

GLS University's
Bachelor of Business Administration Programme
Proposed Syllabus
SYBBA - Semester III
Core Course
Organizational Behaviour and People Management I

1. Course Objective: The main objective of this course is to provide grounding to the students about individual and group factors influencing employee behaviour at the workplace. The course also aims at helping students understand how OB knowledge is helpful in enhancing organizational effectiveness through proper management of its' people.

2. Course duration: 12 weeks/36 hours

3. Number of credits: 03

4. Course Content:

Module	Topics	Percent weightage
I	Introduction to OB – Meaning, Evolution – Industrial Revolution to Scientific Management to the Human Relations Movement to the Hawthorne Studies; Contributing Disciplines to the field of OB; Objectives and Limitations of OB; Forces affecting the nature of modern organizations – People, Technology, Structure and Environment.	20 %
II	Foundation of Employee Behaviour - Individual Level – Biographical characteristics – Age, Gender, Tenure and Abilities; Learning and Shaping – Meaning and Shaping tools; Attitudes – Meaning, Job Satisfaction, Job Involvement and Organizational Commitment as work related attitudes; Personality – Meaning, Personality attributes (Locus of Control, Machiavellianism, Self-Esteem, Self-Monitoring, Risk Taking, Types A and B, and Pro-Active Personality); Perception – Factors influencing Perception, Stereotyping and Self-Fulfilling Prophecy; Emotions; Values	20%
III	Foundation of Employee Behaviour – Group Level –Group – Meaning, Types (Formal and Informal groups), Stages of group development, Importance of informal groups, Problems associated with informal groups, Techniques of group decision-	20%

	making – Brain-storming and Nominal group technique; Role – Meaning, Role Identity, Role Perception, Role Expectation, Role Conflict and Role Ambiguity; Status – Meaning, Sources and Significance of Status; Teams – Meaning, Types – Problem Solving, Self Managed, Cross Functional and Virtual, Skills used in effective team building – Consultation Skills, Research and Presentation Skills and Inter-personal Skills	
IV	Organizational Structures – Introduction; Importance; Key factors; types along with managerial implications – Line, Line and Staff , Matrix, Virtual and Boundryless; Power and Politics – Meaning of the terms, bases of power, power tactics, organizational politics – merits and demerits	20%
V	Organizational Development and Managing Change – Definition of change; Definition of resistance, types and reasons of resistance to change; Implementing change successfully (including Kurt Levin’s 3-step model of change); Organizational Development – Meaning, need for OD, OD process, benefits and limitations of OD	20%

5. Teaching Methods: The following pedagogical tools will be used in this course:

1. Lectures and discussions
2. Assignments and presentations
3. Role plays
4. Management Games

6. Topics for assignments, presentations, role plays and Management Games:

1. Forces affecting the nature of modern organizations
2. Impact of Age, Gender, Tenure and Abilities on OB
3. Practical application of the following concepts in specific HR functions:
 - i. Work related Attitudes
 - ii. Personality types
 - iii. Perceptions
4. Value System – Individual vis-a-vis Corporate
5. Concepts associated with ‘Role’
6. Power tactics
7. Importance of healthy politics in an organization
8. Is change really required? – Analysis of change for organizational effectiveness
9. Implementing change

7. Evaluation: The students will be evaluated on a continuous basis and broadly follow the scheme given below:

1.	Mid Semester Exam	20%
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2.	Small project/Presentation/Practical Assignments	15%
3.	Quiz	10%
4.	Attendance	05%
	Total	50%

8. Basic Text Books:

Sr. No.	Author(s)	Name of the book	Publisher	Edition
1	Newstrom	Organizational Behaviour	Tata McGraw Hill	Latest
2	Robbins, Judge and Sanghi	Organizational Behaviour	Pearson Education	Latest

9. Reference Books:

Sr. No.	Author(s)	Name of the book	Publisher	Edition
1	Margie Parikh and Rajen Gupta	Organizational Behaviour	Tata McGraw Hill	First Reprint 2010
2	K. Aswathappa	Organizational Behaviour – Text, Cases and Games	Himalaya Publishing House	Ninth Revised Edition

10. List of Journals/Periodicals/Magazines/Newspapers:

1. Economic Times
2. ICFAI Journals
3. Harvard Business Review
4. Journal of Human Values
5. International Journal of Research in Organizational Behaviour and Human Resource Management

GLS University's
Bachelor of Business Administration Programme
Proposed Syllabus
SYBBA - Semester III
Core Course
Financial Management I

1. Course Objective:

The objective of this paper is to provide students with the knowledge and skills expected of a future manager in relation to various decisions of financial management. The course also helps to identify and evaluate various sources of finance and apply the techniques of working capital management.

