Techniques for Prediction
- Perform Clustering for Data Segmentation
- Build algorithm for Market Basket Analysis

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	0	0	4	50	50	-	-	100

Subject Contents				
Sr. No.	Topic	Total Hours	Weight (%)	
1	Introduction to Machine Learning: What is Machine Learning? Relevance of Machine Learning in Business, Supervised and Unsupervised Learning: What is Supervised Learning? What is Unsupervised Learning? Regression: Regression as a method in Supervised Learning, Linear and Logistic Regression, Performing Regression using R Decision Trees: Classification using Decision Tree, Performing Decision Tree using R.	10	15	
2	Random Forest: Classification using Random Forest, Performing Random Forest Classification using R, Nearest Neighbours: What is K-NN Classification, Performing K-NN Classification using R, Naïve Bayes: What is Naïve Bayes Classification, Performing Naïve Bayes.	10	15	
3	Ensemble Techniques: What is Ensemble Technique? Implementing Ensemble Techniques using R. Validation Measures: Different Model Validation Measures, Calculating Different Validation Measures using R.	15	25	
4	Introduction to Clustering: What is Unsupervised Learning, What is Clustering, Different Clustering Techniques. K-Means Clustering: What is K-Means Clustering, Performing K-Means Clustering using R. Hierarchical Clustering: What is Hierarchical Clustering, Performing Hierarchical Clustering using R.	18	30	

5	Recommendation System: What is Recommender System, Different Types of Recommender System, Creating Basic Recommender System using R. Market Basket Analysis: Basic Apriori Algorithm, Market Basket Analysis using R.	07	15
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Course Outcome:

At the end of the course, the students shall be able to:

- Understand the fundamental concepts of Machine Learning and explain its relevance and applications in business decision-making.
- Differentiate between supervised and unsupervised learning techniques and apply regression models such as linear and logistic regression using R.
- Apply classification techniques including Decision Trees, Random Forest, K-Nearest Neighbour, and Naïve Bayes to analyze business datasets using R.
- Evaluate machine learning models using validation measures and implement ensemble techniques to improve prediction accuracy.
- Apply unsupervised learning techniques such as clustering and association analysis including K-Means Clustering, hierarchical clustering, recommendation systems, and Apriori Algorithm for solving business problems.

List of References/ Reference Book:

1. Machine Learning with R, 2nd edition, by Brett Lantz, Packet publishing.
2. Data Mining and Business Analytics with R, Latest edition, by Johannes Ledolter, Wiley.
3. The Analysis of Time Series – an Introduction, Latest edition, by Chris Chatfield, Chapman & Hall/CRC.
4. Time Series Analysis: Forecast and Control, Latest edition, by Box and Jenkins, Wiley.

List of Suggested Journals / Periodicals / Magazines / Newspapers / Web resources:

1. Asian Journal of Management Cases
2. The IUP Journal of Management Research
3. Vikalpa: The Journal of Decision Makers
4. The IUP Journal of Information Technology
5. Capital Market
6. Indian Management
7. Outlook

List of Suggested Experiments: NA

Sports Management

Gandhinagar Institute of Management

Bachelor of Business Administration Semester 5 – Sports Management Specialization

Course Objective: To introduce students to the fundamental concepts, scope, and unique characteristics of sports marketing, including challenges like marketing myopia.

Subject Code:	Subject Title: Sports Marketing
Pre-requisite: Basic understanding of marketing principles	

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	-	-	4	50	50	00	00	100

Subject Contents				
Sr. No	Topic	Total Hours	Weight (%)	
1	Sports marketing: Definition – Marketing Myopia in Sport – Uniqueness of Sports Marketing – Model of the Sports Industry – Implementation of Sports Marketing Programme	15	25%	
2	Perspectives in Sports Consumer Behavior: Environmental Factors – Individual Factors – Decision Making for Sports Involvement – Role of Research in Sports Marketing: Types of Primary Market Research – Common Problems in Sports Marketing Research.	15	25%	
3	The Sports Product: Its Core and Extensions – Key Issues in Sports Product Strategy – Managing Sports Brands: Benefits and Development of Brand Equity – Sales: Definition – Typical Sales Approaches Used in Sports – Selling Sports to the Community.	15	25%	
4	Pricing Strategies: The Basics of Pricing – Core Issues – Special Pricing Factors – Advertising Media for Sports – Promotional Concepts, Practices and Components. Place/Product Distribution: Placing Core Products and their Extensions – The Facility – Marketing Channels – The Product-Place Matrix – Electronic Media Landscape – Media Impact on Sport Public Relations – Integrating Sales, Promotion, Sponsorship, Media and Community Relations – Cross Impacts among the Five P's – the Legal Aspects of Sports Marketing.	15	25%	

Course Outcome:

- Understand sports marketing and its importance in the sports industry.
- Learn how sports fans behave and how research helps solve marketing problems.
- Know how to brand sports products and create effective sales strategies.
- Design pricing and promotion plans for different sports audiences.

- Learn how media, PR, and distribution help promote sports products.
- Combine all marketing tools (5 P's) to make successful sports marketing programs legally and effectively.

List of Textbooks:

1. Sports Marketing: A Strategic Perspective, Sixth Edition by Shank and Lyberger, Routledge
2. The Marketing of Sport, First Edition by Beech and Chadwick, Pearson Education.
3. Sport Marketing, Fourth Edition by Mullin, Hardy and Sutton, Human Kinetics.

List of Reference Books:

1. Sports Industry and Marketing, First Edition by Goel and Handa, Friends Publications India.
2. Sports Marketing, Third Edition by Fullerton, Sagamore Publishing.

Open e-Resource: NA

List of Suggested Experiments: NA

Event & Sports Management

Gandhinagar Institute of Management

Bachelor of Business Administration

Semester 5 – SPORTS & EVENT MANAGEMENT SPECIALIZATION

Subject Code:	Subject Title: Introduction to Event Management
Pre-requisite: Students having basic knowledge of business management subject.	

Course Objective: To introduce students to the fundamental concepts of event management

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	-	-	4	50	50	00	00	100

Subject Contents			
Sr. No	Topic	Total Hours	Weight (%)
1	Introduction To Meetings and Event Management - Categories & Definitions – Need of Event Management –Objectives of Event Management – Creativity – Implications of Events	15	25%
2	Event Planning - Arranging Chief Guest/Celebrities - Arranging Sponsors - Back Stage Management - Brand Management - Budget Management - Types Of Leadership For Events & Organizations	15	25%
3	Designing (a) Backdrop b) Invitation Card c) Publicity Material d) Mementos Event Decoration – Guest and Celebrities Management - Making Press Release – Marketing communication – Media Research & Management – Participation according to the theme of the Event – Photography/ Video coverage management	15	25%
4	Program Scripting – Public Relation – electing a Location –Social and Business Etiquette – Speaking Skills –Stage decoration – Team Spirit – Time Management.	15	25%

Course Outcome:

1. To understand the fundamental concepts of event management.
2. To understand the event planning, execution, and evaluation
3. To learn and develop skills for managing different types of events effectively.
4. To apply event management techniques in practical situations.
5. To have clear understanding of risk management, safety and security of event management.

List of Textbooks:

1. Event Marketing and Management, First Edition by Gaur and Saggere, Vikas Publishing House

List of Reference Books:

1. Successful Event Management, Second Edition by Anton Shone & Bryn Parry, Cengage Learning Business
2. Management of Event Operations, Latest Edition by Julia Tum, Philippa Norton, J. Nevan Wright, Atlantic Publishing Company
3. The Complete Guide to Successful Event Planning by Shannon Kilkenny, Wiley & Sons, India
4. Professional Event Coordination -The Wiley Event Management Series by Julia Rutherford Silvers and Joe Goldblatt, Wiley, John & Sons, Incorporated.

Open e-Resource:

1. SWAYAM (MOOCs Courses on Event Management)

<https://swayam.gov.in/>

List of Suggested Experiments: NA

Major (Any One)

Finance

GANDHINAGAR INSTITUTE OF MANAGEMENT BBA 5TH SEMESTER

DOC NO: 4061

Subject Code: 20100523	Subject Title: Security Analysis & Portfolio Management
Pre-requisite: Understanding of Basic Financial Literacy	

Course Objective:

The course aims to equip the students to

1. Understand the Security Market and various aspects of Stock valuation.
2. Explore various practical methods to calculate Risk and Return of Security
3. Learn various empirical theories developed in context to security valuation and Portfolio management.
4. Develop strategies to evaluate and revise the portfolio.

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	0	0	4	50	50	-	-	100

Subject Contents

Sr. No.	Topic	Total Hours	Weight (%)
1	Introduction to Investment (Theory):- Introduction of Investment, Types of Investment Alternatives (E.g., Stock, Bonds, Mutual funds etc.), Investment Objectives, Investment Decision Process, Investment vs. Speculation vs. Gambling. Introduction to Portfolio Management :- Meaning of Portfolio, Process of Diversification of portfolio, Portfolio strategy, Meaning of Portfolio Management, Objectives of Portfolio Management, Types of Portfolio Management, Process of Portfolio Management	08	15
2	Introduction to Risk and Return (Theory and Numeric) :- Meaning and Types of Risk, Calculating Risk based on Historical & Expected data. Return (Historical Return, Holding Period Return & Expected Return) of Single Security. Calculation of Portfolio Risk and Portfolio Return.	10	15

3	Economic Analysis :- National parameters like GDP, Inflation, Interest Rates, and its influence on stock prices. Industry Analysis :- Concept of industry Cycle, Industry Performance, Industry Structural Factors Influence on the Stock Prices. Company Analysis :- Business Cycle, Business Risk, Performance of the Company and Earning Capacity of the Company, Porter's five force industry analysis, Effects of Company Specific parameters on the Share Price.	08	25
4	Technical Analysis :- Meaning of Technical Analysis, Assumptions of Technical Analysis, Advantages of Technical Analysis, Technical Analysis Indicators:- Chart and Graphs, Moving Averages, Market Breath, Sentiment Indicators, Trend and Channels, Support and Resistance, Triple Top and Triple bottom, Volume Indicators, Fibonacci Series., Dow Theory and Elliot Wave Theory of Technical Analysis.	06	25
5	Capital Market Theories :- CML, SML and CAPM (Theory and numerical), Arbitrage Pricing Theory (Theory), Markowitz's Model (Theory), Sharpe's Portfolio Model (Theory) Portfolio Revision and Performance Evaluation (Theory and Numeric), Duration of Bonds (Theory and Numeric)	08	20

Course Outcome:

At the end of the course, the students shall be able to:

1. Forecast/Predict Risk and Return of the specific stock or a portfolio.
2. Understand various Economic, Industry and Company specific parameters influencing the Stock Prices.
3. Apply various theories of stock valuation in the realistic stock analysis.
4. Gain understanding to analyse charts and pattern by learning theories of Technical Analysis.
5. Evaluate the performance of the portfolio.
6. Manage portfolio efficiently and develop the ability to revise the portfolio.

List of References:

1. Prasanna Chandra (2025), 7th Edition, Investment Analysis and Portfolio Management, McGraw Hill Publication.
2. Kapil, S. & Kapil, N.K. (2018). Mergers and Acquisitions: Strategy, Valuation, Leveraged Buyouts and Financing, Wiley

3. Godbole, P.G. (2013). Mergers, Acquisitions and Corporate Restructuring, 2nd Edition; Vikas Publishing House Pvt Ltd., NOIDA, India
4. Stephen, H. Penman. (2013). Financial Statement Analysis and Security Valuation, 3rd Edition, McGraw Hill Education (India)
5. Damodaran, A. (2001). Corporate finance: Theory and Practice, 2nd Edition; John Wiley

List of Suggested Journals / Periodicals / Magazines / Newspapers / Web resources:

1. Journal of Corporate Finance
2. Journal of Mergers and Acquisitions
3. Economic Times (ET) – Especially for Indian M&A trends
4. Business Standard

Open e-Resource:

- 1) <https://nptel.ac.in/courses/110107154>
- 2) <https://nptel.ac.in/courses/110105035>
- 3) https://onlinecourses.swayam2.ac.in/imb25_mg202/preview
- 4) <https://www.coursera.org/specializations/investment-portfolio-management>
- 5) <https://www.coursera.org/specializations/investment-management>

List of Suggested Experiments:

- 1) Select Five Securities and predict Risk and Return on those securities using CAPM Model.
- 2) Technical Analysis of a Random stock and Predict future move.
- 3) Determine the Intrinsic Value of stock using the Stock Valuation model to understand Overvaluation/Undervaluation of stock.

Marketing

GANDHINAGAR INSTITUTE OF MANAGEMENT

BBA

SEMESTER 05

Marketing Specialization

Subject Code: 20100513	Subject Title: Marketing of Services
Pre-requisite: Basics of Marketing	

Course Objective:

- The course aims to develop an understanding of the fundamentals of marketing of services and the service marketing mix.
- The course will also provide an insight into service quality and delivery mechanisms.

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	0	0	4	50	50	-	-	100

Subject Contents				
Sr. No.	Topic	Total Hours	Weight (%)	
1	Introduction to Services: Meaning, Nature of Services, Characteristics of Services, Service Marketing Mix.	4	15%	
2	Consumer Behavior: Consumer decision making process, ZOT, SERVQUAL, Service Encounter, Types of service encounter, Service recovery.	6	20%	
3	Managing Service Promises: Integrated services marketing communication, Pricing of services, Physical evidence and Servicescape.	12	25%	
4	Service Delivery: Employees' role in service delivery, Customers' role in service delivery, Delivering services through intermediaries and electronic channels.	12	25%	
5	GAP model of Service Quality: Overview, Customer Gap & Provider Gap.	06	15%	

Course Outcome:

At the end of the course, the students will be able to:

- Understand the different types of services and its characteristics.
- Comprehend the customer centric approach in service marketing
- Know about various concepts of marketing and its integration with services
- Integrate the 7 P's of the services marketing mix to develop a positioning strategy for any service organization.
- Prepare, communicate and justify marketing mixes and information systems for service-based organizations.

List of Textbooks:

- Services Marketing: Integrating Customer focus across the firm, Latest edition, by Valarie Zeithaml, Mary Bitner, Dwayne Gremler, Ajay Pandit, Tata McGraw-Hill

List of Reference Books:

- Services Marketing: People, Technology, Strategy, Latest edition, by Christopher Lovelock, Jochen Wirtz and Jayanta Chatterjee, Pearson
- Services Marketing: The Indian Context, Latest edition, by R. Srinivasan, PHI publication

- Services Marketing, Latest edition, by K. Rama Mohana Rao, Pearson
- Services Marketing: Text and Cases, Latest edition, by Rajendra Nargundkar, McGraw Hill publication

List of Suggested Journals / Periodicals / Magazines / Newspapers / Web resources:

1. Indian Journal of Marketing
2. Asian Journal of Management Cases
3. The IUP Journal of Marketing Management
4. Vikalpa: The Journal of Decision Makers
5. Indian Management

Open e-Resource:

1. https://onlinecourses.swayam2.ac.in/imb25_mg105/preview

List of Suggested Experiments: NA

Human Resource

Gandhinagar Institute of Management

Bachelor of Business Administration Semester V

Subject Code: 20100533	Subject Title: Industrial Relation and Labour Law
Pre-requisite: Students should have a basic understanding of management principles and human resource functions. Familiarity with business laws and effective communication skills are also essential.	

Course Objective:

To give insight into industrial relations and related aspects prevailing in a company and to familiarise the students with various Labour Legislations applicable to a Company

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	-	-	4	50	50	-	-	100

Subject Contents			
Sr. No	Topic	Total Hours	Weight (%)
1	Unit I Definition, Concepts, Nature of industrial relations, Importance of industrial relations, Approaches to industrial relations, Nature of Trade Unions, Trade Union movement in India, Reasons for employees to join trade Unions, Problems of Trade Unions & Remedies. Quality circles, history of QC, Organization structure of QC, Benefits of QC, Problems of QC.	15	25%
2	Unit II Concept of collective bargaining, Prerequisites for collective bargaining, the collective bargaining process, Principles of Collective Bargaining, Essential conditions for the success of collective bargaining, Meaning & Concept of grievance – causes of grievance – effects of grievance - Grievance redressal procedure.	15	25%
3	Unit III Meaning & causes of Industrial Conflicts, Types of Industrial Conflicts. Strikes & Lockouts, Machinery for resolving Industrial Disputes under Law. Meaning of workers participation in management, concepts, and objectives of workers participation in management, growth and development of workers participation in management, types of workers participation in management.	15	25%
4	Unit IV Overview and aspects covered by Factories Act, Industrial Disputes Act, Payment of wages Act, Payment of Bonus Act, ESI Act, Payment of Gratuity Act, Minimum Wage Act, PF Act.	15	25%

Course Outcome:

1. Understand the concept, nature, and importance of industrial relations and trade unions in maintaining workplace harmony.
2. Analyse the process and prerequisites of collective bargaining and grievance redressal mechanisms in organizations.
3. Identify the causes and types of industrial conflicts and explain the legal machinery available for dispute resolution and workers' participation in management.
4. Interpret and apply key labor legislations relevant to industrial relations and employee welfare in India.

List of Textbooks:

1. **C.B. Mamoria, S. Mamoria & S.V. Gankar** - Dynamics of Industrial Relations – Himalaya Publishing House
2. **P.R.N. Sinha, Indu Bala Sinha, Seema Priyadarshini Shekhar** - Industrial Relations, Trade Unions and Labour Legislation – Pearson Education
3. **Monappa, Arun, Ranjeet Nambudiri & Patturaja Selvaraj** - Industrial Relations and Labour Laws – McGraw Hill Education
4. **S.C. Srivastava** - Industrial Relations and Labour Laws – Vikas Publishing House

Open e-Resource: -

1. <https://www.scribd.com/document/467365138/Grievance-Handling>
2. https://www.scribd.com/document/796972324/Notes-of-Unit-1-and-2-of-Industrial-Relations-and-Labour-Laws?utm_source=chatgpt.com

Business Analytics

GANDHINAGAR INSTITUTE OF MANAGEMENT
(Business Analytics Specialization)
BBA 5th SEMESTER

Subject Code: 20100543	Subject Title: Data Visualization & Business Reporting
Pre-requisite: Nil	

Course Objective:

- This course will be helpful to understand concept of service, uniqueness of the services characteristics and its marketing implications.
- The course will help to discuss, measure, and analyze several facets in the area of services marketing essential for the success of a service sector firm.

