



SEMESTER – VI

Subjects:

- Introduction to International Business
- Industrial Relations
- Company Law
- Operations Research
- Sales and Distribution Management (**Marketing Specialization**)
- Introduction to Banking and Finance (**Finance Specialization**)
- Negotiation and conflict management (**HR Specialization**)
- Data Mining for Business Analytics (**IT Specialization**)
- Product Planning and Control (**Operation Specialization**)
- Merger, Acquisition and Corporate Restructuring (**Global Business Specialization**)
- Tourism Marketing & Transportation (**Travel & Tourism Specialization**)
- Dissertation Project II
- Cyber Security



Subject: Introduction to International Business								
Program: BBA				Subject Code:			Semester : VI	
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 the course is to familiarize the students with the concepts, importance and dynamics of international business and India's involvement with global business. The course also seeks to provide theoretical foundations of international business to the extent these are relevant to the global business operations and developments.

Course Content:

Unit-I

International Business: Meaning, Nature and Importance. Types of International Business, International Business Approaches: Neo-Classical Approach, Modern Approach.

Unit-II

International Business Environment : Globalization - Forces, Meaning, Dimensions and Stages in Globalization - Introduction to theory of Absolute Differences in Costs by Adam Smith, Ricardian Theory of Comparative Costs. Role of International Business in Economic Development.

Unit-III

International Business - Decision: Modes of Entry, Marketing Mix, Factors Affecting Decision For International Business, Tariff and Non-tariff barriers - Trade Blocks. Role of International Institutions (WTO, ECM, IMF, IBRD, IDA, IFC, UNCTAD) in International



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Business.



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Unit-IV

Trends in International Trade and Documentation: Multi - national Corporations - Types, Merits and Demerits. Import - Export procedure. EXIM Documents. India's Export and Import Policy, Balance of Payment, Custom and Tariff Rationalization

Course Outcome :

1. Describe the foundation of international business.
2. Describe international organizations and multinational corporations.
3. Define forms of foreign involvement.
4. Discuss international trade theory.

Text Books :

Charles W.L. Hill and Arun Kumar Jain, International Business. New Delhi: Tata McGraw-Hill.
Johnson, Derbe., and Colin Turner. International Business - Themes & Issues in the Modern Global Economy. London: Roulte dge.
Cherunilam, Francis. International Business: Text and Cases. Prentice Hall of India Ltd.

Reference Books :

Daniels John, D. Lee H. Radenbaugh and David P. Sullivan. International Business. Pearson Education
Justin, Paul. International Business. Prentice Hall of India Ltd.
Michael R. Czinkota. et al. International Business. Fortforth: The Dryden Press.
RBI. Report on Currency & Finance, various issues.
Griffin, Ricky W. and Michael W. Pustay. International Business - A Managerial Perspective. Prentice Hall.
V Sharan, International Business, Pearson Education.
Bennett, Roger. International Business. Delhi: Pearson.
UNCTAD Reports. WTO, Annual Report, various issues.



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Web resources:

MOOCs:



Subject: Industrial Relations

Program: BBA

Subject Code:

Semester : VI

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Course Objectives:

- To help students understand the legal implications in Human Resource Management.
- To impart learning about the institutions, processes and legislation for regulation of these relationships in the Indian corporate environment.
- To enable the development of an integrated perspective on employee relationship management in diverse contexts.

Course Content:

UNIT-I

Industrial Relations

- Industrial Relation-Definition, Importance & Scope.
- Trade Union-Growth, Objective, Function & Role in globalize Content.
- Governmental Measures – Ministry for labour, Commissioner of labour, Deputy Commissioner & Labour Offices.
- Labour Management – Role of Personnel & Industrial Relations Manager in Promoting & Establishing peaceful industrial relations.

UNIT-II

Industrial Disputes

- Nature of Industrial Dispute
- Causes of Industrial Dispute
- Types of conflict Resolution – Statutory & Non Statutory
- Collective Bargaining – Meaning, Characteristics, Need, Importance, Process, Pre-requisites.

UNIT-III



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Participation in Management

- Concept & Pre-requisites.
- Forms & Levels of Participation



- Benefit of workers participation in management
- Role of workers participation in Labour welfare & Industrial hygiene Causes of Industrial Dispute
- Types of conflict Resolution – Statutory & Non Statutory

UNIT-IV

The Industrial Disputes Act,11546

- Definitions, Authorities under the Act, Power & Duties of Authorities, Strike & lockout, Lay-off and retrenchment.
- Grievance Redressal Machinery

Course Outcome:

- To increase the awareness of students about the present state of Industrial relations in India.
- Sensitizes the students with the concepts, principles and issues connected with trade unions, collective bargaining, workers participation, grievance redressal, and employee discipline and dispute resolution.
- Guides the student through the various processes and procedures of handling Employee Relations.