2. Course Duration: 12 weeks/36 hours

3. Number of credits: 03

4. Course Content:

Module	Topics	Percent weightage
I	<p>Introduction</p> <ul style="list-style-type: none"> • Meaning of Financial Management • Scope of Financial Management • Objectives of Financial Management • Organisation of Finance function in the organization • Executive and Routine functions • Functions of Controller and Treasurer 	20%
II	<p>Sources of Long term Finance</p> <ul style="list-style-type: none"> • Equity Shares – Meaning, Features, Merits and Demerits • Preference Shares - Meaning, Features, Merits and Demerits • Retained Earnings – Meaning, Merits and Demerits • Debentures - Meaning, Features, Merits and Demerits. • Loan Financing – Meaning, Features, Positive and Negative Covenants 	20%
III	<p>Management of working Capital</p> <ul style="list-style-type: none"> • Meaning and Concepts of working capital • Types of working capital • Factors affecting working capital • Concept of Gross and Net Operating cycle • Working Capital Estimation 	20%

IV	<p>(a) Management of Inventory</p> <ul style="list-style-type: none"> • Meaning and Components • Inventory Management motives • Objectives of Inventory management • Dangers of Excessive and Inadequate inventory • Costs and benefits of holding inventory. • Inventory management techniques <p>Sums on Economic Order Quantity- EOQ (with discount) ABC Analysis – Only theory</p> <p>(b) Management of Receivables</p> <ul style="list-style-type: none"> • Meaning and Objectives of Receivables Management. • Costs and benefits • Types of credit policy • Credit policy variables • Sums on receivables management 	20%
V	<p>Management of Cash</p> <ul style="list-style-type: none"> • Motives for holding Cash • Objectives of Cash Management • Management of Cash Flows. • Cash Budget. 	20%

5. Teaching Methods:

The following pedagogical tools will be used to teach this course:

- (1) Lectures & Discussions
- (2) Assignments & Presentations
- (3) Case Analysis

6. Topics for assignments, presentations, role plays and Management Games:

Will be announced at the beginning of the Semester

7. Evaluation:

The students will be evaluated on a continuous basis and broadly follow the scheme given below:

1.	Assignments / Presentations/ Quizzes / Class Participation etc.	30% (Internal Assessment)
2.	Internal Examination	20% (Internal Assessment)
3.	External Examination (University Exam)	50% (External Assessment)

8. Basic Text Books:

Sr. No.	Author/s	Name of the Book	Publisher	Edition
T1	G. Sudarsana Reddy	Financial Management –	Himalaya Publishing	Third Edition

		Principles and Practice	House	
T2	M. Y. Khan P. K. Jain	Financial Management – Text, Problems and Cases	Tata McGraw Hill Education Private Ltd.	Sixth Edition
T3	Dr. R. P. Rustagi	Financial Management- Problems & Solutions	Taxmann Publication Pvt. Ltd.	

9. Reference Books:

Sr. No.	Author/s	Name of the Book	Publisher	Edition
1	Prasanna Chandra	Financial Management	Tata McGraw Hill Education Private Ltd	Seventh Edition
2	Dr. P. C. Tulsian	Financial Management – A Self-Study Textbook	S. Chand	Latest Edition
3	Dr. R. P. Rustagi	Financial Management- Theory, Concepts and Problems	Galgotia Publishing Company	Latest Edition
4	Dr. I. M. Pandey	Financial Management		
5	Vyuptakesh Sharan	Fundamentals of Financial Management	Pearson	Third Edition
6	Dr. V. R. Palanivelu	Financial Management – Theory, Problems and Solution	S. Chand	Latest Edition

10. List of Journals / Periodicals / Magazines / Newspapers etc.:

The students will have to refer to past issues of the following journals in order to get relevant topic/information pertaining to the subject.

1. Corporate India
2. Capital Market
3. Business Standard
4. The Economic Times
5. Financial Express

6. Chartered Financial Analyst
7. CFA Reader
8. Business Today
9. Business India
10. Business World
11. The Mint

**GLS University's
Bachelor of Business Administration Programme
Proposed Syllabus
SYBBA - Semester III
Core Course
Marketing Management I**

1. Course Objective:

The main objective of this course is to acquaint the students with basic aspects of marketing management which develops understanding of students towards various marketing activities carried out by different organisations. To acquaint them with the various marketing practices carried out by various marketers and to understand its impact in the market.