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	0	0	4	50	50	-	-	100

Subject Contents				
Sr. No.	Topic	Total Hours	Weight (%)	
1	Basics of Business Reporting: Reporting perspectives for organization – Functional, Internal / external, Role, Nature, Purpose, Content, Timeframe; Reporting standards and practices, Report layouts and characteristics, KPI's, Balance scorecards and Dashboards.	08	20	
2	Introduction to Data Visualization: Acquiring Data, Visualizing Data, Simultaneous Acquisition and Visualization, Applications of Data Visualization (Uses in the Public Sector, Business-to-Business and inter-Business Uses, Business-to-Consumer Uses), Control of Presentation, Faster and Better JavaScript Processing, Rise of HTML5, Lowering the Implementation Bar	08	20	
3	Data Visualization Foundation: Exploring the Visual Data Spectrum- Charting Primitives (Data Points, Line Charts, PerfChart, Seasonality Chart, Bar Charts, Pie Charts, Donut Charts, Area Charts), Exploring advanced Visualizations (Candlestick Charts, Bubble Charts, Surface Charts, Map Charts, Heat Maps, Gantt Chart, Polygon Maps, Infographics).	08	20	
4	Introduction to Tableau: Home, Overview, Environment Setup, Getting Started, Navigation, Design Flow, File Types, Data Types, ShowMe, Terminology Tableau data sources: Data Sources, Custom Data View, Extracting Data, Fields Operations, Editing Metadata, Data Joining, Data Blending. Tableau Worksheets: Add Worksheets, Rename Worksheet, Save & Delete Worksheet, Reorder Worksheet, Paged Workbook, Tableau Calculations: Operators, Functions, Numeric Calculations, String Calculations, Date Calculations, Table Calculations, LOD Expressions, Tableau Sort & Filters: Basic Sorting, Basic Filters, Quick Filters, Context Filters, Condition Filters, Top Filters, Filter Operations	08	20	
5	Visualization in Tableau: Charts - Bar Chart, Line Chart, Pie Chart, Crosstab, Scatter Plot, Bubble Chart, Bullet Graph, Box Plot, Tree Map, Bump Chart, Gantt Chart, Histogram, Motion Charts, Waterfall Charts. Advanced - Tableau Dashboard, Formatting, Forecasting, Trend Lines	08	20	

Course Outcome:

At the end of the course, the students will be able to:

- Analyze how Data Visualization transforms data into intelligent business insight.
- Analyze how Data Visualization helps in trend analysis, business forecasting and decision making.
- Analyze how data can be presented in a visually understandable form according to the business domain and problem, so that decision making is enhanced.
- Appraise the latest global trends and technologies in business reporting.
- Judge the efficacy of a business reporting system by safeguarding social and human concerns.
- Develop professional communication for reporting business information.

List of Text Books:

1. JavaScript and JQuery for Data analysis and Visualization, Latest Edition, by Jon Raasch, Graham Murray, Vadim Ogievetsky, Joseph Lowery, Wiley
2. Tableau Your Data!: Fast and Easy Visual Analysis with Tableau Software, Latest Edition, by Daniel G. Murray, Wiley
3. Practical Tableau, Latest Edition, by Ryan Sleeper, O'Reilly

List of Reference Books:

1. Fundamentals of Business Analytics, Latest Edition, by R N Prasad and Seema Acharya, Wiley

List of Suggested Journals / Periodicals / Magazines / Newspapers / Web resources:

1. <https://www.tutorialspoint.com/tableau/index.htm>
2. Data Visualization with Tableau Specialization- Visualize Business Data with Tableau.
3. <https://www.youtube.com/watch?v=aHaOIvR00So>

Open e-Resource: NA**List of Suggested Experiments: NA**

Sports Management

Gandhinagar Institute of Management

Bachelor of Business Administration
Semester 5 – Sports Management Specialization

Subject Code:	Subject Title: Sports Tourism
Pre-requisite: Basic understanding of sports management and tourism concepts is recommended for effective learning of sport tourism dynamics.	

Course Objective: To understand the fundamental concepts and interrelationship between sport, tourism, and sport tourism.

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	-	-	4	50	50	00	00	100

Subject Contents			
Sr. No	Topic	Total Hours	Weight (%)
1	Sports and Tourism: The Nature of Sport, Tourism and Sports Tourism - Classification Scheme for Sports Tourism - The Infrastructure of Sports, Tourism and Sports Tourism - The Characteristics of Participants.	15	25%
2	Sports in the Development of Tourism: The influence of increased Sports Participation and Sports Tourism - Active and Passive Sports in the Holiday - Active and Passive Sports during Non-holiday time - Tourism in the Development of Sports: Sports development based on available Tourism Resources and because of visiting Tourist Resources - Major Events used to stimulate Sports Development.	15	25%
3	The Economic Impact of Sport Tourism: Sports and Tourism as Economic Activities - Sports Activity Holidays - Major Sports Facilities and Events as an attraction for visitors - The Socio-cultural Impact of Sport Tourism: Conceptual Background to Socio-cultural Impacts - Positive Impacts and Negative Impacts - Violence in and Surrounding Sport and Tourism.	15	25%
4	The Environmental Impact of Sport Tourism: Concern for the Natural Environment - Increasing Participation in Outdoor Sports - Damage to the Natural Environment caused by Tourism, Sport Tourism in the Twenty-First Century - Future Trends.	15	25%

Course Outcome:

- Understand what sport tourism is and its different types.
- Learn how sports events and participation help increase tourism.
- Know how sport tourism supports local and global economy.
- Understand the social and cultural effects of sport tourism, including benefits and problems.
- Learn about environmental issues in sport tourism and ways to make it sustainable.
- Identify new trends and future growth areas in sport tourism.

List of Textbooks:

1. Sports Tourism: Participants, Policy and Providers, Latest editions by Mike Weed and Chris Bull, Routledge.
2. Sport and Adventure Tourism, Latest editions by Simon Hudson, Routledge.
3. Sport Tourism: Concepts and Theories, Latest Edition by Heather J. Gibson, Routledge.

List of Reference Books:

1. Sport and Tourism: Globalization, Mobility and Identity, Latest Edition by James Higham and Thomas Hinch, Butterworth-Heinemann.
2. Sport and Adventure Tourism, Second Edition by Simon Hudson, Routledge.

Open e-Resource: NA**List of Suggested Experiments: NA**

Sports & Event Management

Gandhinagar Institute of Management

Bachelor of Business Administration

Semester 5 – SPORTS & EVENT MANAGEMENT SPECIALIZATION

Subject Code:	Subject Title: Sports Marketing
Pre-requisite: Basic understanding of marketing principles	
Course Objective: To introduce students to the fundamental concepts, scope, and unique characteristics of sports marketing, including challenges like marketing myopia.	

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	-	-	4	50	50	00	00	100

Subject Contents				
Sr. No	Topic	Total Hours	Weight (%)	
1	Sports marketing: Definition – Marketing Myopia in Sport – Uniqueness of Sports Marketing – Model of the Sports Industry – Implementation of Sports Marketing Programme	15	25%	
2	Perspectives in Sports Consumer Behavior: Environmental Factors – Individual Factors – Decision Making for Sports Involvement – Role of Research in Sports Marketing: Types of Primary Market Research – Common Problems in Sports Marketing Research.	15	25%	
3	The Sports Product: Its Core and Extensions – Key Issues in Sports Product Strategy – Managing Sports Brands: Benefits and Development of Brand Equity – Sales: Definition – Typical Sales Approaches Used in Sports – Selling Sports to the Community.	15	25%	
4	Pricing Strategies: The Basics of Pricing – Core Issues – Special Pricing Factors – Advertising Media for Sports – Promotional Concepts, Practices and Components. Place/Product Distribution: Placing Core Products and their Extensions – The Facility – Marketing Channels – The Product-Place Matrix – Electronic Media Landscape – Media Impact on Sport Public Relations – Integrating Sales, Promotion, Sponsorship, Media and Community Relations – Cross Impacts among the Five P's – the Legal Aspects of Sports Marketing.	15	25%	

Course Outcome:

- Understand sports marketing and its importance in the sports industry.
- Learn how sports fans behave and how research helps solve marketing problems.

- Know how to brand sports products and create effective sales strategies.
- Design pricing and promotion plans for different sports audiences.
- Learn how media, PR, and distribution help promote sports products.
- Combine all marketing tools (5 P's) to make successful sports marketing programs legally and effectively.

List of Textbooks:

1. Sports Marketing: A Strategic Perspective, Sixth Edition by Shank and Lyberger, Routledge
2. The Marketing of Sport, First Edition by Beech and Chadwick, Pearson Education.
3. Sport Marketing, Fourth Edition by Mullin, Hardy and Sutton, Human Kinetics.

List of Reference Books:

1. Sports Industry and Marketing, First Edition by Goel and Handa, Friends Publications India.
2. Sports Marketing, Third Edition by Fullerton, Sagamore Publishing.

Open e-Resource: NA

List of Suggested Experiments: NA

Core

GANDHINAGAR INSTITUTE OF MANAGEMENT BBA 5th SEMESTER

DOC NO: 4061

Subject Code: 20100501	Subject Title: Introduction to Strategic Management
Pre-requisite: Nil	

Course Objective:

- This course will be helpful to understand fundamental concepts in strategic management like the role of the general manager, the levels and components of strategy, competitive analysis, and organizational evolution.
- The course will also help to develop a holistic approach to see business issues comprehensively and using other core and functional subject knowledge for decision making.

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	0	0	4	50	50	-	-	100

Subject Contents				
Sr. No.	Topic	Total Hours	Weight (%)	
1	Introduction to Strategic Management: Stakeholders in Business, Strategy, Dimensions, Types, Benefits and risks, Strategic Management process, Strategic Intent: Vision Statements, Mission Statements, characteristics	08	20	
2	Internal Assessment/Analysis: SWOT Analysis, Value Chain, Resources, Competency External Assessment/Analysis: Political-Legal, Economic, Social, Technological, Environment PEST(PESTEL), Porters Five force analysis	08	20	
3	Corporate Level Strategies: Diversification, Strategic alliance, Cooperative Strategies, Acquisitions & Restructuring, Global Strategy, BCG Matrix	08	20	
4	Strategic Implementation: Structure & Control, Corporate social responsibility, Tipple Bottom Line	08	20	
5	Contemporary Topics in Strategy: Management of change through VUCA, Innovation: Grassroots Vs Jugaad	08	20	

Course Outcome:

At the end of the course, the students will be able to:

- Demonstrate an understanding of the strategic management process, formulation of strategy, and issues related to the successful implementation of strategy formed
- Evaluate and explain sociocultural, technological, ecological, economic, political, legal, and ethical factors influencing a given business.
- Analyze and discuss the relative competitive rivalry in a given industry.
- Critically analyze ethical issues in strategic management
- Evaluate an organization's communication of its strategy for given a scenario.

List of Textbooks:

1. Strategic Management: A South-Asian Perspective, Latest Edition, by Michael Hitt, Robert E. Hoskisson, R. Duane Ireland, S. Manikutty, Cengage Learning
2. Crafting and Executing Strategy: The Quest for Competitive Advantage: Concept and Cases, Latest Edition, by Arthur A. Thompson, A. J. Stickland, John E. Gamble, Arun K. Jain, McGraw Hill

List of Reference Books:

1. Contemporary Strategic Analysis: Text and Cases, Latest Edition, by Robert Grant, Wiley India Pvt Ltd.
2. Competitive Advantage: Creating and Sustaining Superior Performance, Latest Edition, by Michael Porter, Free Press
3. Exploring Strategy, Latest Edition, Gerry Johnson, Ricard Whittington, Kevan Scholes, Duncan Angwin, Patrick Regner

List of Suggested Journals / Periodicals / Magazines / Newspapers / Web resources:

1. Strategic Management Journal
2. Harvard Business Review
3. Management Review
4. Business Standard/Economic Times/Financial Times/Financial Express
5. <https://www.strategicmanagementinsight.com/>
6. <https://www.blueoceanstrategy.com/>
7. <https://www.huffingtonpost.in/>
8. www.businessinsider.com/
9. <https://www.mckinsey.com/.../strategy-and.../the-strategy-and-corporate-financeblog>
10. <http://www.mintzberg.org/>
11. VUCA -<https://hbr.org/2014/01/what-vuca-really-means-for-you>

Open e-Resource:

1. <https://nptel.ac.in/courses/110108047>
2. https://onlinecourses.nptel.ac.in/noc22_mg88/preview

List of Suggested Experiments: NA

SEC

GANDHINAGAR INSTITUTE OF MANAGEMENT BBA 5th SEMESTER

Subject Code: SEC007	Subject Title: Digital Marketing
Pre-requisite: Nil	

Course Objective:

The course aims to equip the students to

- Understand the core concepts of digital marketing and its role in the modern business environment.
- Compare and contrast traditional vs. digital marketing approaches and identify their unique characteristics.
- Analyze different types of digital marketing channels and evaluate their effectiveness.

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
2	0	0	2	25	25	-	-	50

Subject Contents			
Sr. No.	Topic	Total Hours	Weight (%)
1	Introduction to Marketing in the Digital Environment • Key Concepts of Digital Marketing • Traditional v. Digital Marketing • Types of Digital Marketing	7	30
2	• Characteristics of Digital Marketing • Implications of Digital Marketing • The Opportunity of Digital Marketing The need for Digital Engagement	7	35
3	Online Marketing Mix • E-Product • E-Place • E-Price • E-Promotion • E- Public Relation	6	35

Course Outcome:

At the end of the course, the students shall be able to:

1. Define and explain key concepts, characteristics, and opportunities of digital marketing.
2. Differentiate between traditional and digital marketing strategies with real-world examples.
3. Identify and classify various types of digital marketing tools and techniques.
4. Design and analyze an online marketing mix for a given product/service.

List of Textbooks:

1. Vandana Ahuja- Digital Marketing– Oxford (Latest Edition)

2. Puneet Bhatia - Fundamentals of Digital Marketing – Pearson (Latest Edition)

List of References:

1. <https://stephenclarke49.wordpress.com/2014/03/23/4-ethical-issues-in-digital-marketing/>

List of Suggested Journals / Periodicals / Magazines / Newspapers / Web resources:

1. Business Today (India) – Marketing & Strategy Section
2. Economic Times – Brand Equity
3. Business Standard (Marketing & Digital Economy updates)
4. Indian Journal of Marketing

Open e-Resource:

https://onlinecourses.swayam2.ac.in/cec25_mg18/preview

List of Suggested Experiments: NA

IKS

GANDHINAGAR INSTITUTE OF MANAGEMENT BBA 5th SEMESTER

DOC NO: 4061

Subject Code: 20100502	Subject Title: Leadership
Pre-requisite: Nil	

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	0	0	4	50	50	-	-	100

Subject Contents				
Sr. No.	Topic	Total Hours	Weight (%)	
1	Individual As a Leader: Who is a Leader, Leadership Ethics & Traits, Leadership Motivation.	08	20	
2	Team Leadership: Coaching, Communication and Conflict Skills, Self-Managed Teams and Team Leadership.	08	20	
3	Leadership in Organizations: Transformational and Charismatic Leadership, Leadership of Ethics, Diversity and culture.	08	20	
4	Change Management and Strategic Leadership, Leadership in Learning Organization and Crisis Leadership.	08	20	
5	Important Perspectives in Leadership: Developing Leadership Skill, Leadership Styles of Indian Manager, Women & leadership.	08	20	

Course Outcome:

At the end of the course, the students will be able to:

- Evaluate the leadership qualities essential for business and organizational stewardship.
- Critically evaluate the problems emerging in businesses and solve them through leadership acumen.
- Compare and contrast cultural differences and global approaches to managing those differences.
- Analyze social accountability and hence improve delivery on SRE.
- Develop crucial and appropriate Communication style adaptive to heterogeneous groups.
- Develop abilities to lead teams through efficient leadership.

List of Text Books:

1. Achua, Lussier, Effective Leadership, CENGAGE, Latest Edition.
2. Chandramohan, Leadership and Management, Himalaya, Latest Edition.
3. Gary Yukl, Leadership in Organisation, Pearson, Latest Edition.
4. Peter G. Northhouse, Introduction to Leadership, Concepts & practices, SAGE, Latest Edition.
5. Afsaneh Nahavandi, The Art & Science of Leadership, Prentice Hall, Latest Edition.
6. Julian Barling, The Science of Leadership; Lessons from Research for organizational leader, Oxford University Press, Latest Edition.
7. Micheal G. Rumsey, The Oxford Handbook of Leadership, Oxford University Press, Latest Edition.

8. Bhargava & Bhargava, Team Building & Leadership, Himalaya, Latest Edition.
9. Dr. D.K.Tripathi, Team Building & Leadership, Himalaya, Latest Edition.
10. Kevin Dalton, Leadership & Management Development; Developing Tomorrow's Manager, Pearson, Latest Edition.

List of Suggested Journals / Periodicals / Magazines / Newspapers / Web resources:

1. Harvard Business Review
2. Vikalpa – A Journal for Decision Makers
3. Journal of Leadership Studies, Willey Online Library;<https://onlinelibrary.wiley.com/journal/1935262x>.
4. Journal of Leadership and Organizational Studies, Sage Journal;<http://journals.sagepub.com/home/jlo>
5. The leadership Quarterly; An International Journal Of Political, Social And behavioural Science, ISSN: 1048-9843, <https://www.journals.elsevier.com/the-leadership-quarterly>

Open e-Resource:

1. <https://nptel.ac.in/courses/122105021>
2. <https://nptel.ac.in/courses/110106151>

List of Suggested Experiments: NA

BBA Semester 6 Syllabus

Major (Any One)

Finance

GANDHINAGAR INSTITUTE OF MANAGEMENT
BBA 6th SEMESTER

DOC NO: 4061

Subject Code: 20100621	Subject Title: Indian Banking System
Pre-requisite: Basic Awareness of banking Services	

Course Objective:

1. Develop conceptual understanding of the evolution, structure, and functions of the Indian banking system and its role in economic development.
2. Provide comprehensive knowledge of the Reserve Bank of India (RBI), its objectives, functions, and regulatory role in supervising and controlling the banking industry.
3. Create awareness of social banking initiatives, including microfinance and the role of Self-Help Groups (SHGs) in financial inclusion.