Text Books:

1. B D Singh, *Industrial Relations and Labour Laws*, Excel
2. VenkatRatnam C.S., *Industrial Relations*, Oxford
3. Sarma A.M. (2013). *Industrial Relations and Labour Laws*. Himalaya Publishing House.

Reference Books:

1. Srivastava, S.C. (2012), *Industrial Relations and Labour Laws*, Vikas Publishing House.
2. Sen Ratna (2004), *Industrial Relations in India – Shifting Paradigms*, Macmillan India Ltd.
3. P K Padhi, *Labour and Industrial Laws*, PHI

Web resources:

MOOCs:



Subject: Company Law								
Program: BBA				Subject Code:			Semester : VI	
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Course Objective:

- To understand basic legal terms and concepts used in law pertaining to business
- To comprehend applicability of legal principles to situations in Business world by referring to few decided leading cases.

Course content:

Unit-I

- Introduction
- Nature and Kinds of Companies
- Formation of Company

Unit-II

- Memorandum of Association, Article of Association
- Prospectus of a Company

Unit-III

- Share Capital in a Company, Membership in a Company
- Directors of a Company
- Managerial Personnel

Unit-IV

- Meeting and Resolutions
- Winding Up of Company



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Course Outcome:

- Company Laws in the Real Time business environment is very important for a student. This subject throws more light and makes an in depth analysis on different types of laws which are useful for a future manager and through rigorous case laws he/she can get lot of advice when he/she goes into the market. As this subject deals with all types of laws this is useful for all the streams of students.

Text Books:

A Text Book of Company Law by P.P.S. Gogna S. Chand Publication

Reference Books:

- Singh, Avtar Company Law, Eastern Book Co. , Lucknow
- Kuchal, M.C. Modern Indian Company Law, Sri Mahavir Books, Noida
- Kapoor, N.D. Company Law – Incorporating the Provisions of the Companies Amendment Act, 2000, Sultan & sons

Web resources:

MOOCs:



Subject: Operations Research								
Program: BBA				Subject Code			Semester : VI	
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Course Objective:

- To familiarize students with the types of business problems often faced by corporate entities.
- To help students develop skills in structuring various operations research problems using mathematical tools.
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Course content:

Unit-I

Nature, definition, characteristics and methodology of operations research, operations research and managerial decision making

Unit-II

Linear programming: Introduction, advantages and applications of Linear Programming. LPP- problem formulation, Graphic Method of solving LPP.

Unit-III

Transportation Model - North West Corner Rule, Matrix Minima & VAM Methods of finding basic feasible solution. Degeneracy and its removal, Modified Distribution Method. Assignment Model – Solving assignment problems by Hungarian method.

Unit-IV

Decision making under Uncertainty - Criteria of Maximax, Maximum, Maximax Regret, Laplace & Hurwicz methods. Decision making under Risk-Criteria of EMV & EOL.



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Course Outcome :

- To familiarize the students with the concepts of operations management systems.
- To drive the concepts of Operations Management such as Inventory management, Project management, Supply Chain Management, Total Quality Management for effective utilization of resources and meeting the customer expectations.
- To understand the Operations strategies for ensuring competitiveness and being globally competitive.

Text Books :

Introduction to Operations Research by Prem Kumar Gupta, Dr. D.S. Hira and Aarti Kamboj S.
Chand Publication

Reference Books :

1. Production and Operations Management by KachruUpendra Excel Books
2. Production and Operation Management by KanishkaBedi Oxford University press
3. Production and Operation Management by S. A. Chunawala, Dr. Patel Himalaya Publications
4. Production and Operations Management by K. Aswathappa and K. Shridhara Bhat Himalaya Publications
5. Introduction to Operational Research, Hiller and Lieberman
6. Operations Research, HamdyTaha
7. Operations Research, Anand Sharma
8. Operations Research, Sharma J K

Web resources :

MOOCs :



Subject: Negotiations and Conflict Management								
Program: BBA				Subject Code:			Semester : VI	
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Course Objectives:

- Providing an overview of the negotiation and conflict resolution processes and techniques.
- Developing alternative approach to dealing with problem situations
- Gain practical experience on negotiations and other dispute resolution mechanisms
- Helping them learn the art of negotiation as it makes a better HR manager.