2. Course Duration: 12 weeks/36 hours

3. Number of credits: 03

4. Course Content:

Module	Topics	Percent Weightage
I	Introduction to Marketing <ul style="list-style-type: none"> • Defining Marketing in 21st Century • Importance of Marketing • Scope of Marketing • Core Marketing Concepts • New Marketing Realities • Recent Trends in Marketing • Marketing as Process • Role of Marketing in Modern Organisation • Marketing Mix” 	20%
II	Marketing Environment <i>Understanding customer</i> <ul style="list-style-type: none"> • Understanding Customer Life Cycle • Factors Drive Customer Acquisition • Ways of retaining consumers • Customer Value <ul style="list-style-type: none"> ○ Customer Perspective ○ Firm Perspective ○ Value Created by Firm ○ Customer Value and Relationship Marketing ○ Customer Value and Loyalty <i>Part B- Competitive Dynamics</i> <ul style="list-style-type: none"> • Concept of Competitor, Market Share • Understanding Competitor <ul style="list-style-type: none"> ○ Expanding Total Market Demand 	20%

	<ul style="list-style-type: none"> ○ Protecting Market Share ○ Increasing Market Share ● Other Competitive Strategies 	
III	Analyzing Consumer <ul style="list-style-type: none"> ● Concept of Segmentation ● Basis of Segmentation ● Advantages of Segmentation ● Market Targeting <ul style="list-style-type: none"> ○ Effective Segmentation Criteria ○ Evaluating and Selecting the Market Segments 	20%
IV	Consumer Behaviour <ul style="list-style-type: none"> ● Concept of consumer Behaviour ● Factors affecting consumer behaviour <ul style="list-style-type: none"> ○ Cultural Factors ○ Personal Factors ○ Social Factors ○ Psychological Factors ○ Other Factors (Time, Occasion, Event etc.) ● Consumer Buying Process ● Organisational Buying ● Participants in Organisational Buying ● Stages in Organisational buying 	20%
V	Product Management <ul style="list-style-type: none"> ● Product Category and Product Classification ● Product Differentiation and Service Differentiation ● Product Brand Relationship <ul style="list-style-type: none"> ○ Product Hierarchy ○ Product System and Mix <ul style="list-style-type: none"> ▪ Product Line ▪ Product Line Length ▪ Product Line Stretch and fill ▪ Line Modernisation ● Packaging and Labelling 	20%

5. Teaching Methods:

The following pedagogical tools will be used to teach this course:

- (1) Lectures & Discussions
- (2) Assignments & Presentations
- (3) Case Analysis
- (4) Discussion of Live cases or current practices by different marketers

6. Topics for assignments, presentations, role plays and Management Games:

UNIT: 1

1. Marketing activity evaluation of any one organization
2. Understanding and analysing activities of Consumer centric organization
3. Marketing mix of any leading marketer of products or services
4. Marketing of events, people and place

Unit: 2 & 3

1. Factors that drive consumer acquisition with customer value (any service company or product offering marketer)
2. Customer loyalty programme of various organisation and its impact
3. Study of Market leader, market competitor, market follower (different ways of increasing market share)
4. Segmentation of fmcg/consumer durable/automobiles/ mobile/ insurance

Unit: 4

1. Factors effecting consumer behaviour during purchase of goods for special occasion/ emergency/once in a lifetime
2. Impact of personal factors on purchase of goods like mobile/ laptop/ cosmetics/ hand bags

Unit: 5

1. Product category for washing machine, mixer grinder, steel furniture, furniture, television, music system
2. Brand & product relationship
3. Product line length mix of any marketer

7. Evaluation:

The students will be evaluated on a continuous basis and broadly follow the scheme given below:

1.	Assignments / Presentations/ Quizzes / Class Participation etc.	30% (Internal Assessment)
2.	Internal Examination	20% (Internal Assessment)
3.	External Examination (University Exam)	50% (External Assessment)

8. Basic Text Books:

Sr. No.	Author/s	Name of the Book	Publisher	Edition
1	Philip Kotler, Kevin Lane Keller, Abraham Koshi,	Marketing Management-	Pearson Education	14th Edition