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
04	00	00	4	50	50	-	-	100

Subject Contents			
Sr. No	Topic	Total Hours	Weight (%)
1.	Introduction to Banking: Meaning and origin of word “Bank” & “Banking”, Evolution of Banking, Role of Banks in Economic Development of the country, Structure of Indian Banking System – Classification of Banks – Commercial Banks, Cooperative Banks, Development Banks, RRB, Local Area Bank, Types of Banking: Unit Banking, Branch Banking, Group Banking, Chain Banking, Mixed Banking etc. Reserve Bank of India: Origin, Objects and Functions of Reserve Bank of India – Supervision and Control of Banks – Role of Reserve Bank of India as a Regulator in Banking Industry	15	25%
2.	Different Types of Accounts and Customers: Types of Deposit Accounts, Current, Savings, Fixed Deposit, Public Provident Fund, Procedure for opening and operating the accounts, KYC Norms, Nomination facility, Types of Customers Individual, Joint, Minor, Illiterate, Partnership, Company etc. Loans and Advances 1: Principles of Sound Lending, CIBIL, Study of the Borrower, Types of Borrowers: Individual, Firms, Companies, Types of Advances: Loan, Cash Credit, Overdraft, Term Loans, Bills Purchasing and Discounting, Secured and Unsecured Advances, Types of charging Securities, Pledge, Hypothecation, Mortgage, Lien, Set-Off and Assignment.	15	25%

3.	Loans and Advances – II: Credit Card: Benefits & Disadvantages, Guidelines on Credit Card Operations, Home Loans, Personal Loans, Vehicle Loans, Consumer Loans, etc documentation and procedure, Priority Sector Lending, Corporate Banking, Term Loans, working Capital loans, Priority sector lending, Bank Guarantee, etc. Recovery of Advances: Classification of assets as Standard, Basics concepts of Non- Performing Assets, Doubtful debts, Causes and Remedial Measures, Management of NPA's, Asset Restructuring Companies, Introduction to SARFAESI Act., Treasury Management Debt Recovery Tribunals – Lok Adalats, Major Provisions of Insolvency & Bankruptcy Code in India (with special reference to NPA)	15	25%
4.	Digital Financial Services: Electronic Clearing Service (ECS) Debit & Credit; Electronic Funds Transfer (EFT) - National Electronic Funds Transfer (NEFT) System, Real Time Gross Settlement System (RTGS), Technology in banks, Concept, Mechanism and Services under UPI, Concept of E-Wallets, Internet Banking, Mobile Banking, Neo Banking Social Banking: Microfinance – Products & Services, Delivery Mechanism – Self Help Groups (SHGs) in India.	15	25%

Course Outcome:

1. To Understand fundamental concepts of Banking.
2. To Apply different requirements of accounts, loans and advances.
3. To Analyse the NPA and its recovery mechanism in Indian Banking Industry.
4. To Evaluate the use of digital financial services in current scenario.
5. To understand the concept of social banking, microfinance, and Self-Help Groups (SHGs) and to propose measures for financial inclusion.

List of Textbooks:

1. to Banking, Vijayaragavan Iyengar, Excel Publication house.
2. Introduction Principles and Practices of Banking, Indian Institute of Banking & Finance (IIBF), MACMILLAN.
3. Banking Theory & Practice, K C Shekhar & Lekshmy Shekhar, Vikas Publishing.
4. Banking Theory and Practice, P. N. Varshaney, Sultan Chand & Sons.
5. Management of Banking & Financial Services, P. Suresh & Justin Paul, Pearson.

List of Reference Books:

1. Banking – Theory, Law And Practice, E. Gordon and Dr. Natarajan, Himalaya Publishing House.
2. Banking and Insurance, O P Agarwal, Himalaya Publishing House.
3. Banking and Insurance, E Gordon & P K Gupta, Himalaya Publishing House.

Open e-Resource:

1. <https://www.classcentral.com/course/swayam-indian-banking-and-financial-market-507267>
2. <https://www.classcentral.com/course/swayam-introduction-to-banking-467732>

List of Suggested Experiments: NA

Marketing

Gandhinagar Institute of Management

Bachelor of Business Administration

Semester 6

Subject Code: 20100611	Subject Title: Brand Management
Pre-requisite: Basics of Marketing management	

Course Objective:

- To examine how a favorable brand and memorable brand experience can influence a firm's ability to withstand competitive pressures and thrive in dynamic market conditions.
- To understand the role of marketing communication vehicles and platforms in effective brand management.

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	-	-	4	50	50	00	00	100

Subject Contents				
Sr. No	Topic	Total Hours	Weight (%)	
1	Branding & Brand Management: Basics of Branding Challenges and Opportunities, The Brand Equity Concept. Customer-Based Brand Equity: Customer-Based Brand Equity Model. Brand Positioning: Identifying and Establishing Brand Positioning, Positioning Guidelines, Defining a Brand Mantra, Brand Audit.	20	30	
2	Choosing Brand Elements to Build Brand Equity: Criteria for Choosing Brand Elements, Options and Tactics for Brand Elements. Leveraging Secondary Brand Associations: Meaning, Sources of secondary Brand Associations. Developing a Brand Equity Measurement and Management System: The Brand Value Chain, Establishing a Brand Equity Management System.	20	30	
3	Designing and Implementing Branding Strategies: Brand Architecture, Brand Hierarchy, Cause Marketing, Green Marketing. Brand Extension: Meaning, Merits & Demerits.	10	25	
4	Managing Brands over Time: Reinforcing Brands, Revitalizing Brands, Adjustment to brand portfolio. Managing Brands over Geographic Boundaries: Merits & Demerits of Global marketing.	10	15	

Course Outcome:

At the end of the course, the students will be able to:

- Understand & implement core concepts in branding.
- Differentiate branding strategies across categories and businesses and evaluate brand positioning strategies for different brands.
- Measure customer-based brand equity through brand audits and a brand report card.
- Craft an integrated brand communications campaign using various media.
- Develop perspective on various aspects of managing products successfully and developing strong brands.
- Comprehend the impact of marketing strategies in the brand building process

List of Textbooks:

- Consumer Behaviour, Latest Edition, by Leslie Lazar Kanuk, S. Ramesh Kumar, Leon Schiffman, Pearson
- Consumer Behavior: Insights from Indian Market, Latest Edition, by Majumudar Ramanuj, PHI

List of Reference Books:

- Consumer Behaviour: Buying, Having and Being, Latest Edition, by Michael R. Solomon, Pearson
- Consumer Behaviour, Latest Edition, by Martin M. Evans, Gordon Foxall, Ahmad Jamal, Wiley

List of Suggested Journals / Periodicals / Magazines / Newspapers / Web resources:

1. Indian Journal of Marketing
2. Asian Journal of Management Cases
3. The IUP Journal of Marketing Management
4. Vikalpa: The Journal of Decision Makers
5. Indian Management

Open e-Resource:

1. https://onlinecourses.swayam2.ac.in/imb23_mg07/preview

List of Suggested Experiments: NA

Human Resource

GANDHINAGAR INSTITUTE OF MANAGEMENT BBA 6th SEMESTER

Subject Code: 20100631	Subject Title: Talent Management
Pre-requisite: Nil	

Course Objective:

- Understand the concept, importance, and processes of Talent Management and its role in building sustainable competitive advantage.
- Analyze **talent acquisition, development, engagement, and retention strategies** used by organizations.
- Apply **talent management tools and techniques** for workforce planning, recruitment, performance management, and career development.

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	0	0	4	50	50	-	-	100

Subject Contents				
Sr. No.	Topic	Total Hours	Weight (%)	
1	Introduction to Talent Management - Introduction, Meaning & Objectives, Role of Talent Management in building sustainable competitive advantage to a firm, Key Processes of Talent Management, Human Resource Planning, Recruitment, Selection, performance monitoring, Retention, Talent vs. knowledge people, Source of Talent, Consequences of Failure in Managing Talent, Some suggestive tools for Managing Talent..	16	20	
2	Elements of Talent Management - The element of Talent Management-The resourcing strategy- Attraction and retention policies and programs – Talent Audit – Role Development – Talent relationship management – Performance management – Total reward - Learning and development - Career management	08	20	
3	Talent Management Strategy -Building the talent pipeline; Employee engagement; Employee engagement strategies; Talent management to drive culture of excellence, Leadership development	08	20	
4	Talent Acquisition - Job analysis-Method of collecting information, developing questionnaires, interviews, developing job description & job specification. Developing HR planning process (using MS-Excel and quantitative tools Recruitment Process, Strategic Trends in Talent Acquisition,	14	20	
5	Talent acquisition management solutions - Preparing recruitment plan, E-recruitment (using various job portals), searching & downloading applicant profile by using job portals, selecting recruitment source, preparing recruitment budget, employer branding, formulating a recruitment strategy (specifically for Managerial/Executive jobs), Selection process, Use of assessment centres, selection errors & minimizing selection errors, Reliability & Validity tests, Choosing the types of interviews	14	20	

Course Outcome:

At the end of the course, the students will be able to:

- Describe the concepts, objectives, and key processes of Talent Management in contemporary organizations..
- Analyze various elements of Talent Management such as talent acquisition, performance management, learning and development, and reward systems.
- Apply job analysis methods, recruitment planning, and selection techniques to solve practical talent acquisition problems.
- Evaluate Talent Management strategies for enhancing employee engagement, leadership development, and fostering a culture of excellence.

List of Text Books:

1. Lance A Berger, Dorothy R Berger, Talent Management Handbook, 13th Edition, McGraw Hill.
2. Dessler Gary, A Framework for Human Resource Management, 7th Edition, Pearson.
3. Dessler Gary, Varkkey Biju, Fundamentals of Human Resource Management, 14th Edition, Pearson.

List of Reference Books:

- Armstrong, Michael, A Handbook of Human Resource Management Practice, Latest Edition, Kogan Page.

List of Suggested Journals / Periodicals / Magazines / Newspapers / Web resources: Nil

Open e-Resource:

<https://books.google.co.in/books?id=V7YS8eyAtMQC&printsec=frontcover#v=onepage&q&f=false>

Business Analytics

GANDHINAGAR INSTITUTE OF MANAGEMENT
BBA 6th SEMESTER

DOC NO: 4061

Subject Code: 20100641	Subject Title: Advanced Machine Learning
Pre-requisite: Basics of Machine learning	

Course Objective:

The course aims to equip the students to

- Fit Time-Series Data using ARIMA model
- Describe some applications of Deep Learning
- Use Image Recognition techniques in Deep Learning
- Describe Reinforcement Learning

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	0	0	4	50	50	-	-	100

Subject Contents				
Sr. No.	Topic	Total Hours	Weight (%)	
1	Introduction Time-Series: Into of Time Series, Forecasting Time-Series, Stationary Process and ARIMA Models: Stationary Time Series, Non-Stationary Time Series, Auto Regressive Models, ARIMA models Exponential Smoothing Models: What are Smoothing Techniques, Exponential Smoothing Techniques.	15	20	
2	ARCH/GARCH Models: How to deal with Non-Stationary Data, ARCH Models, GARCH Models, Introduction to AI: What is Artificial Intelligence, Why AI is useful, Application of AI: Application of AI in Business Analytics, Application of AI in Medical Sciences, Application of AI in Industry.	10	15	
3	Introduction to Deep Learning: What is Deep Learning, Deep Learning Applications, Artificial Neural Networks: What are Neural Networks, Understanding MLPN, FFN and BPN, Convolutional Neural Networks: CNN, Understanding CNN, Implementing CNN in R.	15	25	
4	Deep Learning Applications: Recurrent Neural Networks, Long Short-Term Memory Networks, Auto-Encoders, Reinforcement Learning: What is Reinforcement Learning, Reinforcement Learning Application using R,	12	25	
5	Image Recognition using Deep Learning: Working with Image, Image Classification using R.	08	15	

Course Outcome:

At the end of the course, the students shall be able to:

- Understand the fundamentals of Time Series Analysis and apply forecasting techniques for analyzing business data trends.
- Apply time-series models such as ARIMA, exponential smoothing, and GARCH to analyze stationary and non-stationary data.
- Explain the concepts and applications of Artificial Intelligence and evaluate its role in business analytics, medical sciences, and industrial applications.
- Understand the fundamentals of Deep Learning and implement neural network models such as MLPN, FFN, BPN, and CNN using R.
- Apply deep learning techniques such as Recurrent Neural Network, Long Short-Term Memory, reinforcement learning, and image recognition for solving real-world analytical problems.

List of References/ Reference Book:

1. The Analysis of Time Series- An Introduction, 6th edition, by Chris Chatfield, Chapman & Hall/CRC.
2. Time Series Analysis- Forecast and Control, Latest edition, by Box and Jenkins, Wiley.

List of Suggested Journals / Periodicals / Magazines / Newspapers / Web resources:

1. Asian Journal of Management Cases
2. The IUP Journal of Management Research
3. Vikalpa: The Journal of Decision Makers
4. The IUP Journal of Information Technology
5. Capital Market
6. Indian Management
7. Outlook

List of Suggested Experiments: NA

Sports Management

Gandhinagar Institute of Management

Bachelor of Business Administration
Semester 6 – Sports Management Specialization

Subject Code:	Subject Title: Sports Finance
Pre-requisite: Basic understanding of finance management and sports management	

Course Objective: To learn how to manage money, budgeting, sponsorship, and financial planning in sports organizations and events.

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	-	-	4	50	50	00	00	100

Subject Contents			
Sr. No	Topic	Total Hours	Weight (%)
1	Introduction to Sports Finance: Meaning and importance of finance in sports, Sources of income in sports organizations, Basic financial terms and concepts	15	25%
2	Budgeting and Financial Planning: Preparing budgets for sports events and teams, Managing income and expenses, Financial planning and decision-making	15	25%
3	Sponsorship and Revenue Management: Sponsorship in sports, Ticket sales, media rights, and merchandising, Fundraising and revenue generation methods	15	25%
4	Financial Management in Sports Organizations: Managing finances in clubs and sports organizations, Cost control and financial reporting, Ethics and transparency in sports finance	15	25%

Course Outcome

- Understand the basic concepts of sports finance and budgeting.
- Learn how sports organizations manage income and expenses.
- Gain knowledge about sponsorship, funding, and revenue in sports.
- Develop skills for financial planning and cost control in sports events.
- Understand the importance of proper financial management in sports success

List of Textbooks:

1. Financial Management in the Sport Industry, Third Edition, 2021, Matthew T. Brown, Daniel A. Rascher, Mark S. Nagel & Chad D. McEvoy, Routledge.
2. Sport Finance, Fourth Edition, 2020, Gil Fried by Timothy D. DeSchraver & Michael Mondello, Human Kinetics.

3. Managing Sport Finance, First Edition, Robert Wilson, Routledge.

List of Reference Books:

1. Contemporary Sport Management, Seventh Edition by Paul M. Pedersen & Lucie Thibault, Human Kinetics India
2. Sport Marketing, Fifth Edition by Bernard J. Mullin, Stephen Hardy & William A. Sutton, Human Kinetics.
3. Financial Management in Sport and Recreation, Second Edition, Joshua I. Gordon & Henry W. Norton, Routledge.

Open e-Resource: NA

List of Suggested Experiments: NA

Sports & Event Management

Gandhinagar Institute of Management

Bachelor of Business Administration

Semester 6 – SPORTS & EVENT MANAGEMENT SPECIALIZATION

Subject Code:	Subject Title: Sports Policy & Governance
Pre-requisite: Basic understanding of sports systems, public policy, and management principles to analyze sports governance and policy frameworks effectively.	

Course Objective: To introduce the concept, scope, and significance of sports policy in the development of sports organizations and systems.

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	-	-	4	50	50	00	00	100

Subject Contents				
Sr. No	Topic	Total Hours	Weight (%)	
1	Sports policy - Introduction to Sports Policy; Understand the importance of policy in sports organizations; Objectives of Sports policy; Strategic management and Sport Policy Development; Impact of sports policy in Community Development. Challenges of Policy Implementation and Sports Development in India.	15	25%	
2	National Sports Policy and Good Governance Code in India – The National Sports Policy 1984, The National Sports Policy 2001; National Sports Development Code of India, 2011; National Code for Good Governance in sports, 2017 (Draft), National Sports Policy, 2025 (Latest Policy), National Sports Governance Act, 2025 (Latest Law).	15	25%	
3	Sports Governance Basics - Introduction to Sports Governance; Identifying the three levels of sports governance (local, national, international); Understanding the five R's of governance (regulations, rules, rankings, records, results); Importance of planning process in sport governance organizations; Issues and challenges in international sport governance.	15	25%	
4	Benchmarking Good Governance tool - 'Basic Indicators for Better Governance in International Sport' (BIBGIS) by Chappelet and Mrkonjic; Sports Governance Observer' by AGGIS group; Future directions and strategy for the development of sports in India.	15	25%	

Course Outcome

- Understand what sports policy is and why it is important for sports development.
- Learn about major sports policies and governance rules in India, including recent reforms.
- Know how sports organizations are structured and how they are managed.

- Identify problems and challenges in putting sports policies into action.
- Learn how to check and improve sports governance using tools and reports.
- See how sports policies help communities and support top-level sports.

