



**SILVER OAK
UNIVERSITY**
EDUCATION TO INNOVATION

(Established under Gujarat Private Universities Act, 2009)

SEMESTER – V

Subjects:

- Business Ethics
- Introduction to Strategic Management
- Introduction to Taxation
- Entrepreneurship
- Event Management (**Marketing Specialization**)
- Indian Financial System (**Finance Specialization**)
- Training and Development (**Human Resource Specialization**)
- Software Engineering (**Information Technology Specialization**)
- Operations Strategy (**Operations Specialization**)
- International Financial Management (**Global Business Specialization**)
- Travel Agency & Tour Operation Business (**Travel & Tourism Specialization**)
- Dissertation Project I
- Human Values



Subject: Business Ethics								
Program: BBA				Subject Code:			Semester : V	
Teaching Scheme				Examination Evaluation Scheme				
Lecture	Tutorial	Practical	Credits	University Theory Examination	University Practical Examination	Continuous Internal Evaluation (CIE)- Theory	Continuous Internal Evaluation (CIE)- Practical	Total
3	0	0	3	24/60	-	16/40	-	100

Course Objectives:

The objective of this course is to develop an insight and understanding of Indian Ethos in Management.

Content of the course:

Unit- I

Introduction to Ethics
Ethics in Business

Unit- II

Ethical Theories
Corporate Social Responsibility



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Unit-III

Ethics in Marketing
Ethics in Finance



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Unit-IV

Ethics in Human Resource Management
Ethics in Information Technology

Course Outcome :

1. Understanding of business ethics
2. Explain the concept of CSR and corporate governance, including ethics and professional conduct.

Text Books :

- Business Ethics and Corporate Governance by K. Nirmla, B.A. Karunakara Reddy, N. Aruna Rani Himalaya Publication
- Business Ethics and Corporate Governance by A.C. Fernando Pearson Publication

Reference Books :

- Business Ethics by Joseph W. Weiss Publisher: South Western Educational Publishing

Web resources :

MOOCs :



Subject: Introduction to Strategic Management								
Program: BBA				Subject Code:			Semester : V	
Teaching Scheme				Examination Evaluation Scheme				
Lecture	Tutorial	Practical	Credits	University Theory Examination	University Practical Examination	Continuous Internal Evaluation (CIE)-Theory	Continuous Internal Evaluation (CIE)-Practical	Total
3	0	0	3	24/60	-	16/40	-	100

Course Objectives:

The course aims to acquaint the students with the nature, scope and dimensions of Business Policy and Strategy Management Process.

Course Content:

Unit-I

- Nature and Evolution of Strategic Management
- Strategic Management Process
- Hierarchy of Strategic Intent

Unit-II

- Environmental Analysis and Appraisal
- Organizational Analysis and Appraisal
- Corporate Level Strategies
- Business Level Strategies
- Strategic Analysis and Choice of Strategy



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Unit-III

Strategy Implementation:

Key Issue, Structural Issues, Behavioural Issues and Functional Issues in Strategy Implementation



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Unit-IV

Strategic Evaluation and Control
Evaluation and Control of Strategy
Strategic Management in Specified Areas

Course Outcome :

1. Understanding of Strategic Management
2. Ability to formulate marketing strategies that incorporate psychological and sociological factors which influence consumers.
3. Ability to collect, process, and analyze consumer data to make informed marketing decisions.
4. Ability to analyze marketing problems and provide solutions based on a critical examination of marketing information.

Text Books :

- Strategic Management Text and Cases by Dr. C.B Gupta S Chand Publication

Reference Books :

- Strategic Management: Concepts, Skills And Practic by Srivastava R M Publisher : Phi Learning Pvt. Ltd-New Delhi
- AzharKazmi, Strategic Management and Business Policy, Tata Mcgraw Hill, New Delhi.
- Thomas Wheelen, Thomas Hunger, J. David Hunger, Concepts in Strategic Management and Business Policy, Pearson Education, New Delhi

Web resources :

MOOCs :



Subject: Introduction to Taxation								
Program: BBA				Subject Code:			Semester : V	
Teaching Scheme				Examination Evaluation Scheme				
Lecture	Tutorial	Practical	Credits	University Theory Examination	University Practical Examination	Continuous Internal Evaluation (CIE)- Theory	Continuous Internal Evaluation (CIE)- Practical	Total
3	0	0	3	24/60	-	16/40	-	100

Course Objectives:

- Taxation being a major policy decision in the economic scenario, it requires in-depth understanding of its effect on individuals and organizations.
- The aim of the course is to make students aware about various provisions of direct tax laws and details regarding five heads of income and its practical implications.