	Mithileshwar Jha	A South Asian perspective		
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9. Reference Books:

Sr. No.	Author/s	Name of the Book	Publisher	Edition
1	Dr. S H Kazmi	Marketing Management	Excell Books	Latest Edition
2	Neelamegham	Marketing Management	Vikas Publication	First
3	R. B. Rudani	Marketing Management	S Chand & Co	2nd
4	Rajan Saxena	Marketing Management	Tata McGraw Hill	4 th
5	Lamb, Hair, Sharma and Mc Daniel	MKTG A south Asian Perspective	Cengage Learning	Latest Edition
6	Marketing Management	Ramaswamy and Namakumari	Mc Milan	4 th Edition

10. List of Journals / Periodicals / Magazines / Newspapers etc.:

The students will have to refer to past issues of the following journals in order to get relevant topic/information pertaining to the subject.

12. Business Standard
13. The Economic Times (Brand Equity Supplement)
14. Financial Express (Brand Wagon Supplement)
15. Business Today
16. Business India
17. Business World
18. Pitch
19. Indian Management- Monthly Journal from AIMA
20. Indian Journal of Marketing

GLS University's
Bachelor of Business Administration Programme
Proposed Syllabus
SYBBA - Semester III
Core Course
Business Statistics

1. Course Objective:

The objective of this course is to familiarize students with basic statistical concepts and terminology in the areas of Probability, Correlation, Regression, Probability Distributions and Statistical Quality Control. The course focuses on how to interpret and solve business-related word problems and to develop simple statistical models from a business perspective. The course serves as a good foundation for further study in management, accounting, marketing and finance.

2. Course Duration: 12 weeks/36 hours

3. No. of Credits: 03

4. Course Content:

Module	Topics	Percent Weightage
I	<ul style="list-style-type: none"> ➤ Probability <ul style="list-style-type: none"> • Basic Concepts : Random Experiment ,Events ,Sample Space, Mutually Exclusive Events, Equally Likely Events, Independent Events , Dependent Events • Definition of probability of an Event, Statistical or Empirical definition of probability • Conditional Probability • Addition and Multiplication Rules of Probability (without proof) • Baye's Rule (without proof) • Applications ➤ Mathematical Expectation <ul style="list-style-type: none"> • Definition of Random Variable • Discrete Random Variables and Continuous Random Variables • Meaning of Probability Distribution • Discrete Probability Distributions • Probability Mass Function • Expected Value of Discrete Random Variable and its properties (without proof) • Variance of Discrete Random Variable and its properties (without proof) • Application 	20%

II	<ul style="list-style-type: none"> ➤ Probability Distributions: Discrete and Continuous <ul style="list-style-type: none"> • Binomial Distribution: Necessary conditions, Binomial Distribution Function and its properties, Applications • Poisson Distribution: Necessary conditions, Poisson Distribution Function and its properties, Applications • Normal Distribution: Continuous Probability Distribution, Probability Density Function, Necessary conditions, Normal Distribution Function and its properties, Applications 	25%
III	<ul style="list-style-type: none"> ➤ Correlation <ul style="list-style-type: none"> • Definition, Meaning and interpretation, Properties, Importance of correlation • Correlation Coefficient • Types of Correlation • Scatter Diagram Method and its limitations • Karl Pearson's Product Moment Method: Assumptions, Merits and Demerits • Spearman's Rank Correlation and its uses • Coefficient of Determination and its interpretation • Probable Error • Applications ➤ Regression <ul style="list-style-type: none"> • Meaning and importance of regression • Regression Lines and Regression Coefficients, properties and their uses • Equations of Regression Lines • Difference between Regression & Correlation • Applications ➤ Multiple-Partial correlation and Regression <ul style="list-style-type: none"> • Introduction • Multiple Correlation: Meaning, multiple correlation coefficients • Partial Correlation: meaning, partial correlation coefficients • Multiple regression equation of three variables • Applications 	20%
IV	<ul style="list-style-type: none"> ➤ Statistical Quality Control (SQC) <ul style="list-style-type: none"> • Concepts of Quality, Quality Control and Statistical Quality Control • Causes of Variation in Quality • Meaning, uses and advantages of SQC • Theory of Control Charts, Theory of Runs • 3 Sigma control limits and Revised Control Limits • Types of Control Charts • Control Charts for Variables (X and R Charts) and their interpretations • Control Charts for Attributes (p, np and C Charts) and their 	15%

	interpretations	
V	➤ Practical application of statistical tools in spreadsheet	20%