List of Textbooks:

1. Governance and Policy in Sport Organizations, Fifth Edition by Hums, MacLean, Kluch & Schmidt, Routledge

2. Sport Governance: An Introduction, Second Edition by King, N., Routledge.

List of Reference Books:

1. Handbook of Sport Policy, First Edition by Henry, I & Ling-Mei Ko, Routledge

2. Sport Politics: An Introduction, Second Edition by Jonathan Grix, Palgrave Macmillan.

3. Sport Governance, Fourth Edition, by Hoye, R., & Cuskelly, G., Routledge.

Open e-Resource: NA

List of Suggested Experiments: NA

Major (Any One)

Finance

GANDHINAGAR INSTITUTE OF MANAGEMENT

BBA 6th SEMESTER

DOC NO: 4061

Subject Code: 20100622	Subject Title: International Finance
Pre-requisite: Basic Financial Literacy	

Course Description:

This course introduces the student to financial management from the perspective of a global corporation. Student is exposed to the foreign exchange market and its workings.

Course Objective:

- To Provide in-depth understanding of International Finance.
- To Assess various exposure involved in the International Finance.

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	0	0	4	50	50	-	-	100
Subject Contents								
Sr. No.	Topic						Total Hours	Weight (%)
1	Introduction to International Finance Management: Domestic vs International Financial Management, Multinational Corporations, Exchange Rate, Heckscher-Ohlin Theory, Free Trade V/s Protection, Barriers to Foreign Trade, Tariff and Non-Tariff Barriers; Meaning of BOP, Importance of BOP, Components of BOP, Foreign Exchange Reserves, Surplus, and Deficit BOP.						12	20
2	Exchange Rate Determinants(Theory & Numerical): Exchange Arithmetic: Cross Exchange rate determination, Forward Exchange Rate, Forward Exchange rate based on Cross rates, Execution of Forward Contracts						12	20

3	International Financial Markets & Cash Management (Theory): International Banking Market – Types of International banks, International Banking Operations. International Money market – Global Monetary system, Multinational Cash Management.	12	20
4	International Bond Market (Theory): Types of International Bonds, Structure of International Bond Market, LIBOR & MIBOR. International Equity Market – Structure of International Equity market (ADR, GDR, and EURO)	12	20
5	Managing International Exposure(Theory & Numerical): Management of Transaction Exposure – Meaning, sources and techniques to reduce transaction exposure International Contract & Procedure (Theory): Introduction of Letter of credit- Meaning & Mechanism of Letter of credit, Process of Issue of Letter of credit Types of letter of Credit, Operation of Letter of Credit, Parties to Letter of Credit.	12	20

Course Outcome:

At the end of the course, the students will be able to:

- Understand the basic concepts and Techniques in International Finance.
- Create International Forward Contracts and various remedies on cancelation and extension of forward Contracts.
- Learn Basic Structure of International Money Market, Equity Market and Bond Market
- Understand the international Banking structure and international liquidity Management.
- Learn framework and operations of Letter of credit in International market and various types of Letter of credit.
- Comprehend Transaction Exposures and preparing strategies to minimize International exposure.

List of References:

1. Eun C.S., Resnick B.G., “International Financial Management”, 2010, Tata McGraw Hill Education Pvt. Ltd., 4th Ed. Special Indian Edition.
2. O P Agarwal International Financial Management, 3rd Edition 2014 HPH
3. APTE. P.G., “International Finance”, 2008, 2nd Ed. McGraw Hill.

Open e-Resources:

1. <https://archive.nptel.ac.in/courses/110/105/110105057/>

2. <https://www.udemy.com/course/international-finance-i/>

List of Suggested Experiments/Assignment :

1. Select International exporter company and workout Transaction exposure for it and also provide strategies to minimize it.
2. Use different method of translation and hypothetically prepare translated balance sheet of any selected company.

Marketing

Gandhinagar Institute of Management

Bachelor of Business Administration

Semester 6

Course Objective:

Subject Code: 20100612	Subject Title: Advertise and Sales Promotion Management
Pre-requisite: Students have basic knowledge of marketing management subject.	

- The objective of the course is to equip the students with essential concepts and techniques for the development and design of an effective Advertise & Sales promotion programme.
- It provides learning about various communication tools and its effectiveness, in such a way that fosters creative ideas from the learners for development of effective marketing communication programme.

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	-	-	4	50	50	00	00	100

Subject Contents				
Sr. No	Topic	Total Hours	Weight (%)	
1	Introduction to Advertising & IMC: Definition, Philosophy of Advertising, Tools of IMC, Advertising Agency: Types of ad agency, compensating ad agency. Understanding communication process: Communication model, Communication response hierarchy- AIDA model, The Elaboration Likelihood model (ELM), The Foote, Cone and Belding (FCB) model. Source, Message and Channel factors (SMC).	20	30	
2	Establishing Objectives and Budgeting: MARCOM, DAGMAR approach for setting ad objectives, Marginal analysis and Sales Response curve, Methods to determine advertising budget.	10	25	
3	Creativity: Creativity process, USP, Implementation of creativity with various ad appeals & execution styles. Media Planning: Media planning strategies, Types of ad scheduling, TRP, Merits & Demerits of various Broadcasting media tools.	15	25	
4	Sales Promotion: Definition, Types of Consumer & Trade oriented Sales promotion, Sales promotion impact on sales. Brief overview of various IMC Tools: Direct Marketing, Internet media, Mobile marketing, PR, Publicity, Sponsorships, Personal selling.	15	20	

Course Outcome:

At the end of the course, the students will be able to:

- Demonstrate a comprehensive understanding of marketing communications theories and concepts.
- Ability to determine and evaluate marketing information required to plan and manage advertising communications campaigns.
- Formulate effective promotional strategies and tactics and communicate their relevance to industry.

- Analyzing various ad media availability in today's competitive business world.
- Prepare advertising copy and design other basic IMC tools.
- Able to comprehend opportunities and challenges in the advertising sector.

List of Textbooks:

1. Advertising and Promotion, Latest Edition, by George E. Belch, Michael A. Belch, Keyoor Purani, McGraw Hill.
2. Integrated Advertising, Promotion and Marketing Communications, 6th Edition, by Kenneth E. Clow, Donald E. Baack, Pearson.

List of Reference Books:

1. Advertising & Promotions: An IMC perspective, Latest Edition, by Kruti Shah, Alan D'Souza, Tata McGraw Hill.
2. Integrated Marketing Communication, Latest Edition, by Niraj Kumar, Himalaya Publication.
3. Advertising and Promotion: An IMC approach, Latest Edition, by Terence A. Shimp, Cengage Learning.

List of Suggested Journals / Periodicals / Magazines / Newspapers / Web resources:

1. Asian Journal of Management Cases
2. Indian Journal of Marketing
3. The IUP Journal of Marketing Management
4. Indian Management

Open e-Resource:

1. https://onlinecourses.nptel.ac.in/noc23_mg32/preview
2. https://onlinecourses.swayam2.ac.in/cec22_mg08/preview

List of Suggested Experiments: NA

Human Resource

GANDHINAGAR INSTITUTE OF MANAGEMENT BBA 6th SEMESTER

DOC NO: 4061

Subject Code: 20100632	Subject Title: Human Resource Audit
Pre-requisite: Nil	

Course Objective:

- To review every aspect of management of HR to determine the effectiveness of each programmes in an organization.
- To seek explanation and information in respect of failure and success of HR.
- To evaluate implementation of HR policies.

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	0	0	4	50	50	-	-	100

Subject Contents				
Sr. No.	Topic	Total Hours	Weight (%)	
1	Introduction to Human Resource Audit Meaning and definition of Human Resource Audit, Objectives, concepts, need, and importance of HR Audit, Components and benefits of HR Audit, Need for HR Audit in organizations, Role of HR Audit in improving HR effectiveness	15	25	
2	HR Audit Methodology and Process: Concept and importance of HR Audit methodology, Preliminary steps in conducting an HR Audit, Audit team and approaches to HR Audit, Areas of HR Audit HR Audit process: Planning the audit, Data collection methods, Analysis and interpretation of audit data, Understanding HR Audit issues and challenges	15	25	
3	HR Audit and Workforce Management: Workforce communication and employee relations , Performance management systems ,Compensation and reward systems, Team building and employee	15	25	

	engagement , Challenges in HR Audit, Role of HR Audit in business improvement, Limitations of HR Audit		
4	HR Audit Report, Legal Compliance and HR Valuation Purpose and importance of HR Audit report, Preparation and design of HR Audit report, Use of HR Audit report for organizational improvement, HR Audit for legal compliance and safe workplace practices Importance and issues in Human Capital measurement and reporting	15	25

Course Outcome:

At the end of the course, the students will be able to:

- **CO1** Understanding the basic concepts of Human Resource Audit and assess the adequacy of HR systems, structures, and practices in an organization.
- **CO2** Identify and calculate basic HR costs and investments related to human resource activities.
- **CO3** Describe current issues and recent trends in Human Resource Audit at the national and global level
- **CO4** Evaluate the current issues and trends in HR Audit globally.
- **CO5** Examine whether HR policies and processes are adequate, legal, and ethical
- **CO6** Create action plans for implementing the changes suggested by the audit.

List of Textbooks:

1. HRD Audit: Evaluating the Human Resource Function for Business, Latest Edition, by T. V. Rao, Sage
2. Designing and Managing Human Resource Systems, 2nd Edition, by Udai Pareek, T. V. Rao, Oxford.

List of Reference Books:

1. HR Audit, Latest Edition, by Rajni Gyanchandani, Durdana Ovais, Everest
2. The Human Resource Function Audit, Latest Edition, by Peter Reilly, Marie Strebler, Polly Kettley, Cambridge Strategy
3. Personnel and Human Resource Management, Latest Edition, by P. Subba Rao, Himalaya

List of Suggested Journals / Periodicals / Magazines / Newspapers / Web resources:

1. Asian Journal of Management Cases
2. Human Capital
3. Vikalpa: The Journal of Decision Makers
4. Indian Management
5. Outlook

Open e-Resource: Nil

List of Suggested Experiments: NA

Business Analytics

GANDHINAGAR INSTITUTE OF MANAGEMENT
BBA 6th SEMESTER

DOC NO: 4061

Subject Code: 20100642	Subject Title: Unstructured Data Analysis
Pre-requisite: Basics of Data Analytics	

Course Objective:

The course aims to equip the students to

- Describe how to analyses unstructured data
- Create word cloud
- Perform sentiment analysis
- Use Machine Learning techniques to detect fake news

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	0	0	4	50	50	-	-	100

Subject Contents				
Sr. No.	Topic	Total Hours	Weight (%)	
1	Introduction to Unstructured Data: What is unstructured data, Difference between structured and unstructured data, Analyzing unstructured data, Feature Extraction in Unstructured Data: Textual Data, Pictorial Data, Word Cloud Creation: What is Word Cloud, Creation of Word Cloud using R.	15	15	
2	Text Classification: Pre-processing the Data for Text Classification, Classification using different classifier Models. Sentiment Analysis: Different Sentiment Analysis Models, Performing Sentiment Analysis using R, Topic Modelling: What is Topic Modelling, Examples of Topic Modelling, Topic Modelling vs. Topic Classification, Latent Semantic Analysis, Latent Dirichlet Classification.	15	15	
3	Introduction to NoSQL Database: Difference between SQL and NoSQL Database, Types of NoSQL Databases, How NoSQL Databases work, Performing basic operations in NoSQL Database: Introduction to MongoDB Working with MongoDB, Working with Audio Data: What is Audio Data, How to work with Audio Data.	10	25	
4	Audio Data Classification: Pre-processing Audio Data, Audio Data Classification, Working with Image: What is Image Data, Pre-processing Image Data, Image Data Classification: How to classify Image Data? Different Algorithms for Image Data Classification, Introduction to Video Classification: How to work with Video Data, Video Data Classification Techniques.	12	30	

5	Fake News Prediction: Fake News Classification, Data Import, Processing Fake News Data, Classifying Fake News.	08	15
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Course Outcome:

At the end of the course, the students shall be able to:

- Understand the concept of Unstructured Data and differentiate between structured and unstructured data while applying techniques for analyzing unstructured datasets.
- Apply feature extraction and text processing techniques such as word cloud creation, text classification, and sentiment analysis using R.
- Explain and implement topic modelling techniques including Latent Semantic Analysis and Latent Dirichlet Allocation for discovering hidden patterns in textual data.
- Understand the concepts of NoSQL databases and perform basic operations using MongoDB for managing large-scale unstructured data.
- Analyze and classify multimedia data such as audio, images, and video, and apply analytical techniques for tasks like fake news prediction and classification.

List of References/ Reference Book:

1. Introduction to Data Mining, Latest edition by Tan, Steinbach and Kumar, Pearson.
2. Machine Learning for Audio, Video and Image Analysis, Latest edition by Camastra and Vinciarelli, Springer.

List of Suggested Journals / Periodicals / Magazines / Newspapers / Web resources:

1. Asian Journal of Management Cases
2. The IUP Journal of Management Research
3. Vikalpa: The Journal of Decision Makers
4. The IUP Journal of Information Technology
5. Capital Market
6. Indian Management
7. Outlook

List of Suggested Experiments: NA

Sports Management

Gandhinagar Institute of Management

Bachelor of Business Administration

Semester 6 – Sports Management Specialization

Subject Code:	Subject Title: Sports Policy & Governance
Pre-requisite: Basic understanding of sports systems, public policy, and management principles to analyze sports governance and policy frameworks effectively.	

Course Objective: To introduce the concept, scope, and significance of sports policy in the development of sports organizations and systems.

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	-	-	4	50	50	00	00	100

Subject Contents				
Sr. No	Topic	Total Hours	Weight (%)	
1	Sports policy - Introduction to Sports Policy; Understand the importance of policy in sports organizations; Objectives of Sports policy; Strategic management and Sport Policy Development; Impact of sports policy in Community Development. Challenges of Policy Implementation and Sports Development in India.	15	25%	
2	National Sports Policy and Good Governance Code in India – The National Sports Policy 1984, The National Sports Policy 2001; National Sports Development Code of India, 2011; National Code for Good Governance in sports, 2017 (Draft), National Sports Policy, 2025 (Latest Policy), National Sports Governance Act, 2025 (Latest Law).	15	25%	
3	Sports Governance Basics - Introduction to Sports Governance; Identifying the three levels of sports governance (local, national, international); Understanding the five R's of governance (regulations, rules, rankings, records, results); Importance of planning process in sport governance organizations; Issues and challenges in international sport governance.	15	25%	
4	Benchmarking Good Governance tool - ‘Basic Indicators for Better Governance in International Sport’ (BIBGIS) by Chappelet and Mrkonjic; Sports Governance Observer’ by AGGIS group; Future directions and strategy for the development of sports in India.	15	25%	

Course Outcome

- Understand what sports policy is and why it is important for sports development.
- Learn about major sports policies and governance rules in India, including recent reforms.
- Know how sports organizations are structured and how they are managed.

- Identify problems and challenges in putting sports policies into action.
- Learn how to check and improve sports governance using tools and reports.
- See how sports policies help communities and support top-level sports.

List of Textbooks:

1. Governance and Policy in Sport Organizations, Fifth Edition by Hums, MacLean, Kluch & Schmidt, Routledge

2. Sport Governance: An Introduction, Second Edition by King, N., Routledge.

List of Reference Books:

1. Handbook of Sport Policy, First Edition by Henry, I & Ling-Mei Ko, Routledge

2. Sport Politics: An Introduction, Second Edition by Jonathan Grix, Palgrave Macmillan.

3. Sport Governance, Fourth Edition, by Hoye, R., & Cuskelly, G., Routledge.

Open e-Resource: NA

List of Suggested Experiments: NA

Sports & Event Management

Gandhinagar Institute of Management

Bachelor of Business Administration

Semester 6 – SPORTS & EVENT MANAGEMENT SPECIALIZATION

Subject Code:	Subject Title: Event Marketing and Sponsorship
Pre-requisite: Basic Knowledge of Management and Marketing	

Course Objective:

- Understand the principles of event marketing and sponsorship in the context of event management.
- Develop skills in creating and implementing effective event marketing strategies.
- Explore different types of sponsorships and how to attract and manage sponsors.
- Learn to analyze and measure the success of event marketing and sponsorship efforts.

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	-	-	4	50	50	00	00	100

Subject Contents				
Sr. No	Topic	Total Hours	Weight (%)	
1	Principles of Event Marketing in Event Management: Concept and importance of event marketing, Types of events (corporate, sports, cultural, entertainment) , Event planning process , Event budgeting and scheduling Branding and positioning of events, Role of media and communication in events	15	25%	
2	Developing and Implementing Event Marketing Strategies: Meaning and objectives of event marketing strategy, Importance of strategic planning in events, Role of events in brand communication	15	25%	
3	Types of Event Sponsorship and Attracting Sponsors: Platinum, Gold, Silver, Bronze sponsorship categories, Designing sponsorship packages, Sponsorship benefits and deliverables, Pricing sponsorship packages	15	25%	
4	Analyzing and Measuring the Success of Event Marketing and Sponsorship: Introduction to Event Evaluation, Key Performance Indicators (KPIs) for Events, Measuring Marketing Effectiveness, Sponsorship Performance Evaluation, Audience Feedback and Research, Financial Analysis and ROI, Digital Analytics in Event Marketing, Media and Public Relations Evaluation, Post-Event Reporting	15	25%	

Course Outcome:

- Demonstrate an understanding of event marketing and sponsorship principles.
- Apply Skills to create and implement effective event marketing strategies.
- Identify and attract different types of event sponsors.
- Analyze and measure the success of event marketing and sponsorship efforts.

List of Textbooks:

1. Event Marketing: How to successfully promote events, festivals, conventions and Expositions, First Edition by C.A. Preston, Wiley

List of Reference Books:

1. Event Sponsorship and Fundraising: An Advanced Guide, Recent Edition by Tom Lunt and Eva Nicotra, Kogan Page

Open e-Resource:

(1) <https://www.youtube.com/watch?v=86OctVKVJi4>

(2) The other content will be available on Youtube

List of Suggested Experiments: NA

Major (Any One)

Finance

GANDHINAGAR INSTITUTE OF MANAGEMENT

BBA (Hons.)