Course Content:

UNIT-I

Fundamentals of Negotiations

The Nature of Negotiation

Meaning of Negotiations in changing Contexts

Negotiation Strategies and Biases - Strategy and Tactics of Distributive Bargaining; Strategy and Tactics of Integrative Bargaining, Competitive and Cooperative Styles

UNIT-II

Processes and Phases of Negotiation

Negotiation Phases

Negotiation: Strategy and Planning

Negotiation Sub processes : Perception, Cognition, Emotion, and Communication

Finding and Using Negotiation Power

Ethics in Negotiation

UNIT-III

Conflict and Conflict Resolution



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The nature of conflict
Sources of Conflict in Organisations
Differing conflict resolution methods



Employment relations contexts affecting conflict resolution methods

UNIT-IV

Negotiation and Conflict Resolutions Contexts & Individual Differences:

Relationships in Negotiation - Agents, Constituencies, Audiences; Coalitions ; Multiple Parties and Teams

Individual Differences I: Gender and Negotiation

Individual Differences II: Personality

International and Cross-Cultural Negotiation

Course Outcome:

- The ability to create value and execute deals that others might overlook;
- The strategic skill and competencies needed for success.
- The ability to avoid common mistakes made by negotiators;
- The ability to work with people whose backgrounds, expectations, and values differ from your own; and
- The capacity to reflect and learn from your experience.

Text Books:

1. Kavita Singh, *Counseling skills for managers*, Pearson Education, New Delhi
2. Roy Lewicki, David Saunders, Bruce Barry, *Negotiation*, McGraw-Hill Education

Reference Books:

1. Richard Nelson Jones, *Introduction to Counseling Skills*, Sage Publication
2. Roy Lewicki, David Saunders, Bruce Barry, *Essentials of Negotiation*, McGraw-Hill Education
3. Conflict Management: A practical guide to Developing Negotiation Strategies - Barbara A Budget Corvette - *Pearson Education, New Delhi*

Web resources:

MOOCs:



Subject: Dissertation Project II								
Program: BBA				Subject Code:			Semester : VI	
Teaching Scheme				Examination Evaluation Scheme				
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0	0	3	3	24/60	-	16/40	-	100

Course Objectives:

Understanding Hands on experience data analysis, research tools

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:

Students come to know depth knowledge of Business Analytics tools that can be used for decision-making process.

Web resources:

MOOCs:



Subject: Cyber Security								
Program: BBA				Subject Code:			Semester : VI	
Teaching Scheme				Examination Evaluation Scheme				
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1	0	0	0	24/60	-	16/40	-	100

Course Objective:

1. To understand the concepts of Cybercrimes and cyber security.
2. To create the awareness of how to avoid becoming victims of cybercrimes.
3. To provide in-depth knowledge of Information Technology Act, 2000 including Information Technology Amendment Act, 2008

Course Content:

Unit-I

Introduction:

Overview of Information Security, Cyber security objectives and policies, Fundamental concepts and principles of Cyber security, Introduction of Cyber-crime, Classifications of Cybercrimes.

Unit-II

Security Threats and vulnerabilities:

Application security (Database, E-mail and Internet), Data Security Considerations-Backups, Archival Storage and Disposal of Data, Security Technology-Firewall and VPNs, Intrusion Detection, Access Control. Security Threats -Viruses, Worms, Trojan Horse, Bombs, Trapdoors, Spoofs, E-mail viruses, Macro viruses, Malicious Software, Network and Denial of Services Attack, Security Threats to E- Commerce- Electronic Payment System, e-Cash, Credit/Debit Cards.



Unit-III

Provisions in Indian Laws in dealing with Cyber Crimes:
Security Policies, Why Policies should be developed, WWW policies, Email Security policies,
Policy Review Process-Corporate Policies-Sample Security Policies, Publishing and Notification
Requirement of the Policies..

Unit-IV

Information Security Standards-ISO, IT Act, Copyright Act, Patent Law, Cyber Laws in India;
IT Act 2000 Provisions, Intellectual Property Law

Course Outcome :

To impart knowledge about Intellectual property rights like patents, copyright, industrial design
rights, trademarks, trade dress, geographical indications and some jurisdictions trade secrets.

Text Books :

“Cyber Security Understanding Cyber Crimes, Computer Forensics and Legal Perspectives”,
Nina Godbole, SunitBelapur, Wiley India Publications, April, 2011 ISBN 13: 9788126521791

Reference Books :

1. Charles P. Pfleeger, Shari LawerancePfleeger, —Analysing Computer Security, Pearson Education India.ISBN 10: 9332517428 ISBN 13: 9789332517424
2. V.K. Pachghare, —Cryptography and information Security, PHI Learning Private Limited, Delhi India. ISBN 10: 8120350820 ISBN 13: 9788120350823
3. Dr. Surya Prakash Tripathi, Ritendra Goyal, Praveen kumarShukla,Introduction to Information Security and Cyber Law WilleyDreamtech Press. ISBN 13 : 9789351194736
4. CHANDER, HARISH, Cyber Laws And It Protection , PHI Learning Private Limited ,Delhi ,IndiaISBN 10: 8120345703 ISBN 13: 9788120345706

Web resources :

MOOCs :