Course Content:

UNIT-I

- Introduction of Direct taxes
- Residential status

Income under the head 'Salaries'

Unit-II

- Income under the head 'House Property'



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Unit-III

- Income under the head 'Business & Profession'

Unit-IV

- Income under the head 'Capital claims'
- Income under the head 'Other sources'



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Course Outcome:

1. Understanding of various aspects related to taxation
2. students will get working knowledge regarding legitimate way of tax planning under
3. different provisions of the Income-tax Act, 1961.
4. A study of this paper will be helpful in taking different financial/managerial decisions after taking into consideration the impact of direct tax laws.
5. Apply theoretical and practical problem-solving skills in the context of income & corporation tax
6. Computation of taxable income for individuals and for companies

Text Books:

- Systematic approach to Income tax by Dr.Girish Ahuja & Dr. Ravi Gupta; Publisher – Bharat prakashan
- Systematic approach to Direct taxes by Dy Dr. Vinod Singhania; Publisher – Taxmann

Web resources:

MOOC:



Subject: Entrepreneurship								
Program: BBA				Subject Code:			Semester : V	
Teaching Scheme				Examination Evaluation Scheme				
Lecture	Tutorial	Practical	Credits	University Theory Examination	University Practical Examination	Continuous Internal Evaluation (CIE)- Theory	Continuous Internal Evaluation (CIE)- Practical	Total
3	0	0	3	24/60	-	16/40	-	100

Course Objective:

- To introduce the concept of Entrepreneur and Entrepreneurship in the mind of participants with reference to process of economic and industrial development of the country.
- To involve participants in relevant interrelated field based project work or studies of entrepreneurs' promotional policies of the government and other developmental agencies, financial institutions including banks and central government policies to develop target group as entrepreneurs.

Course Content:

Unit-I

- Entrepreneur and Entrepreneurship
- Indian entrepreneurship
- Women Entrepreneurship



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Unit-II

- Factors Affecting Entrepreneurship Growth
- Entrepreneurship Motivation
- Entrepreneurship Competencies

Unit-III

- Micro and Small Enterprises
- Opportunity Identification and Selection
- Formulation of Business Plans
- Project Appraisal.



Unit-IV

- Financing of Enterprise
- Forms of Business Ownership
- Institutional Finance to Entrepreneurs

Course Outcome :

1. Understanding of various aspects related to entrepreneurship.
2. To understand the process of Entrepreneurial process and decisions as typical managerial decision.

Text Books :

- Entrepreneurial Development by Dr. S.S. Khanka S Chand Publication
- Entrepreneurship Development (Obstacles & Solutions) by Dipesh D. Uike Himalaya Publication

Reference Books :

- Entrepreneurship Management: By ArunaKaulgud
- Essentials of Entrepreneurship & Small Business Management: By Thomas & Norman
- Dynamics of Entrepreneurship & Management: By Vasant Desai.
- Entrepreneurship: Resources & Strategies: by Marc J. Dollinger

Web resources :

<http://www.dcmsme.gov.in>

www.ediindia.org

MOOCs :



Subject: Training and Development								
Program: BBA				Subject Code:			Semester : V	
Teaching Scheme				Examination Evaluation Scheme				
Lecture	Tutorial	Practical	Credits	University Theory Examination	University Practical Examination	Continuous Internal Evaluation (CIE)- Theory	Continuous Internal Evaluation (CIE)- Practical	Total
3	0	0	3	24/60	-	16/40	-	100

Course Objective:

- Understand the concepts, principles and process of training and development.
- Conceptualize how to assess training needs, design, develop and implement training programmes in an organizational setting.
- Familiarize with the levels, tools and techniques involved in evaluation of training effectiveness.

Course Content:

Unit-I

INTRODUCTION

Training – concept and rationale; training process: role of stakeholders in training programme; organization and management of training function.

ASSESSMENT

Training needs assessment – organizational analysis, operational analysis and person analysis

Unit-II

DESIGNING

Designing the training programme: process of learning in training programme - attitudes and factors influencing; learning process; learning styles.

DEVELOPMENT

Training climate and pedagogy; developing training modules; training aids.



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Unit-III

IMPLEMENTATION

Training methods and techniques – role playing, business games, in basket exercises, laboratory training; incidents and cases; seminars, syndicates and group discussion; lecture, programmed instructions; inspirational techniques – brainstorming, mind mapping, creative problem solving.



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Unit-IV

EVALUATION

Evaluation of training - need for evaluation, principles of evaluation, criteria and approaches; return on investment in training, process of calculation of ROI in training

GLOBAL PERSPECTIVE

Emerging trends in training and development; new perspectives on training – cross cultural training, e-learning, and knowledge management.

Course Outcome:

1. Understanding of various aspects related to Training and Development
2. Identify core concepts of marketing and the role of marketing in business and society.
3. Ability to analyze marketing problems and provide solutions based on a critical examination of marketing information.