6th SEMESTER

DOC NO: 4061

Subject Code: 20100623	Subject Title: Insurance & Risk Management
Pre-requisite: Nil	

Course Objective:

- This course will be helpful to understand fundamental concepts of Insurance Sector, which covers various types of insurance, mechanism and framework.
- The course will also help to develop a holistic approach to see business issues comprehensively and using other core and functional subject knowledge for decision making.

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	0	0	4	50	50	-	-	100

Subject Contents				
Sr. No.	Topic	Total Hours	Weight (%)	
1	Introduction to Risk: Meaning of Risk and Uncertainty, loss, perils, hazards, Types of Risks: Financial and Non-Financial Risks, Individual and Group Risks, Pure and Speculative Risk, Static and Dynamic Risk, Quantifiable and non-quantifiable Risk, Risks for Financial Institutions, Classifying Pure risks. Risk Management: Risk Management Process, Risk management objectives, Risk retention and risk transfer, Levels of risk management, Corporate risk management, Management of risk by individuals, Measures of Risk – Mathematical, Subjective (Only theory)	12	20%	
2	Insurance and Risk: Introduction to Insurance, Insurable risk, Types of Insurance, Social and Economic benefits of insurance, Government and Controlling Authorities: IRDA framework, Legal aspects of insurance, essentials of insurance contracts, Principles of insurance: Indemnity, Utmost good faith, Insurable interest, Proximate cause, Loss minimization, Arbitration and average Classification of insurance: (Only Overview) Life insurance: meaning, features and benefits, types of plans, traditional products, market related products, annuities, pension plans, riders-business insurance, group insurance, pricing in life insurance Non-Life Insurance: Features of Fire insurance contract, Marine insurance – definition, types & policies, Auto insurance – need, types of policies, claims Health Insurance – introduction, plans in India, schemes, micro-health insurance, TPAs	12	20%	
3	Claim Management: Claim settlement in general insurance, general guidelines for settlement of claims, fire insurance claims, motor insurance claim, marine insurance claim, claim on consignment by road/rail personal accident, mediclaim, theft /burglary insurance.	12	20%	

4	Digital insurance Key Technologies Driving Digital Insurance, Impact on Risk Management, Benefits for Insurers and Customers. Reinsurance: Hedging, Role of Re-insurers, Techniques of reinsurance, issues and challenges of Indian reinsurance, investment by insurance company	12	20%
5	Practical: Students can explore and compare the insurance products of insurance service providers. Students can visit general insurers and learn assessment of risk and fixation of insurance premium. Students can visit life and non-life insurance companies and can prepare a report on their functioning. Students can carry out research to identify how individuals undertake their decision – making for availing insurance. Students should study and compare various investment options with insurance plans.	12	20%

Course Outcome:

At the end of the course, the students will be able to:

- Demonstrate a working knowledge of the procedure associated with risk management.
- Demonstrate knowledge of the three critical functions of an insurer: marketing, underwriting and claim settlement.
- Ability to use standard concepts of risk and insurance to perform risk management review for individuals and organizations.
- Ability to understand the shift in risk perceptions and risk management, across cultures.
- Recognize the high degree of ethical responsibility which accompanies insurance management.
- Ability to explain the purpose, structure and functions of insurance regulations.

List of Text Books:

4. Essentials of Insurance and Risk Management, Latest Edition, by P.K. Gupta , Himalaya Publication
5. Risk Management and Insurance, Latest Edition, by S. Arunajatesan & T. R.Viswanathan, Trinity Press.

List of Reference Books:

4. Risk Management and Insurance, Latest Edition, by Scott E Harrington, Gregory R. Niehaus, McGraw Hill.
5. Risk Management and Insurance Planning, Latest Edition, by Jatinder Loomba, PHI.
6. Introduction to Risk Management and Insurance, Latest Edition, by Mark S. Dorfman, David A. Cather, Pearson.

List of Suggested Journals / Periodicals / Magazines / Newspapers / Web resources:

1. International Journal of Risk Assessment and Management
2. The Journal of Risk Finance
3. Indian Journal of Finance
4. Journal of Risk and Financial Management
5. <https://open.umn.edu/opentextbooks/textbooks/risk-management-for-enterprisesand-individuals>
6. individuals
7. <https://www.irmi.com/free-resources/authoritative-reports/e-books>

Open e-Resource:

1. <https://www.coursera.org/learn/risk-management-in-personal-finance>
2. <https://www.coursera.org/learn/financial-planning>
3. <https://www.coursera.org/learn/family-planning>

List of Suggested Experiments: NA

Marketing

Gandhinagar Institute of Management

Bachelor of Business Administration
Semester 6

Subject Code: 20100613	Subject Title: Consumer Behaviour
Pre-requisite: Basics of Marketing management	

Course Objective:

- To understand the concepts, theories, and principles from the social sciences that apply to consumers and their purchase behavior.
- To learn how to make appropriate marketing decisions based on a sound knowledge of consumer behavior concepts.
- To become a better consumer, understanding how consumer behavior principles may affect your own buying patterns.

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	-	-	4	50	50	00	00	100

Subject Contents				
Sr. No	Topic	Total Hours	Weight (%)	
1	Understanding the Consumer: Consumer Behavior and the Marketing Concept, Customer Value, Satisfaction and Trust, The Impact of New Technology on Marketing. Market Segmentation and Strategic Targeting: Types of Segmentation, criteria of effective segmentation.	10	25	
2	Consumer as an Individual: Part I Consumer Motivation: Concept & Theories of Motivation. Consumer Personality: Meaning, Theories of Personality, Self-Image.	20	25	
3	Consumer as an Individual: Part II Consumer Learning: Elements, Theories of Learning. Consumer Attitude: Components of attitude, Structural model of attitude, Strategies of attitude change.	20	25	
4	Social-Cultural settings & Consumer Behaviour Family & Social class: FLC, Measurement of social class. Culture: Measurement of culture, Core values of Indian culture. Cross Culture: Meaning & its importance on consumer behaviour, Global & Local. Opinion Leadership: Meaning, Profile of Opinion leader, Measurement of Opinion leader.	10	25	

Course Outcome:

At the end of the course, the students will be able to:

- Develop and categorize appropriate marketing strategies for different segments of consumers
- Develop comprehensive communication skills need to identify and address consumer behaviour.
- Evaluate the factors affecting consumer behaviour in detail.
- Analyze the consumer decision process.
- Assess the impact of consumer's motivation and personality on the buying behaviour.

List of Textbooks:

- Consumer Behaviour, Latest Edition, by Leslie Lazar Kanuk, S. Ramesh Kumar, Leon Schiffman, Pearson
- Consumer Behavior: Insights from Indian Market, Latest Edition, by Majumudar Ramanuj, PHI

List of Reference Books:

- Consumer Behaviour: Buying, Having and Being, Latest Edition, by Michael R. Solomon, Pearson
- Consumer Behaviour, Latest Edition, by Martin M. Evans, Gordon Foxall, Ahmad Jamal, Wiley

List of Suggested Journals / Periodicals / Magazines / Newspapers / Web resources:

1. Indian Journal of Marketing
2. Asian Journal of Management Cases
3. The IUP Journal of Marketing Management
4. Vikalpa: The Journal of Decision Makers
5. Indian Management

Open e-Resource:

1. https://onlinecourses.swayam2.ac.in/imb23_mg07/preview

List of Suggested Experiments: NA

Human Resource

GANDHINAGAR INSTITUTE OF MANAGEMENT BBA 6th SEMESTER

DOC NO: 4061

Subject Code: 20100633	Subject Title: Compensation Management
Pre-requisite: Nil	

Course Objective:

1. To develop a clear understanding of the concepts, principles, and importance of compensation and reward management in organizations.
2. To familiarize students with components, approaches, and practices of compensation and reward systems, including financial and non-financial rewards.
3. To enable students to analyze strategic and legal aspects of compensation and reward management, including labor laws and contemporary reward practices.

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
04	00	00	4	50	50	-	-	100

Subject Contents				
Sr. No	Topic	Total Hours	Weight (%)	
1.	Introduction to Compensation Management – Definition of Compensation Management - Objectives of Compensation – Principles of Compensation Management – Importance of Compensation Management - Types of wages. Exploring and Defining the compensation context – Intrinsic compensation - Extrinsic compensation -- Compensation Trends in India. - The 3-P compensation concept	20	25%	
2.	Basics of Compensation – Classification and Types. Components of remuneration-basis pay, dearness allowance, flat and indexed DA, allowances and reimbursement, Determining Compensation, Compensation Approaches. Compensation as a Retention Strategy, Financial and non-financial compensation.	10	25%	
3.	Essentials of reward Management - An overview of reward management, The Reward System, Total Rewards, Strategic Reward, International Reward.	10	25%	
4.	The Practice of Reward Management - Developing of Reward System, managing Reward System, Evaluating Reward Management, Responsibility for Reward Management. CM related Labor Laws: Payment of Wages Act, 1936, Minimum Wages Act, 1948, Payment of Bonus Act, 1965.	20	25%	

Course Outcome:

1. **CO1** Understand and explain the concepts, principles, and importance of compensation management in organizations.
2. **CO2** Identify and describe various types and components of compensation, including wages, allowances, and financial and non-financial rewards.
3. **CO3** Analyze different compensation approaches and their role in employee motivation and retention.

4. **CO4** Examine reward management systems, including total rewards, strategic rewards, and international reward practices.
5. **CO5** Apply knowledge of labour laws related to compensation and evaluate the effectiveness of compensation and reward management practices.

List of Textbooks:

6. Armstrong's Handbook of Reward Management Practice: Improving Performance Through Reward, 6th Edition, by Michael Armstrong, Kogan Page
7. **Compensation Management-K.M. Pathi, Faculty for Organizational Behaviour, Communication Skills, Critical Reading, Indraprastha Institute of Information Technology, New Delhi**
8. Compensation and Reward management-B.D. Singh, Excel Publication.

List of Reference Books:

5. Compensation: Special Indian Edition, 9th Edition, by George Milkovich, Jerry Newman, C.S. Venkataratnam, McGraw
6. Compensation Management, 1st Edition, by Mousumi Bhattacharya, Nilanjan Sengupta, Excel

List of Suggested Journals / Periodicals / Magazines / Newspapers / Web resources:

1. International Journals / Business performance management.
2. Human Resource Development Review.
3. International Journal of Productivity and Performance Management.
4. Journal of applied psychology.
5. Journal of Performance Management

Open e-Resource: Nil

List of Suggested Experiments: NA

Business Analytics

GANDHINAGAR INSTITUTE OF MANAGEMENT
BBA 6th SEMESTER

DOC NO: 4061

Subject Code: 20100643	Subject Title: Basics of Cloud Computing
Pre-requisite: Nil	

Course Objective:

This course aims to provide students with comprehensive knowledge of cloud computing concepts, architecture, and services, and to develop the ability to understand, evaluate, and apply cloud-based solutions in business and technology environments.

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	0	0	4	50	50	-	-	100

Subject Contents				
Sr. No.	Topic	Total Hours	Weight (%)	
1	Cloud Computing Overview: Services of Internet, Origins of Cloud computing, Cloud components, Essential characteristics: On-demand self-service, The vision of cloud computing, Characteristics, benefits, and Challenges ahead.	15	25	
2	Cloud Computing Architecture: Introduction, Internet as a Platform, The cloud reference model, Types of clouds, Economics of the cloud, Computing platforms and technologies, Cloud computing economics.	15	25	
3	Cloud infrastructure: Economics of private clouds, Software productivity in the cloud, Economies of scale: public vs. private clouds, Principles of Parallel and Distributed Computing: Parallel vs. distributed computing, Elements of parallel computing.	15	20	
4	Hardware architectures for parallel processing, Approaches to parallel programming, Laws of caution, Virtualization: Introduction, Characteristics of virtualized environments, Taxonomy of virtualization techniques.	10	20	
5	Virtualization and cloud computing: Pros and cons of virtualization, full virtualization, Types of hardware virtualization: Full virtualization, Partial virtualization, Para virtualization.	05	10	

Course Outcome:

At the end of the course, the students shall be able to:

- Explain core concepts and models of cloud computing.
- Apply virtualization and cloud infrastructure tools.
- Analyze cloud types, architecture, and deployment models.
- Evaluate cloud solutions for performance and suitability.

List of References/ Reference Book:

1. Mastering Cloud Computing: Foundations and Applications Programming, Latest edition by Buyya, R., Vecchiola, C. & Selvi, S. T. McGraw Hill Education.
2. Cloud and Distributed Computing: Algorithms and Systems Latest edition by Misra, R. & Patel, Y. S., Wiley India.
3. Cloud Computing Simplified, Latest edition by Rastogi, S., BPB Publications.
4. Fundamentals of Cloud Computing, Latest edition by Pattnaik, P. K., Kabat, M. R. & Pal, S., Vikas Publishing.
5. Cloud Computing & Big Data: From the Basics to Practical Use Cases, Latest edition by Elayidom, M. S., Divakar M., Mohan L., Pandey T. K. & Agrawal S. Cengage India.

List of Suggested Journals / Periodicals / Magazines / Newspapers / Web resources:

1. Asian Journal of Management Cases
2. The IUP Journal of Management Research
3. Vikalpa: The Journal of Decision Makers
4. The IUP Journal of Information Technology
5. Capital Market
6. Indian Management
7. Outlook

List of Suggested Experiments: NA

Sports Management

Gandhinagar Institute of Management

Bachelor of Business Administration
Semester 6 – Event Management Specialization

Subject Code:	Subject Title: Sports Event Management
Pre-requisite: Basic Knowledge of sports management and event Management	

Course Objective: To provide students with an understanding of planning, organizing, marketing, and managing sports events effectively with practical knowledge of execution and evaluation.

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	-	-	4	50	50	00	00	100

Subject Contents				
Sr. No	Topic	Total Hours	Weight (%)	
1	Introduction to Sports Event Management: Meaning and concept of sports event management, Importance of sports events, Types of sports events (local, national, international), Role of sports event manager, Basic planning of a sports event	15	25%	
2	Planning and Organizing Sports Events: Steps in sports event planning, Venue selection and facilities management, Budgeting for sports events, Scheduling of matches and activities, Rules, permissions, and coordination	15	25%	
3	Marketing and Sponsorship in Sports Events: Promotion and publicity of sports events, Sports event marketing strategies, Role of social media in promotion, Sponsorship in sports events, Types of sponsors and benefits Ticketing and audience management	15	25%	
4	Execution, Risk Management and Evaluation: Event execution and on-ground management, Crowd control and security, Use of technology in sports events, Risk and emergency management, Post-event evaluation and feedback, Reporting and improvement for future events	15	25%	

Course Outcome:

- Understand the basic concepts and importance of sports event management.
- Plan and organize different types of sports events in a systematic way.
- Apply marketing and sponsorship techniques to promote sports events.
- Manage event operations such as crowd control, safety, and logistics.
- Evaluate the success of sports events and suggest improvements for future events.

List of Textbooks:

1. Sports Principles and Practices, First Edition, by Panagiotis Theodorakis, Routledge
2. Sports Event Management, First Edition by Singh & Singh, Friends Publication

List of Reference Books:

1. Strategic Sports Event Management, Fourth Edition by Guy Masterman, Routledge

Open e-Resource: NA

List of Suggested Experiments: NA

Sports & Event Management

Gandhinagar Institute of Management

Bachelor of Business Administration

Semester 6 – SPORTS & EVENT MANAGEMENT SPECIALIZATION

Subject Code:	Subject Title: Sports Finance
Pre-requisite: Basic understanding of finance management and sports management	

Course Objective: To learn how to manage money, budgeting, sponsorship, and financial planning in sports organizations and events.

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	-	-	4	50	50	00	00	100

Subject Contents				
Sr. No	Topic	Total Hours	Weight (%)	
1	Introduction to Sports Finance: Meaning and importance of finance in sports, Sources of income in sports organizations, Basic financial terms and concepts	15	25%	
2	Budgeting and Financial Planning: Preparing budgets for sports events and teams, Managing income and expenses, Financial planning and decision-making	15	25%	
3	Sponsorship and Revenue Management: Sponsorship in sports, Ticket sales, media rights, and merchandising, Fundraising and revenue generation methods	15	25%	
4	Financial Management in Sports Organizations: Managing finances in clubs and sports organizations, Cost control and financial reporting, Ethics and transparency in sports finance	15	25%	

Course Outcome

- Understand the basic concepts of sports finance and budgeting.
- Learn how sports organizations manage income and expenses.
- Gain knowledge about sponsorship, funding, and revenue in sports.
- Develop skills for financial planning and cost control in sports events.
- Understand the importance of proper financial management in sports success

List of Textbooks:

1. Financial Management in the Sport Industry, Third Edition, 2021, Matthew T. Brown, Daniel A. Rascher, Mark S. Nagel & Chad D. McEvoy, Routledge.

2. Sport Finance, Fourth Edition, 2020, Gil Fried by Timothy D. DeSchrive & Michael Mondello, Human Kinetics.
3. Managing Sport Finance, First Edition, Robert Wilson, Routledge.

List of Reference Books:

1. Contemporary Sport Management, Seventh Edition by Paul M. Pedersen & Lucie Thibault, Human Kinetics India
2. Sport Marketing, Fifth Edition by Bernard J. Mullin, Stephen Hardy & William A. Sutton, Human Kinetics.
3. Financial Management in Sport and Recreation, Second Edition, Joshua I. Gordon & Henry W. Norton, Routledge.

Open e-Resource: NA

List of Suggested Experiments: NA

Core

GANDHINAGAR INSTITUTE OF MANAGEMENT

BBA 6th SEMESTER

DOC NO: 4061

Subject Code: 20100601	Subject Title: Cyber Security
Pre-requisite: Basics of Information Technology	

Course Objective:

- To learn the foundations of cyber security and threat landscape.
- To equip students with the technical knowledge and skills needed to protect and defend against cyber threats.
- To develop skills in students that can help them plan, implement, and monitor cyber security mechanisms to ensure the protection of information technology assets.
- To systematically educate the necessity to understand the impact of cybercrimes and threats with solutions in a global and societal context.