5. Teaching Methods:

The following pedagogical tools will be used to teach this course:

- (1) Lectures & Discussions
- (2) Assignments & Presentations
- (3) Case Analysis & Spreadsheet

6. Topics for assignments, presentations, role plays and Management Games:

Will be announced at the beginning of the Semester

7. Evaluation:

The students will be evaluated on a continuous basis and broadly follow the scheme given below:

1.	Assignments / Presentations/ Quizzes / Class Participation etc.	30% (Internal Assessment)
2.	Internal Examination	20% (Internal Assessment)
3.	External Examination (University Exam)	50% (External Assessment) (80% Theory + 20% Practical)

8. Basic Text Books:

Sr. No.	Author/s	Name of the Book	Publisher	Edition
T1	S P Gupta	Statistical Methods	Sultan Chand & Sons	Latest Edition
T2	P N Arora, S Arora, Sumeet Arora	Comprehensive Statistical Methods	S. Chand	Latest Edition
T3	D P Apte	Statistical Tools for Managers using Microsoft Excel	Excel Publishing House	Latest Edition

9. Reference Books:

Sr. No.	Author/s	Name of the Book	Publisher	Edition
1	S C Gupta & V K Kapoor	Fundamentals of Mathematical Statistics	Sultan Chand & Sons	Latest Edition
2	J K Sharma	Business Statistics	Pearson	Latest Edition

3	Levin & Rubin	Statistics for Management	Pearson	Latest Edition
4	Anderson, Sweeney, Williams	Statistics for Business and Economics	Cengage Publications	Latest Edition
5	Levine, Stephen & Others	Statistics for Managers using Microsoft Excel	Pearson	Latest Edition

GLS University's
Bachelor of Business Administration Programme
Proposed Syllabus
SYBBA - Semester III
Core Course
Managerial Economics I

1. Course Objective:

- To Understand the different basic concepts of managerial economics
- To understand the cost and revenue concept for profit planning.

2. Course Duration: 12 weeks/36 hours

3. Number of credits: 03

4. Course Content:

Module No.	Topics / Chapters Name	% Weightage
I	<ul style="list-style-type: none"> • Introduction <ul style="list-style-type: none"> ○ Definition of Managerial Economics. ○ The Nature and Scope of Managerial Economics ○ Relationship of Managerial Economics With other disciplines (Mathematics, Economics, Statistics) • Ordinal Approach of Utility: <ul style="list-style-type: none"> ○ ○ Definition of Indifference Curve. ○ Marginal Rate Of Substitution. ○ Law of diminishing marginal rate of Substitution. ○ Characteristics of Indifference curve. ○ Budget Constraint/ Price-line /Income expenditure line. ○ Consumer's equilibrium with ordinal approach. ○ Income Effect ○ Substitution Effect (slutsky equation) ○ Price Effect (only for normal goods) ○ Price Consumption Curve.(Different shapes of PCC, Derivation of demand curve with the help if PCC) <ul style="list-style-type: none"> ○ Consumer's surplus with ordinal approach 	20%

II	<ul style="list-style-type: none"> • Application of concepts of elasticity.(Price, Income, Cross, Advertisement) • Gini co-efficient • Engles’s Co-efficient. • Lorenz Curve • Demand forecasting ➤ Definition and Importance of demand forecasting. ➤ Methods of Demand Forecasting. 	20%
III	<p>Analysis of Cost and Production Function</p> <ul style="list-style-type: none"> • Law of Variable Proportion • Isoquants and Iso-Cost line (concept, Characteristics, MRTS) • Producer’s Equilibrium. • Returns to Scale • Estimation of cost Functions (Linear, Quadratic) • Economies of Scale; Internal and external Economies and diseconomies. 	20%
IV	<p>Perfect competition and Monopoly</p> <ul style="list-style-type: none"> • Meaning and Characteristics of Perfect Competition. • AR, MR and Elasticity under Perfect Competition. • Short run equilibrium of the firm under Perfect Competition. • Long run equilibrium of the firm under Perfect Competition. • Meaning and Characteristics of Monopoly • AR, MR and Elasticity under Monopoly • Short run equilibrium under Monopoly • Long run equilibrium under Monopoly 	20%
V	<p>Discriminating monopoly</p> <ul style="list-style-type: none"> • When Price Discrimination is Possible, Profitable and socially desirable with diagram. • Equilibrium of price discriminating monopolist. • Dumping Case under Monopoly 	20%