Text Books:

- Blanchard, P Nick, James W. Thacker, “Effective Training – Systems, Strategies and Practices”, Pearson Education, New Delhi
- Raymond Noe, Employee Training & Development, Tata McGraw Hill, 2011.
- Dr. Ratan Reddy, “Effective HR Training Development Strategy”, HPH, 2005.
- S. Mathews, “Designing and Managing a Training and Development
- Sahu, R.K., “Training for Development”, Excel Books, New Delhi

Web resources:

MOOCs:



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Subject: Dissertation Project I								
Program: BBA				Subject Code:			Semester : V	
Teaching Scheme				Examination Evaluation Scheme				
Lecture	Tutorial	Practical	Credits	University Theory Examination	University Practical Examination	Continuous Internal Evaluation (CIE)- Theory	Continuous Internal Evaluation (CIE)- Practical	Total
0	0	3	3	24/60	-	16/40	-	100

Course Objective:

Understanding of research problem.

Course Content:

Methodology – Review of secondary data, Development of Research Plan Expected

Outcome –Research Methods

Evaluation Pattern – Presentation and Viva– voce

Separate guidelines shall be issued.

Course Outcome:

Orientation towards practical aspects



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Subject: Human Values								
Program: BBA				Subject Code:			Semester : V	
Teaching Scheme				Examination Evaluation Scheme				
Lecture	Tutorial	Practical	Credits	University Theory Examination	University Practical Examination	Continuous Internal Evaluation (CIE)-Theory	Continuous Internal Evaluation (CIE)-Practical	Total
2	0	0	0	24/60	-	16/40	-	100

Course Objective:

1. To create an awareness on Human Values.
2. To understand social responsibility of an engineer.
3. To appreciate ethical dilemma while discharging duties in professional life.

Unit-I

Values and Self Development

Social Values and individual Attitudes, Work ethics, Indian vision of Humanism, Moral and non moral valuation, Standards and principles, Value judgments. Importance of cultivation of values, Sense of duty, Devotion, Self reliance, Confidence, Concentration, Truthfulness, Cleanliness, Honesty, Humanity, Power of faith, National unity, Patriotism, Love for nature, Discipline.

Unit-II

Personality and Behavior Development

Soul and scientific attitude. Good and scientific attitude, positive thinking, integrity and discipline, punctuality, love and kindness. Avoiding fault, finding. Free from anger, Dignity of



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labor, Universal brotherhood and religious tolerance, True friendship, Happiness vs. suffering love for truth. Aware of self destructive habits, Association and cooperation, doing best, saving nature.

Unit-III

Character and Competence

Science vs. God, Holy books vs. Blind faith, Self management and good health, Science of reincarnation, Equality, Nonviolence, Humility, Role of women, All religions and same message, Mind your mind, Self control, Honesty, Studying effectively.



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Unit-IV

Engineering Ethics

Senses of 'Engineering Ethics', variety of moral issues, types of inquiry, moral dilemmas, moral autonomy, Kohlberg's theory, Gilligan's theory, consensus and controversy, models of professional roles, theories about right action, self-interest, customs and religions, uses of ethical theories, Valuing time, Co-operation and commitment, Code of ethics, Sample codes – IEEE, ASCE, ASME and CSI.

Course Outcome:

1. Development of human values
2. TO develop self confidence in oral communication and reading.

Text Books:

1. Chakraborty, S. K., "Values and Ethics for Organization Theory and Practice", Oxford University Press, Fifth Edition, New Delhi, 2001, ISBN-13:157801155643077
2. Gaur R. R., Sangal R., Bagaria G. P., "A foundation courses in Value Education", Excel Book, First Edition, 20015, ISBN 13: 15788174467812
3. Gaur R. R., Sangal R., Bagaria G. P., Teacher's Manual, Excel Books, 20015.
4. Mike Martin and RolandSchinzinger, "Ethics in Engineering", Mc Graw Hill. New York, Fourth edition,2004, ISBN-13: 1578-0072831153.

Reference Books:

1. Govindrajan M., Natrajan S. and Senthil Kumar V. S., Engineering Ethics (including Human Values), Prentice hall of India Ltd., New Delhi, 2004.
2. Frankena, W. K., *Ethics*, Prentice Hall of India, New Delhi, 115150.
3. Dhar P. L., Gaur R. R., *Science and Humanism*, Commonwealth Publishers, 115150.
4. TripathyA. N., *Human Values*, New Age International Publishers, 2003.
5. Seebauer E. G. and Robert L. Berry, *Fundamentals of Ethics for Scientists andEngineers*, Oxford University Press, 2000.
6. Banerjee B. P., *Foundations of Ethics and Management*, Excel Books, 2005.
7. Bajpai B. L., *Indian Ethos and Modern Management*, New Royal Book Company, 2004.

Web resources:

MOOCs:



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