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	0	0	4	50	50	-	-	100

Subject Contents				
Sr. No.	Topic	Total Hours	Weight (%)	
1	Overview of Cyber security: Definition, Cyber Crime and Information Security, meaning of Cyber Criminals, E-mail Spoofing, Spamming, Internet Time Theft, Diddling, Forgery, Web Jacking, Newsgroup Spam, Industrial Spying, Hacking, Online Frauds, Pornographic Offenders, Software Piracy, Computer Network, Intrusions, Password Sniffing, Credit Card.	12	20	
2	Cyber Offenses: How Criminals plan them, Active Attacks, Passive Attacks, Social Engineering, Meaning of Cyber Stalking, Cyber Cafe and Cyber Crimes, Cyber Crime and Cloud Computing.	12	20	
3	Cybercrime: Mobile and Wireless Devices, Credit card Frauds in Mobile and wireless devices, Attacks on Mobile/Cellphones, Organization Security polices and Measures in Mobile Computing Era.	12	20	
4	Phishing and Identity Theft: Phishing: Methods of Phishing, Phishing countermeasures, Identity theft: Types and Techniques of identity thefts and its counter measures. Social Media Marketing: Security risk for organizations, Incident handling.	12	20	

5	Legal Perspectives of Cyber Crime: Need of Cyber Laws, The Cyber Crime And Indian IT Act 2000/2001, Hacking and Indian Laws, Cybercrime and punishment.	12	20
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Course Outcome:

At the end of the course, the students will be able to:

- Understand the cyber security threat landscape.
- Develop a deeper understanding and familiarity with various types of cybercrimes & digital vulnerabilities.
- Analyze and evaluate the digital payment system security and remedial measures against digital payment frauds.
- Analyze and evaluate the cyber security risks.
- Analyze and evaluate the importance of personal data & its privacy and security.
- Analyze and evaluate existing legal framework and laws on cyber security.

List of Text Books:

- Cyber Security: Understanding Cyber Crimes , Computer Forensics and Legal Perspectives, Latest Edition, by Nina Godbole & Sunit Belapur, Wiley

List of Reference Books:

- Information Systems Security: Security Management, Metrics, Frameworks and Best Practices, Latest Edition, by Nina Godbole, Wiley
- Data Privacy Principles and Practice, Latest Edition, by Natraj Venkataramanan and Ashwin Shriram, CRC Press.

List of Suggested Journals / Periodicals / Magazines / Newspapers / Web resources:

1. The IUP Journal of Information Technology
2. The IUP Journal of Telecommunications
3. Asian Journal of Management Cases
4. Open Source For You

Open e-Resource:

1. https://onlinecourses.swayam2.ac.in/nou23_cs10/preview
2. https://onlinecourses.nptel.ac.in/noc23_cs127/preview

List of Suggested Experiments: NA

AEC

Gandhinagar Institute of Management BBA

Semester 6

DOC NO: 4061

Subject Code: AEC001	Subject Title: Business Communication
Pre-requisite: NA	

Course Objective:

1. To help students in enhancing their self-awareness, interpersonal skills, and overall personal grooming.
2. To foster personal growth and development by focusing on self-awareness, communication skills, emotional intelligence, and goal setting.
3. To explore various aspects of personality enhancement and leadership qualities for improving their confidence, firmness, and relationships with others.

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
2	-	-	2	25	25	-	-	50

Subject Contents			
Sr. No	Topic	Total Hours	Weight (%)
1	Communication • Introduction, definition, process, model, objectives • Principles of communication, importance, feedback • Effective communication, Types and forms of communication • Barriers of communication and ways to overcome them • Ethical and legal issues in business communication Verbal and Non-verbal Communication • Public speaking – elements, methods • Telephonic communication, group discussion • Non-verbal communication – role, personal appearance, kinesics, proxemics, paralanguage, chronemics • Cross-cultural dimensions of business communication	15	50%

2	Listening and Presentation Skills • Concept, importance, SIER model • Types of listening • Barriers to listening, features of a good listener • Essential characteristics of good presentation • Effective presentation skills, visual aids and technology • Glassophobia – characteristics and remedies Written Communication • Introduction, purpose, importance, principles, process, tone of writing Business correspondence • Business letters – structure, style, types • Business memorandum, e-mail	15	50%
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Course Outcome:

- To understand concepts and barriers of business communication.
- To demonstrate effective communication skills
- To analyse the need of verbal and non-verbal communication
- To select and use effective mode of communication in businesses

List of Textbooks:

1. Business Communication, Meenakshi Raman & Prakash Singh, Oxford University Press.
2. Business Communication, Lesikar, Tata McGraw Hill Publishing
3. Effective Business Communication, Murphy, Hildebrandt & Thomas, Tata McGrawHill Publishing.
4. Business Communication, Rajeesh Vishwanathan, Himalaya.
5. Developing Communication Skills, Mohan, Krishna and Banerji, Meera, Macmillian.

List of Reference Books: NA

Open e-Resource:

1. <http://www.coursera.org/>
2. <https://nptel.ac.in/>

List of Suggested Experiments:

SEC

Gandhinagar Institute of Management

Bachelor of Business Administration (Hons.)

HANDBOOK

of

INTERNSHIP

Subject Code:

Credit: 4

Contents

Sr. No.	Topic
1	Introduction: Internship
2	Objectives: Internship
3	Guidelines regarding contents and flow of the project – What is to be done
4	Criteria for evaluation of Internship
5	Frequently Asked Questions (FAQs) for Internship
6	Annexure I: Parameters for Evaluation
7	Annexure II: Formatting Specifications

1. INTRODUCTION:

The students will have to undergo Internship for **Eight to Ten Weeks (56 to 60 days)** during the 6th Semester and submit a **“Internship Project Report”** by the end of training.

Internship is an integral part of the academic curriculum of BBA (Hons.). For the successful completion of the BBA (Hons.) program, students are required to undergo to Internship as per the prescribed format and duration. Students are required to work with an organization for hands on experience during the 6th semester.

2. OBJECTIVES:

- Internship aims at widening the student's perspective by providing an exposure to real life organizational environment and its various functional activities.
- This will enable the students to explore an industry/organization, build a relationship with a prospective employer, or simply hone their skills in a familiar field.
- It also provides invaluable knowledge and networking experience for the students. During the internship, the student has the chance to put whatever he/she learned during BBA into practice while working on a business plan or trying out a new industry, job function of organization.
- The organization, in turn, benefits from the objective and unbiased perspective the student provides based on concepts and skills imbibed in the BBA institute. The interns also serve as unofficial spokespersons of the organization and help in image building on campus.
- Some ideal projects for internships can be in the areas of strategy formulation, business process reengineering, MIS, ERP implementation, HR functions, retail/investment banking, industry analysis, new product launches, sales and distribution, market research and advertising, etc., among others. However, this is not an exhaustive list of areas but can be varied to suit the requirements of the organizations where the student must undergo internship. In some cases, even field work can also become an integral part of Internship. The student need not stay away from taking up such projects.
- An additional benefit that organizations may derive is the unique opportunity to evaluate the student from a long-term perspective. Thus, the Internship can become a gateway for final placement to the

student.

- The student should ensure that the data and other information used in the study report is obtained with the permission of the institution concerned. The students should also behave ethically and honestly with the organization.

3. WHAT IS TO BE DONE?

- The student has to undertake project individually or in a group of 02 students. Internship Report is to be submitted by every student/group separately.
- There is no restriction on the number of students who can undertake the project work in one organization. The responsibility for ensuring the genuineness and quality of the project lies with each Institute. Institutes should explore the possibility and availability of genuine and quality-enriched projects when many students undertake the Internship in one organization.
- The University encourages Internship Campus Placement offers by Organizations recruiting Internship trainees from the MBA Institutes. Thus, there shall be no limit on the number of students who can be allowed from one Institute, to undertake the Internship in one organization.
- The Internship process involves working under the mentorship of an executive of the concerned organization and also with a faculty member of the institute where the student is studying. The student is expected to understand the organization /functions / departments / major processes / systems / culture / best practices and in-depth study of any one function / department and the industry/field in which the organization is operating. Student is expected to use appropriate tools / models / theories while analyzing organization and its industry in consultation with faculty guide.
- Thereafter, the student should prepare a report and submit one copy to the organization and one copy to the institute. Students may submit hard copy or soft copy of report to the Organization / institute as per their requirement. The student should also obtain a certificate from the organization/s where the SIP was done and attach the same with the copy submitted to the institute.
- The university will arrange the external viva - voce for Internship. The student is expected to make a **15-20 minutes presentation** before the examiner regarding the Internship project work undertaken, which will be followed by questions by the examiner.
- Plagiarism of Internship report should be up to 30% only.

4. Criteria for Evaluation of Internship

The total marks for the Internship project will be **100 Marks** and it carries **4 credits**. The marks will be awarded in proportion of 60:40 by external and internal examiners respectively.

Internal Viva: The institute has to conduct internal viva at institute level where internal faculty guide will give marks out of 40 to each student appearing for Viva.

External Viva: External examiner shall be appointed by University. He / she will give marks out of 60 on the basis of parameters given in Annexure I.

The external examiner shall have to give his / her comments to each student, immediately during or after the student's viva is over and before the next student's viva commences. The comments should reflect each student's contribution and performance, as well as the overall project's quality and significance. The reports should not be given back to the students; they should be handed to the Institute.

At the end of the viva, the External Examiner has to ensure that the marks given in the hard copy of the mark sheet are handed over to GU by himself / herself before leaving the exam center.

5. FREQUENTLY ASKED QUESTIONS (FAQS):

Sr. No.	Frequently Asked Questions	Answers of FAQs
1	What is the duration of Internship?	The duration of Internship is 6-8 weeks (42-56 days) from 23rd March 2026 to 7th May 2026.
2	Is less than 6-8 weeks Internship allowed?	No , less than 6-8 week training is not allowed in any case in Internship. Such students are not allowed in the Internship Viva Evaluation.
3	How many students are allowed in one company/organization?	There is no limit on the number of students from one Institute undertaking the Internship in one organization. The possibility of genuine and quality project work should be explored by the Institute though.
4	Is Joint Project allowed in SIP?	Yes, Joint project is allowed in Internship with specialization but not more than two students are allowed in a group.
5	Is it required to study Functional Departments of the Organization / Company?	Yes, it is compulsory for all the students to study functional departments of the company / organization and put the details of the same into Internship report.
7	What are the credits and marks of Internship?	Internship carries 4 credits and 100 marks
8	Is it compulsory for student to work under the guidance of Internal	Yes, it is compulsory for institute to allocate internal faculty to each student. These internal faculty will act as an internal guide for Internship.

	(Institute) faculty	
9	What is the proportion of Internal and External marks in Internship?	The proportion is 60:40. Out of total marks of 100, the internal examiner has to give marks out of 40 and the external examiner has to give marks out of 60.
10	Is it compulsory for the institutes to organize internal VIVA at institute before University Internship VIVA?	Yes, it is mandatory for the institute to organize internal Internship viva for their students. The internal evaluation carries 40 marks. Internal VIVA must be conducted before the University external viva so students may make corrections (if any) as per the suggestions by the internal guide.
11	Is it required to attach company Certificate in the project report?	It is must for all the students to attach company certificate in the project report individually. The company certificate must consist the duration for which the student has taken training in the organization. (starting date and ending date)
12	Is it required to attach institute certificate in the project report?	Yes, it is required for all the students to attach institute certificate in the project report. The institute certificate must be signed by internal faculty and counter signed by Dean of the programme.
13	How much plagiarism/ similarity is allowed in the Internship report?	Up to 30% plagiarism is allowed in the Internship reports.
14	If plagiarism is above 30%, what should be done?	If plagiarism is above 30% the said report is not accepted for Internship viva. It is the responsibility of the internal guide to check the plagiarism level and in any case if it is found that the plagiarism percentage is above 30, re-

		work should be given to student. Such students are not allowed to appear in the external viva examination of Internship.
15	Is it compulsory to attach Plagiarism report?	Yes, it is compulsory for all the students to attach plagiarism report in the Internship report.
16	What is the passing criteria in Internship?	The passing criteria of Internship is same like other subjects of BBA (Hons.) course.

Annexure -I

PARAMETERS FOR EVALUATION

Sr. No .	Parameters	Weightage (%) for internal and external assessment
1	Understanding of Industry	20
2	Understanding of Organization	20
3	In-depth study of any one function / department	20
4	Learnings from the study	10
5	Presentation tool/s and communication skill	10
6	Q / A handling	10
7	Report writing	10

Note:

The students may use any Qualitative or Quantitative methods of data analysis depending upon the selected problem and scope of study. The examiner must focus on the work done/training taken by the students rather than the statistical tests/tools used by students in their project report

Annexure II

FORMATTING SPECIFICATIONS FOR REPORT:

- Entire Report in Word format
- Font size: 12 for Regular text, 14 for Subtitles and 16 for titles
- Font Type: Times New Roman
- Line Spacing: 1.5
- Margin : 1.5 inch to Left and 1 inch to all other sides
- Page Type: A4
- Alignment: Justified
- Column Specification: One
- Border of the page: Nil
- Header/Footer: Nil
- Page no.: Right side bottom corner of the page (i.e.: Page 1 of 50)
- Printing of Report: Single side of paper
- Binding of Report: One Hard Binding (Black Color Cover & Golden color Fonts) or one Spiral Binding & One Spiral Binding
- Number of hard Copies: Two hard copy (Student has to bring two hard copy at the time of External SIP viva. Student has to take back their own hard copy (Spiral) of report, once the viva- voce is over & second copy (Hard binding) need to be handed over to their respective internal guide)



GANDHINAGAR INSTITUTE OF MANAGEMENT

Academic Regulation & Curriculum for

B.B.A / BBA (Hons.) PROGRAMME

WITH SPECIALIZATION IN

-  **FINANCE MANAGEMENT**
-  **MARKETING MANAGEMENT**
-  **HUMAN RESOURCE MANAGEMENT**
-  **BUSINESS ANALYTICS**

NEW SPECIALIZATION (from 2026 onwards)

-  **SPORTS AND EVENT MANAGEMENT**
-  **SPORTS MANAGEMENT**

w.e.f. 2026-27

Preamble

We, the members of the Bachelor of Business Administration (BBA) Department, are committed to nurturing knowledge, leadership, entrepreneurial mindset, and professional excellence in the field of business and management education. We strive to provide a dynamic, innovative, and inclusive learning environment where students are encouraged to develop critical thinking, ethical values, managerial competence, creativity, and problem-solving abilities required to succeed in the rapidly evolving global business environment.

The curriculum for the BBA Programme has been carefully designed and continuously updated in alignment with the guidelines of UGC, AICTE, and the National Education Policy (NEP) 2020 under Academic Regulation 2022, blended with contemporary industry practices and academic standards recommended by reputed professional bodies and leading business institutions, effective from the academic year 2025–2026. The Programme follows an Outcome-Based Curriculum (OBC) with a Choice-Based Credit System (CBCS), enabling students to acquire multidisciplinary knowledge, analytical capabilities, communication skills, leadership qualities, and entrepreneurial competencies that meet the expectations of industry, higher education, and accreditation agencies such as NBA and NAAC.

To ensure industry readiness and experiential learning, students are encouraged to participate in internships, live projects, field visits, case studies, simulation exercises, industry interactions, certification programmes, and MOOC courses offered by recognized platforms such as NPTEL, SWAYAM, IEEE, Coursera, and other reputed institutions. Such initiatives enhance professional competence, digital skills, innovation, and employability in diverse business domains.

The course structure and coding system have been revised in accordance with the recommendations of the Office of the Controller of Examinations to ensure clarity, transparency, and uniformity in the implementation of the curriculum. The curriculum and syllabi are periodically reviewed and enriched through a structured feedback mechanism involving academicians, industry experts, employers, alumni, and students to ensure that the Programme remains practical, contemporary, skill-oriented, and aligned with global business trends. With a strong emphasis on holistic development, ethical leadership, innovation, sustainability, social responsibility, and lifelong learning, the BBA Department aims to develop competent professionals, future business leaders, responsible citizens, and aspiring entrepreneurs capable of contributing effectively to organizations, society, and the nation in an increasingly competitive and technology-driven world.

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1. Institutional Vision & Mission

VISION:

Contribute to the societal environment through quality education, innovation, and value augmentation in the area of Management Education.

MISSION:

- To build a competitive edge amongst students with a strong foundation of management concepts for students to excel and enhance their skills to shape their careers.
- Create academic excellence in the area of Management Education by fostering a stimulating learning environment to meet the global economy's requirements to create corporate leaders and entrepreneurs.
- Develop a strong bond with the industry for project-based learning through internships and placements.

2. Program Objectives (POs)

PO1: Disciplinary Knowledge

Demonstrate comprehensive knowledge of business administration, management principles, and sports management practices including sports marketing, finance, governance & event management

PO2: Critical Thinking and Problem Solving

Analyze complex business and sports-related challenges using critical thinking, logical reasoning, analytical tools, and strategic decision-making approaches.

PO3: Effective Communication

Communicate effectively through oral, written, visual, and digital modes with stakeholders including athletes, teams, sponsors, media professionals, and sports organizations.

PO4: Leadership and Team Management

Exhibit leadership qualities, team-building capabilities, conflict resolution skills, and collaborative management practices in professional sports environments.

PO5: Sports Event and Facility Management

Plan, organize, execute, and evaluate sports events, tournaments, recreational activities, and facility operations using professional management techniques.

PO6: Financial and Resource Management

Apply financial planning, budgeting, sponsorship management, and resource optimization techniques for efficient management of sports organizations and events.

PO7: Marketing and Brand Management

Design and implement marketing strategies, sponsorship campaigns, fan engagement initiatives, branding activities, and digital promotions for sports entities.

PO8: Legal and Governance Awareness

Understand sports laws, contracts, intellectual property rights, governance structures, and regulatory frameworks applicable to sports organizations and businesses.