5. Teaching Methods:

The following pedagogical tools will be used to teach this course (Sample tools):

- (1) Lectures & Discussions

- (2) Assignments & Presentations
- (3) Case Analysis

7. Topics for assignments, presentations, role plays and Management Games:

Will be announced at the beginning of the Semester

7. Evaluation:

The students will be evaluated on a continuous basis and broadly follow the scheme given below:

1.	Assignments / Presentations/ Quizzes / Class Participation etc.	30% (Internal Assessment)
2.	Internal Examination (Mid Semester Exam)	20% (Internal Assessment)
3.	External Examination (University Exam / End Semester Exam)	50% (External Assessment)

8. Basic Text Books:

Sr. No.	Author/s	Name of the Book	Publisher	Edition
T1	H L Ahuja	Managerial Economics	S Chand	Latest
T2	D.M.Mithani	Managerial Economics: Theory and Applications	Himalaya Publication	Latest

9. Reference Books:

Sr. No.	Author/s	Name of the Book	Publisher	Edition
R1	Suma Damodarn	Managerial Economics	Oxford	First Edition
R2	Peter Drucker	Shaping the Managerial Mind	Jossey-Bass	Latest

10. List of Journals / Periodicals / Magazines / Newspapers etc.:

The students will have to refer to past issues of the following journals in order to get relevant topic/information pertaining to the subject.

- 21. Economic Survey
- 22. RBI Handbook
- 23. Economic and Political Weekly
- 24. Indian Journal of Economics and Business
- 25. International Journal of Economics and Research
- 26. Down to Earth Magazine
- 27. Banking and finance.
- 28. Business Standard

29. The Economic Times
30. Financial Express
31. Business Today
32. Business India
33. Business World
34. Budget Bulletin

GLS University's
Bachelor of Business Administration Programme
Proposed Syllabus
SYBBA - Semester III
Foundation Course
Interpersonal Communication I

1. Course Objective:

The course aims to explain the importance of interpersonal communication in business. The paper mainly aims to provide a thorough understanding of communication involved in recruitment and employment process. The course focuses on making the students face employment interviews with confidence.

2. Course Duration: 12 weeks/36 hours

3. Number of credits: 03

4. Course Content:

Module	Topic	Percent Weightage
I	Preparing for the Job search Identifying Potential career opportunities	20 %
II	Correspondence related to recruitment : The cover letter and resume Invitation to interview Follow up messages Thank you messages Job acceptance message Job refusal message	20%
III	Interviews: Types – structured, unstructured, stress, group, virtual Preparing for an interview	20%
IV	Mock Interviews	20%
V	Group Discussion and Panel Discussion	20%

5. Teaching Methods:

The following pedagogical tools will be used to teach this course:

- (1) Lectures & Discussions
- (2) Assignments & Presentations

6. Topics for assignments, presentations, role plays and Management Games:

Will be announced at the beginning of the Semester

7. Evaluation:

The students will be evaluated on a continuous basis and broadly follow the scheme given below:

1.	Assignments / Presentations/ Quizzes / Class Participation etc.	30% (Internal Assessment)
2.	Internal Examination: Theory based questions will be evaluated in the internal examination	20% (Internal Assessment)
3.	External Examination (University Exam) : Practical – Mock interview and Group Discussion will be evaluated in the external examination	50% (External Assessment)

8. Basic Text Books:

Sr. No.	Author/s	Name of the Book	Publisher	Edition
1.	Lehman, Duference, Sinha	BCOM	Cengage	Original
2.	Payal Mehra	Business Communication for Managers	Pearson	First Edition

9. Reference Books:

Sr. No.	Author/s	Name of the Book	Publisher	Edition
1.	Hynes, Geraldine	Managerial Communication	Tata McGraw-Hill	
2.	Taylor and Chandra	Communication for Business	Pearson	Fourth Edition

GLS University's
Bachelor of Business Administration Programme
Proposed Syllabus
FYBBA
Semester III
Elective Course
Business Stories of Gujarat

1. **Course Objective:** Acquaint students to well know entrepreneurs of Gujarat. Aid understanding of the economic and social milieu which helped businesses to foster in Gujarat. To create the historical timeline of business houses in Gujarat and their impact of the state.
2. **Course Duration :**
3. **Number of Credits : 2**
4. **Course Content:**