3. Program Educational Objectives (PEOs)

PEO1 – Professional Competence

Graduates will acquire comprehensive knowledge of business, management, and functional domains such as Finance, Marketing, Human Resource Management, Business Analytics, Digital Marketing, and Sports & Event Management for successful professional careers.

PEO2 – Leadership and Entrepreneurship

Graduates will demonstrate leadership qualities, entrepreneurial mindset, innovation, and strategic thinking abilities to manage business challenges and create sustainable business opportunities.

PEO3 – Industry Readiness

Graduates will develop practical skills, digital competencies, analytical abilities, and professional ethics through internships, projects, industry exposure, and experiential learning to meet industry expectations.

PEO4 – Lifelong Learning and Higher Education

Graduates will pursue continuous learning, professional certifications, research, and higher education opportunities for personal and professional growth in a dynamic global environment.

PEO5 – Ethical and Social Responsibility

Graduates will exhibit ethical values, teamwork, communication competence, environmental consciousness, and social responsibility while contributing effectively to organizations and society.

4. Program Details

- **Duration:** 3/4 Years Programme
- **Total Semesters:** 6/8 Semesters
- **Mode of Study:** Full Time
- **Medium of Teaching:** English
- **Offered Specialization:**
 - ✓ Finance Management
 - ✓ Marketing Management
 - ✓ Human Resource Management
 - ✓ Business Analytics
 - ✓ Sports and Event Management
 - ✓ Sports Management
- **Credit Structure:** Outcome-Based Curriculum (OBC) with a Choice-Based Credit System (CBCS) aligning with NEP 2020 and UGC guidelines.
- **Medium of Instruction:** English
- **Intake:** 240

4.1 Eligibility Criteria for Admission

- ❖ 12th Pass from any stream can join the course.

4.2 Admission Procedure

Admission to the BBA (Hons.) program may be granted on the basis of merit obtained in the qualifying examination and/or performance in the Entrance Test and/or Personal Interview and/or evaluation of Statement of Purpose, as prescribed by the University from time to time.

The University reserves the right to revise admission procedures.

4.3 Degree Awarded criteria

- Upon successful completion of three years of undergraduate study, students will be awarded a degree of Bachelor of Business Administration (BBA) by Gandhinagar University.

- Upon completion of an additional one year of study, students will be conferred a degree of Bachelor of Business Administration (BBA) (Hons.) by Gandhinagar University.
- Program exit is permitted after successful completion of three years of the BBA, in accordance with the NEP 2020 multiple exit option framework

4.4 Course Credit Summary for BBA (Hons.) Programme with effect from 2026-27

	Core	AEC	VAC	SEC	IKS	Specialization	Total
Sem-1	16	2	2	2	-	-	22
Sem-2	16	2	-	2	2	-	22
Sem-3	16	2	2	2	-	-	22
Sem-4	16	2	2	2	-	-	22
Sem-5	4	-	-	2	4	12	22
Sem-6	4	2	-	4	-	12	22
TOTAL	72	10	6	14	6	24	132
Sem-7	4	-	4	4	-	8	20
Sem-8	4	6	-	-	-	8	18
TOTAL	80	16	10	18	6	40	170

Note:

- AEC: Ability Enhancement Course
- VAC: Value Addition Course
- SEC: Skill Enhancement Course
- IKS: Indian Knowledge System

Definition of Credit (as per UGC / AICTE):

- 1 Hour Lecture (L) per Week = 1 Credit
- 1 Hour Tutorial (T) per Week = 1 Credit
- 1 Hour Practical (P) per Week = 0.5 Credits
- 2 Hours Practical (Lab) per Week = 1 Credit

5. Curriculum Structure

BBA (Hons.) FIRST YEAR SYLLABUS														
				Gandhinagar Institute of Management										
Program Name: Gandhinagar Institute of Management				Branch Name (Code): BBA (10)										
Semester / Year : First Year / Semester I				Effective From Academic Year: 2026-27										
NCR-F Level	Subject Code	Course Type	Subject Name	Credit			Hours per Week			Evaluation		Total (Marks)		
				L	T	P	L	T	P	Continuous Evaluation	End Semester Examination			
NCR- 4.5	20100101	Core	Principles of Management	4	0	0	4	4	0	0	50	100		
	20100102	Core	Fundamentals of Accounting	4	0	0	4	4	0	0	50	100		
	20100103	Core	Business Statistics	4	0	0	4	4	0	0	50	100		
	20100104	Core	Principles of Micro Economics	4	0	0	4	4	0	0	50	100		
	AEC016	AEC	Practical English	2	0	0	2	2	0	0	25	50		
	VAC017	VAC	National Cadet Corps	1	0	1	2	1	0	2	25 (P)	50		
	SEC015	SEC	Office Automation Tools	1	0	1	2	1	0	2	25 (P)	50		
Total				20	0	2	22	20	0	4	275	550		
* Continuous Evaluation component includes evaluation through Written Test / Assignments / Attendance / Viva / Practical / Group Discussion / Quiz etc.														

Private Windows

				Gandhinagar Institute of Management										
Program Name: Gandhinagar Institute of Management				Branch Name (Code): BBA (10)										
Semester / Year : First Year / Semester II				Effective From Academic Year: 2026-27										
NCrF Level	Subject Code	Course Type	Subject Name	Credit			Hours per Week			Evaluation		Total (Marks)		
				L	T	P	Total	L	T	P	Total		Continuous Evaluation	End Semester Examination
NCR- 4.5	20100201	Core	Organizational Behaviour	4	0	0	4	4	0	0	4	50	50	100
	20100202	Core	Financial Accounting	4	0	0	4	4	0	0	4	50	50	100
	20100203	Core	Business Mathematics	4	0	0	4	4	0	0	4	50	50	100
	20100204	Core	Principles of Macro Economics	4	0	0	4	4	0	0	4	50	50	100
	AEC015	AEC	Personality Development for Effective Leadership	2	0	0	2	2	0	0	2	25	25	50
	SEC006	SEC	Data Analysis Using Spreadsheet	1	0	1	2	1	0	2	3	25	25	50
	IKS0201	IKS	Indian Ancient History and Cultural Heritage	1	0	1	2	1	0	2	3	25	25 (P)	50
			Total	20	0	2	22	20	0	4	24	275	275	550
* Continuous Evaluation component includes evaluation through Written Test / Assignments / Attendance / Viva / Practical / Group Discussion / Quiz etc.														

BBA (Hons.) SECOND YEAR SYLLABUS														
				Gandhinagar Institute of Management										
Program Name: Gandhinagar Institute of Management				Branch Name (Code): BBA (10)										
Semester / Year : Second Year / Semester III				Effective From Academic Year: 2026-27										
NCrF Level	Subject Code	Course Type	Subject Name	Credit			Hours per Week				Evaluation		Total (Marks)	
				L	T	P	Total	L	T	P	Total	Continuous Evaluation		End Semester Examination
NCR- 5.0	20100301	Core	Cost and Management Accounting	4	0	0	4	4	0	0	4	50	50	100
	20100302	Core	Marketing Management	4	0	0	4	4	0	0	4	50	50	100
	20100303	Core	Human Resource Management	4	0	0	4	4	0	0	4	50	50	100
	20100304	Core	Legal Ethics and Issues in Business	4	0	0	4	4	0	0	4	50	50	100
	10220310	AEC	Corporate Grooming and Business Etiquettes	2	0	0	2	2	0	0	2	25	25	50
	10220311	VAC	Personal Financial Planning	2	0	0	2	2	0	0	2	25	25	50
	10220312	SEC	Stress and Time Management	2	0	0	2	2	0	0	2	25	25	50
	Total			22	0	0	22	22	0	0	22	275	275	550
* Continuous Evaluation component includes evaluation through Written Test / Assignments / Attendance / Viva / Practical / Group Discussion / Quiz etc.														

		Gandhinagar Institute of Management												
Program Name: Gandhinagar Institute of Management		Branch Name (Code): BBA (10)												
Semester / Year : Second Year / Semester IV		Effective From Academic Year: 2026-27												
NCRF Level	Subject Code	Course Type	Subject Name	Credit				Hours per Week			Evaluation		Total (Marks)	
				L	T	P	Total	L	T	P	Total	Continuous Evaluation		End Semester Examination
NCR- 5.0	20100401	Core	Research Methodology	4	0	0	4	4	0	0	4	50	50	100
	20100402	Core	Financial Management	4	0	0	4	4	0	0	4	50	50	100
	20100403	Core	Operations Research	4	0	0	4	4	0	0	4	50	50	100
	20100404	Core	Business Environment	4	0	0	4	4	0	0	4	50	50	100
	AEC007	AEC	Economics & Business Environment	2	0	0	2	2	0	0	2	25	25	50
	SEC004	SEC	Business Administration	2	0	0	2	2	0	0	2	25	25	50
	VAC0015	VAC	Life Lessons from Bhagavad Gita	2	0	0	2	2	0	0	2	25	25	50
	Total			22	0	0	22	22	0	0	22	275	275	550
* Continuous Evaluation component includes evaluation through Written Test / Assignments / Attendance / Viva / Practical / Group Discussion / Quiz etc.														

BBA (Hons.) THIRD YEAR SYLLABUS													
				Gandhinagar Institute of Management									
Program Name: Gandhinagar Institute of Management				Branch Name (Code): BBA (10)									
Semester / Year : Third Year / Semester V				Effective From Academic Year: 2026-27									
NCRF Level	Subject Code	Course Type	Subject Name	Credit			Hours per Week			Evaluation		Total (Marks)	
				L	T	P	Total	L	T	P	Total		Continuous Evaluation
	20100521	Major (Any One)	Finance - Financial Markets & Services	4	0	0	4	0	0	4	50	100	
	20100511		Marketing - Sales Management	4	0	0	4	0	0	4	50	100	
	20100531		Human Resource - Strategic Human Resource Management	4	0	0	4	0	0	4	50	100	
	20100541		Business Analytics - Introduction to Business Analytics	4	0	0	4	0	0	4	50	100	
			Sports Management- Sports Organization and Administration	4	0	0	4	0	0	4	50	100	
			Sports & Event Management- Sports Organization and Administration	4	0	0	4	0	0	4	50	100	
	20100522		Finance - Merger & Acquisition	4	0	0	4	0	0	4	50	100	
	20100512		Marketing - Retail Management	4	0	0	4	0	0	4	50	100	

NCR- 5.5	20100532	Major (Any One)	Human Resource - Training & Development	4	0	0	4	4	0	0	4	50	50	100
	20100542		Business Analytics - Introduction to Machine Learning	4	0	0	4	4	0	0	4	50	50	100
			Sports Management- Sports Marketing	4	0	0	4	4	0	0	4	50	50	100
			Sports & Event Management- Introduction to Event Management	4	0	0	4	4	0	0	4	50	50	100
	20100523	Major (Any One)	Finance - Security Analysis & Portfolio Management	4	0	0	4	4	0	0	4	50	50	100
	20100513		Marketing - Marketing of Services	4	0	0	4	4	0	0	4	50	50	100
	20100533		Human Resource - Industrial Relations & Labour Laws	4	0	0	4	4	0	0	4	50	50	100
	20100543		Business Analytics - Data Visualization	4	0	0	4	4	0	0	4	50	50	100
			Sports Management- Sports Tourism	4	0	0	4	4	0	0	4	50	50	100
			Sports & Event Management- Sports Marketing	4	0	0	4	4	0	0	4	50	50	100
	20100501		Introduction to Strategic Management	4	0	0	4	4	0	0	4	50	50	100
	SEC007		Digital Marketing	2	0	0	2	2	0	0	2	25	25	50
	20100502	IKS	Leadership	4	0	0	4	4	0	0	4	50	50	100
		Total			22	0	0	22	22	0	0	22	275	275
* Continuous Evaluation component includes evaluation through Written Test / Assignments / Attendance / Viva / Practical / Group Discussion / Quiz etc.														

 GANDHINAGAR UNIVERSITY				Gandhinagar Institute of Management										
Program Name: Gandhinagar Institute of Management				Branch Name (Code): BBA (10)										
Semester / Year : Third Year / Semester VI				Effective From Academic Year: 2026-27										
NCrF Level	Subject Code	Course Type	Subject Name	Credit				Hours per Week				Evaluation		Total (Marks)
				L	T	P	Total	L	T	P	Total	Continuous Evaluation	End Semester Examination	
	20100621	Major (Any One)	Finance - Indian Banking System	4	0	0	4	4	0	0	4	50	50	100
	20100611		Marketing - Brand Management	4	0	0	4	4	0	0	4	50	50	100
	20100631		Human Resource - Talent Management	4	0	0	4	4	0	0	4	50	50	100
	20100641		Business Analytics - Advanced Machine Learning	4	0	0	4	4	0	0	4	50	50	100
			Sports Management- Sports Finance	4	0	0	4	4	0	0	4	50	50	100
			Sports & Event Management- Sports Policy and Governance	4	0	0	4	4	0	0	4	50	50	100
	20100622	Major (Any One)	Finance - International Finance	4	0	0	4	4	0	0	4	50	50	100
	20100612		Marketing - Advertise and Sales Promotion Management	4	0	0	4	4	0	0	4	50	50	100
	20100632		Human Resource - Human Resource Audit	4	0	0	4	4	0	0	4	50	50	100

NCR- 5.5	20100642	Business Analytics - Unstructured Data Analysis	4	0	0	4	4	4	0	0	4	50	50	100
		Sports Management- Sports Policy and Governance	4	0	0	4	4	4	0	0	4	50	50	100
		Sports & Event Management- Event Marketing and Sponsorship	4	0	0	4	4	4	0	0	4	50	50	100
	20100623	Finance - Insurance & Risk Management	4	0	0	4	4	4	0	0	4	50	50	100
	20100613	Marketing - Consumer Behaviour	4	0	0	4	4	4	0	0	4	50	50	100
	20100633	Human Resource - Compensation Management	4	0	0	4	4	4	0	0	4	50	50	100
	20100643	Business Analytics - Basics of Cloud Computing	4	0	0	4	4	4	0	0	4	50	50	100
		Sports Management- Sports Event Management	4	0	0	4	4	4	0	0	4	50	50	100
		Sports & Event Management- Sports Finance	4	0	0	4	4	4	0	0	4	50	50	100
	20100601	Core Cyber Security	4	0	0	4	4	4	0	0	4	50	50	100
	AEC001	Business Communication	2	0	0	2	2	2	0	0	2	25	25	50
	20100600	SEC Internship	4	0	0	4	4	4	0	0	4	40 (P)	60 (P)	100
		Total	22	0	0	22	22	22	0	0	22	265	285	550
* Continuous Evaluation component includes evaluation through Written Test / Assignments / Attendance / Viva / Practical / Group Discussion / Quiz etc/ate Windows														

BBA (Hons.) FOURTH YEAR SYLLABUS



Gandhinagar Institute of Management

Program Name: Gandhinagar Institute of Management

Branch Name (Code): BBA (10)

Semester / Year : Fourth Year / Semester VII

Effective From Academic Year: 2026-27

NCrF Level	Subject Code	Course Type	Subject Name	Credit				Hours per Week				Evaluation		Total (Marks)
				L	T	P	Total	L	T	P	Total	Continuous Evaluation	End Semester Examination	
		Major (Any One)	Finance - Neuro Finance	4	0	0	4	4	0	0	4	50	50	100
			Marketing - Product Management	4	0	0	4	4	0	0	4	50	50	100
			Human Resource - Coaching & Mentoring	4	0	0	4	4	0	0	4	50	50	100
			Business Analytics - Marketing Analytics	4	0	0	4	4	0	0	4	50	50	100
			Sports Management- Talent Identification and Scouting	4	0	0	4	4	0	0	4	50	50	100
			Sports & Event Management- Event Team & Crew Management	4	0	0	4	4	0	0	4	50	50	100
NCR-6.0			Finance - Sustainable Finance	4	0	0	4	4	0	0	4	50	50	100
			Marketing - International Marketing	4	0	0	4	4	0	0	4	50	50	100

		Human Resource - Cross Culture HRM	4	0	0	4	4	0	0	4	50	100
	Major (Any One)	Business Analytics - Finance Analytics	4	0	0	4	4	0	0	4	50	100
		Sports Management- Basic Statistics in Sports Analytics	4	0	0	4	4	0	0	4	50	100
		Sports & Event Management- Talent Identification and Scouting	4	0	0	4	4	0	0	4	50	100
	Core	Entrepreneurship and Startup Ecosystem	4	0	0	4	4	0	0	4	50	100
	SEC	AI for Business	4	0	0	4	2	0	4	6	50	100
	VAC	Writing Business Reports	2	0	2	4	2	0	4	6	50(P)	100
		Total	18	0	2	20	16	0	8	24	250	500
* Continuous Evaluation component includes evaluation through Written Test / Assignments / Attendance / Viva / Practical / Group Discussion / Quiz etc.												

				Gandhinagar Institute of Management									
Program Name: Gandhinagar Institute of Management				Branch Name (Code): BBA (10)									
Semester / Year : Fourth Year / Semester VIII				Effective From Academic Year: 2026-27									
NCRF Level	Subject Code	Course Type	Subject Name	Credit			Hours per Week			Evaluation		Total (Marks)	
				L	T	P	Total	L	T	P	Total		Continuous Evaluation
NCR- 6.0		Major (Any One)	Finance - Advance Financial Management	4	0	0	4	4	0	0	4	50	100
			Marketing - Advance Marketing Management	4	0	0	4	4	0	0	4	50	100
			Human Resource - Negotiation Skills	4	0	0	4	4	0	0	4	50	100
			Business Analytics - HR Analytics	4	0	0	4	4	0	0	4	50	100
			Sports Management- Sports League Management	4	0	0	4	4	0	0	4	50	100
			Sports & Event Management- Public Relations	4	0	0	4	4	0	0	4	50	100
		Major (Any One)	Finance - Business Valuation	4	0	0	4	4	0	0	4	50	100
			Marketing - B2B Marketing	4	0	0	4	4	0	0	4	50	100
			Human Resource - Performance Management	4	0	0	4	4	0	0	4	50	100

		Business Analytics - Social Media & Web Analytics	4	0	0	4	4	0	0	4	50	100
		Sports Management- Sports Officiating	4	0	0	4	4	0	0	4	50	100
		Sports & Event Management- Sports League Management	4	0	0	4	4	0	0	4	50	100
	Core	Management Control Systems	4	0	0	4	4	0	0	4	50	100
	AEC	Dissertation	2	0	4	6	2	0	8	10	60 (P)	200
		Total	14	0	4	18	14	0	8	22	210	500
* Continuous Evaluation component includes evaluation through Written Test/ Assignments / Attendance / Viva/ Practical/ Group Discussion/ Quiz etc.												