Module number	Topics/Chapters	Percent weightage
I	Pre-Independence Era Pioneers of business in Ahmedabad, Ranchodlal Chotalal, Devji Nanji Karan Shroff (Dena Bank)	20 %
II	Growth of Textile Industry Calico Mills, Arvind Mills- Kastubhai Lalbhai	20%
III	Women Entrepreneurs Hina Shah (Founder of ICECD), Klran Blr Sethi (RiverSide School), Jasuben Shah (Jasuben Pizza Outlets)	20%
IV	Trend Setter Phiruz Khambahata (Pioma Industries), Karsanbhai Patel (Nirma), Sudhir Mehta (Torrent), Mr. Vadilal Gandhi (Vadilal Group of Copanies)	20%
V	Road Ahead Umang Hathisingh, Mr. Prajapati (Natural Refrigerators),	20%

Evaluation

Internal	50%	Assignment & Presentation
External	50%	End term written exam

*The internal and external evaluation will be a combination of written submission and presentation.

GLS University's
Bachelor of Business Administration Programme
Proposed Syllabus
FYBBA
Semester III
Elective Course
Film Studies & Movie Making

1. **Course Objective:** Aid students understand the realm of films and its impact on society. Detail the dimensions of Indian Cinema and its evolution. Decipher the varied stakeholder roles related to films which would consequently lead to students making their own short film at the end of the course.
2. **Course Duration :**
3. **Number of Credits : 2**
4. **Course Content:**

Module number	Topics/Chapters	Percent weightage
I	Introduction to Indian Cinema An overview of Indian Cinema's History and exploration of the concept and various genres in detail. Theory of Society, Media and Culture. South Asian Theatrical & Storytelling Tradition	20 %
II	Theoretical Background Critical Theory: The focus will be on critical approaches to the question of how meaning is produced within/through the film text. Reading Film. Theory of Gender: Representation & Identity. Representation in Practice/Making Identities Onscreen – Indian Cinema	20%
III	Decoding Identities Film, Music, & Identity Cinema - Viewer relationship – the pre- and post-Digital Scenario. Semiotics Popular/Commercial Cinema and Art Cinema	20%
IV	Stakeholders Perspectives The Role of Audience. The Role of Digital Technology etc. Forms of Films: Short Films/Feature Films/Documentaries	20%
V	Film Making Techniques and film media	20%

Evaluation

Internal	50%	Assignment & Presentation
External	50%	End term written exam

*The internal and external evaluation will be a combination of written submission and presentation.

GLS University's
Bachelor of Business Administration Programme
Proposed Syllabus
SYBBA
Semester III
Elective Course
Indian Constitution

1. **Course Objective:** To introduce students to the framework of Indian Constitution. Aid the understanding of constitution in terms of business and management. Orient them towards the structure of administration in India both at Local and National Level and brief about the role of EC in India.
2. **Course Duration :**
3. **Number of Credits : 2**
4. **Course Content:**

Module number	Topics/Chapters	Percent weightage
I	Introduction Constitution' meaning of the term,, Indian Constitution: Sources and constitutional history, Features: Citizenship, Preamble, Fundamental Rights and Duties, Directive Principles of State Policy	20 %
II	Union Government and its Administration Structure of the Indian Union: Federalism, Centre-State relationship, President: Role, power and position, PM and Council of ministers, Cabinet and Central Secretariat, Lok Sabha, Rajya Sabha	20%
III	State Government and its Administration Governor: Role and Position, CM and Council of ministers, State Secretariat: Organisation, Structure and Functions	20%
IV	Local Administration District's Administration head: Role and Importance, Municipalities: Introduction, Mayor and role of Elected Representative, CEO of Municipal Corporation, Pachayati raj: Introduction, PRI: Zila Pachayat, Elected officials and their roles, CEO Zila	20%

	Pachayat: Position and role, Block level: Organizational Hierarchy (Different departments), Village level: Role of Elected and Appointed officials, Importance of grass root democracy	
V	Election Commission Election Commission: Role and Functioning, Chief Election Commissioner and Election Commissioners, State Election Commission: Role and Functioning, Institute and Bodies for the welfare of SC/ST/OBC and women	20%

Evaluation

Internal	50%	Assignment & Presentation
External	50%	End term written exam

*The internal and external evaluation will be a combination of written submission and presentation.