6. Teaching, Learning & Evaluation

6.1 Teaching Methodology

The program shall adopt:

- Classroom Teaching
- Case Studies
- Industry Interaction
- Workshops
- Software Training
- Research Projects
- Internships
- AI-based Learning Tools
- Blended and Digital Learning

6.2 Attendance Rules

- A Student will be required to attend at least 75% of the total theory lectures organized in each subject during the semester.

6.3 Examination and Evaluation System

- Grading in each subject is assigned based on earned marks. The performance of a student in a subject is judged through (i) Continuous Internal Evaluation of theory and (ii) End-Semester Theory Examinations. The minimum passing criteria in the end-semester theory examination (of 50 marks) in each subject is 40 %.
- Continuous internal evaluation component (50 Marks) may be done through written tests (MSE/RMSE) and/or Quizzes, Assignments/Seminar/Project etc.
- The overall passing criteria in theory is 45% from total marks (100 marks).

External Viva-voce, Project Work and Dissertation will be conducted only at the end of the respective semester by the University as per teaching scheme and overall passing (out of total marks) will be 50%.

6.4 Suggested Weightage

- Continuous Internal Evaluation: 50%
- End Semester Examination: 50%

6.5 Passing Standards

Minimum 40% marks in each component where applicable.

Minimum 45% aggregate for passing the course/program.

Separate passing may be required in theory and practical examinations.

6.6 Grading System

The program shall follow Gandhinagar University grading norms.

The overall performance of a student in a course is represented by a letter grade with equivalent grade points as below:

Range of Marks (%)	Letter Grade	Grade Point
≥ 80	AA	10
≥ 73 < 80	AB	09
≥ 66 < 73	BB	08
≥ 60 < 66	BC	07
≥ 55 < 60	CC	06
≥ 50 < 55	CD	05
≥ 45 < 50	DD	04
< 45	FF	0

A subject is completed successfully, i.e., credit is earned for a subject, when a letter grade **DD** or better is obtained in the subject.

6.7 Dissertation / Project Work

Students shall undertake two projects during their BBA (Hons.)

- **Internship Project:** Students are required to select a company of their choice within the sports or events industry and undertake a practical training/project for a duration of 8-10

weeks. Upon completion, they must submit a comprehensive project report of approximately 40-45 pages, reflecting their learning, observations, and practical exposure gained during the internship.

- **Dissertation:** Students are required to select a specific research topic related to their specialization and conduct a systematic study, including primary data collection through surveys. Based on their research findings and analysis, they must prepare a comprehensive report of approximately 50–60 pages, demonstrating their understanding, research methodology, and practical insights into the chosen topic.

7. Rules and Regulations

7.1 Rules for Promotion

A student shall be promoted to the next semester as per Gandhinagar University rules subject to fulfilment of academic requirements, minimum attendance and Completion of required credits.

7.2 Maximum Duration for Completion

The maximum duration for completing the program shall be 3 or 4 years (Hons.) from the date of admission (or as prescribed by the University.). Extension may be granted with the due approval of the University authority.

7.3 Internship Guidelines

Students shall undergo mandatory Internship project in any of the Company of their choice or can done secondary data analysis. Alongside students also need to prepare the detailed & it is evaluated at Institute for Qualifying and opting project credit.

7.4 Discipline Rules

Students shall maintain discipline, professional ethics, and proper conduct within the institution, during field visits, internships, industry interactions, examinations, and all academic activities. Students are expected to attend classes regularly, follow institutional rules and regulations, respect faculty members, staff, fellow students, and institutional property, and maintain academic integrity in assignments, projects, and examinations. Any form of misconduct, ragging, indiscipline, use of unfair means in examinations, damage to institutional property, harassment, or Behavior affecting the academic environment shall be treated seriously and may result in disciplinary action including warning, suspension, cancellation of examination, withholding of results, or expulsion from the program as per University rules and UGC regulations. Students shall also comply with all safety, ethical, and professional standards prescribed by the institution from time to time.

7.5 Anti-Ragging Policy

The program shall strictly follow:

- UGC Anti-Ragging Regulations
- Anti-Ragging Affidavit requirements
- Institutional disciplinary procedures Ragging in any form is strictly prohibited.

7.6 Ethical use of Technology and AI Tools

Students are encouraged to use:

- Basic Office Automation Tools
- Data Analytics Tools
- AI-based Learning Platforms
- Use of AI tools shall be ethical and academic integrity must be maintained.

8. Student Support

8.1 Industry Collaboration

The department shall actively promote collaboration with various corporate companies including SME, MSME, MNC & Local companies, to enhance practical exposure and industry relevance of the program. Such collaborations may include internships, field training, live projects, expert lectures, workshops, industrial visits, consultancy assignments, joint research activities, skill development programs, and placement support. The institution may also establish Memoranda of Understanding (MoUs) with industry partners and professional bodies for academic enrichment, technology support, certification programs, and collaborative initiatives aimed at improving employability, entrepreneurship, innovation, and professional competency among students.

8.2 Research and Consultancy

The BBA programme is committed to promoting a strong culture of research, innovation, and consultancy in the field of management education. The department encourages faculty members and students to actively engage in research activities that contribute to academic excellence, industry advancement, and societal development. Faculty members are motivated to undertake research projects, publish research papers in reputed national and international journals, present papers at conferences, seminars, and workshops, and participate in interdisciplinary research initiatives.

The department also promotes research-based learning among students through case studies, market surveys, data analysis projects, dissertations, and industry-oriented research activities. Students are encouraged to explore contemporary areas such as Business Analytics, Digital Marketing, Human Resource Analytics, Entrepreneurship, Sustainable Business Practices, Consumer Behaviour, and Strategic Management.

To strengthen industry-academia collaboration, the department undertakes consultancy activities in association with corporate organizations, startups, government agencies, and business enterprises. Faculty members provide expert guidance, training, business solutions, project consultancy, management development programs, and advisory services in areas such as

marketing strategies, financial planning, human resource management, business analytics, entrepreneurship development, and organizational effectiveness.

The department also facilitates collaborations with industries, professional bodies, and research organizations for conducting workshops, training programs, internships, live projects, and sponsored research activities. Through research and consultancy initiatives, the BBA Department aims to develop innovative managerial practices, enhance practical learning, and contribute effectively to the growth of industry, academia, and society.

8.3 Library Facilities

The institution provides a well-equipped and resourceful library facility to support the academic, research, and professional learning needs of students and faculty of the BBA Department. The library houses a rich collection of textbooks, reference books, national and international journals, magazines, research publications, newspapers, case studies, dissertations, and e-resources related to management, commerce, economics, finance, marketing, human resource management, business analytics, entrepreneurship, and allied disciplines.

To enhance digital learning and research capabilities, the library offers access to e-books, e-journals, online databases, institutional repositories, and digital learning platforms such as NPTEL, IEEE, and other academic resources. The facility is supported with internet-enabled computer systems, Wi-Fi connectivity, reading halls, and a peaceful learning environment conducive to self-study and research activities.

The library continuously updates its collection in line with the latest curriculum requirements, industry trends, and emerging areas in management education. Students and faculty members are encouraged to utilize the library resources for academic projects, case analysis, research work, competitive examination preparation, and professional development. In addition, the library organizes orientation programs, book exhibitions, and awareness sessions to promote reading habits, information literacy, and lifelong learning among students.

8.4 Student Support and Mentoring

A structured system for student support, academic mentoring, and professional guidance shall be implemented for students enrolled in the Bachelor of Business Administration (BBA) (Hons.) program. The department shall facilitate academic counselling, mentoring, career guidance, research support, and managerial skill development activities to assist students in their academic progression and professional growth. Students shall be encouraged to participate in internships, live projects, case studies, industrial visits, management development programs, workshops, seminars, conferences, and corporate interaction sessions to enhance their practical exposure and industry readiness.

The program shall also provide opportunities for interaction with corporate leaders, entrepreneurs, industry experts, and alumni to strengthen professional competencies and leadership capabilities. Specialized training in areas such as communication skills, business analytics, digital tools, presentation skills, teamwork, and problem-solving shall be conducted to improve employability and managerial effectiveness. Support shall also be extended for participation in research activities, innovation and entrepreneurship initiatives, certification courses, and extracurricular and co-curricular activities aimed at holistic personality development. Necessary mechanisms for addressing students' academic, professional, and personal concerns shall be made available in accordance with institutional policies to ensure a supportive and student-centric learning environment.

8.5 Placement and Career Development

The department shall promote placement assistance and career development activities for students through industry interaction, professional networking, training programs, internships, and campus engagement initiatives. Career development activities such as aptitude training, resume preparation, soft skill development, entrepreneurship guidance, certification programs, expert sessions, and placement-oriented workshops may also be organized to enhance professional competency and employability of students.

9. Program Credibility

9.1 Executive summary

The BBA is a professionally oriented program designed to meet the growing demand for skilled sports managers and event professionals in the rapidly expanding corporate industry. The program integrates theoretical knowledge with practical exposure in business administration with focus on various management problem solving approaches.

Experienced and Qualified Faculty

The management department has teachers with strong academic backgrounds in various disciplines of management. Faculty members have versatile expertise in handling various management problems. Knowledge of AI tools, data analytics, and emerging technologies in sports and events ensures students learn modern, practical skills.

Strong Industry Partnerships

The department has integrated internships, mentorship programs, live projects, and collaborative research into its curriculum to provide students with practical, hands-on experience. These industry linkages enable students to build professional networks, gain real-world exposure, and enhance their career prospects.

Practical Learning Opportunities

The department places strong emphasis on experiential learning through the organization of real-life sports and corporate events. It integrates AI-based software solutions for efficient scheduling, crowd registration, and crowd management. Additionally, it leverages data analytics to enhance sports performance evaluation and improve audience engagement.

Research and Innovation

The department actively contributes to research in the fields of various disciplines of management, AI applications. Its publications, case studies, and workshops reflect strong thought leadership and academic engagement. In addition, the organization of conferences and seminars enhances its

visibility and demonstrates its commitment to staying current with emerging trends and technologies.

Relevant and Modern Curriculum

The curriculum encompasses both core areas of sports and event management, including marketing, sponsorship, and operations, along with AI-driven applications such as analytics and the e-sports industry. Students are encouraged to undertake internships, capstone projects, and research work utilizing AI tools, thereby bridging the gap between theoretical knowledge and practical, real-world application.

9.2 Scope and Career Opportunities

Graduates of the program may work in:

- Various Corporates
- Financial Companies
- Banking Firms
- Infrastructure Companies
- Banks and Financial Institutions
- Housing Finance Companies
- Research Organizations
- Analyst Firm
- Brokerage Firm
- Stock Exchanges

9.3 Potential Job Roles

1. Consulting & Strategy

- **Management Consultant:** Solves complex business problems, improves organizational efficiency, and advises C-suite executives on growth strategies.
- **Corporate Strategy Manager:** Assists companies in long-term planning, mergers and acquisitions, and new market entries.

2. Finance & Banking

- **Investment Banker:** Helps companies raise capital, manages IPOs, and provides advisory services for mergers and acquisitions.
- **Financial Analyst / Manager:** Analyzes financial data, manages corporate budgets, and guides investment decisions.
- **Private Equity / Venture Capital Associate:** Identifies high-potential startups and companies to invest in and manage.

3. Marketing & Sales

- **Marketing Manager:** Designs brand positioning, advertising campaigns, and consumer engagement strategies.
- **Product Manager:** Leads the strategy, development, and launch of a product from start to finish.
- **Business Development Manager:** Expands a company's client portfolio, forms strategic partnerships, and drives revenue growth.

4. Operations & Technology

- **Operations Manager:** Ensures that business operations, supply chains, and manufacturing processes are cost-effective and efficient.
- **IT Systems / Tech Manager:** Bridges the gap between technology and business by managing software, cloud, and security implementations.

5. Human Resources (HR)

- **HR Manager:** Manages talent acquisition, employee engagement, and organizational development.

6. General Management & Leadership

- **C-Suite Roles:** Executive positions such as CEO, COO, or CFO typically achieved after years of cross-functional experience.

9.4 Higher Study & Professional Opportunities

Students may pursue:

- Post Graduation in selected disciplines
- Professional Certifications
- Entrepreneurship

10. Collaborative Field Work / Experimental Work

- Collaborative field work and experimental learning are integral components of BBA (Hons). curriculum, designed to provide students with immersive, real-world exposure. These activities involve active participation in the planning, coordination, and execution of sports events, corporate functions, cultural programs, and promotional campaigns, enabling students to understand the practical dynamics of the industry.
- Through collaborative projects, students work in teams to simulate or manage live events, where they take up specific roles such as event coordinator, operations manager, marketing executive, logistics head, or crowd control supervisor. This structure helps them develop essential professional competencies including leadership, teamwork, decision-making, communication, and time management.
- Field-based learning further allows students to engage directly with event venues, sports organizations, and industry professionals. They gain hands-on experience in critical operational areas such as venue setup, scheduling, sponsorship management, ticketing systems, hospitality services, security arrangements, and audience engagement strategies. This exposure helps them understand the complexities and challenges involved in executing large-scale events successfully.
- Experimental work complements field exposure by enabling students to apply theoretical concepts in simulated environments. Advanced tools such as AI-based event management software, data analytics platforms, and digital registration systems are often used to replicate real-world scenarios. Students analyze crowd behavior, evaluate sports performance data, and optimize event operations using technology-driven solutions.
- In addition, collaborative and experimental learning encourages innovation and problem-solving, as students are required to design event strategies, manage unexpected challenges, and improve efficiency through creative approaches.

11. Market Survey

11.1 Executive Summary

As per report done by Customer Market Insight research firm (source: <https://www.custommarketinsights.com/report/india-mba-education-market/>)

The CMI Team's most recent market research predicts that from 2024 to 2033, the India management Education Market will grow at a CAGR of 7.63%. In 2024, the market size is projected to reach a valuation of USD **9.87 Billion**. By 2033, the valuation is anticipated to reach USD **19.13 Billion**.

11.2 Report Description:

The India management Education market is experiencing significant growth. Several significant factors are likely to drive the overall India management Education market. There was immense demand in advanced education and skill development that aided the growth of universities and colleges.

The current technological capabilities, online learning platforms, and even personalized education systems help India BBA Education reach out to a wider and diversified student population. The government as well as private sector investment in the educational infrastructure and research initiatives are fueling innovation and quality development within the India management Education Institutions.

All these factors are added up to enhance market attractiveness, encouraging continuous growth and the new education model targeting the evolving need of students and employers.

India Management Education Market – Significant Growth Factors

The Indian BBA education market presents substantial growth opportunities driven by several key factors:

- **Increasing Demand for High-Quality Education:** There is an increasing demand for highly ranked BBA that supports quality teaching, state of the art research, and enhanced

student learning. This results in attracting more and more students, educators and investors to the top tier institutions to support market growth.

- **Rise in Online and Hybrid Learning:** Remote and blended learning approaches are becoming popular showing the need for more versatile learning solutions. Universities and colleges are deploying online media and training facilities to fit the ever changing society and individual student requirements in order to increase enrolment and client satisfaction.
- **Technological Advancements:** Ongoing enhancements in educational technology, such as those in e-learning technologies, semi-autonomous learning analytics, and virtual reality enhance the quality and attractiveness of BBA courses. For these technologies help to attract students and educators by offering more effective and individualised ways of studying.
- **Expansion of Global Education Markets:** The demand for Indian BBA programs is propelled by the global phenomenon of international education delivery and the establishment of transnational education providers. Student situation savvies that they are in search of easy and approachable method to study BBA in India in foreign colleges and hence broadening the horizons for India Education Institutions.
- **Growth in Health and Wellness Trends:** With the growing understanding of the increased connection between mental health or wellness and academic performance there has been realization. The latter fuels the need for enabling educational settings. Universities and colleges with excellent mental health resources and health promotion activities attract conscious clients.
- **Increase in Lifelong Learning and Professional Development:** Consequently, the concept of continual education and working professionals generate novel prospects for BBA programs. Education is invaluable, especially for the coming job market because employees and professionals spend money on improved education and higher degrees as part of their efforts to maintain their competitiveness in the labor market.

- **Increasing Investments in Education and Research:** The increasing investment in education & research activities by government, corporate houses & charitable institutions reach out to more BBA markets. It also facilitates the international markets expansion while creating outstanding educational trajectories and research projects.
- **Urbanization and Economic Growth:** Rapid urbanization and economic growth, mainly in emerging cities, drive demand for India BBA Education. These are seeing increased enrolment in BBA programs to meet the evolving needs of urban populations and growing economies.

11.3 Conclusion

The market survey clearly shows strong demand for professionally trained manpower in the corporate business world. The upcoming digital era, rapid growth of AI usage in business, increasing huge scope for management education among the aspirants.

12 Review and Revision of Regulation

The University reserves the right to interpret, modify, revise, amend, or update any provision, rule, regulation, curriculum structure, evaluation pattern, academic requirement, or operational guideline related to the program from time to time in accordance with University regulations, statutory requirements, industry developments, and academic needs.

In case of any ambiguity or dispute regarding interpretation of any provision of this manual, the decision of the University/Competent Authority shall be final and binding on all stakeholders. Any amendments, additions, or revisions approved by the appropriate academic or statutory bodies of the University shall automatically become applicable to the program.

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Annexure: Detailed Syllabus