



**SILVER OAK
UNIVERSITY**
EDUCATION TO INNOVATION

(Established under Gujarat Private Universities Act, 2009)

SEMESTER – III

Subjects:

- Indian Economy
- Advanced Accountancy-II
- Introduction to Business Statistics
- Business Law
- Information system and ERP
- Basics of Production Management
- Advertising Practices



Subject: Indian Economy

Program: BBA				Subject Code:			Semester : III	
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:

To acquaint students of the Indian Economy, present and future of Indian Economics, different segments of Indian Economy like, Agriculture, SSIs and various Indian Industries.

Course Content:

Unit-I

- Structure of Indian Economy: India as a developing economy, Human Resources and Economic Development, Human Development in India
- National Resources, Economic development, Infrastructure in Indian Economy, Social Infrastructure and Social Sector



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Unit-II

- Planning And Economic Development:
Objectives and Strategy of Economic Planning in India, Public Sector and Indian Planning, Disinvestment, Privatization and Economic Reforms, Globalization and its Impact on India.

Unit-III

- Agriculture in the National Economy:
Indian Agriculture under the Five Year Plans: The Green Revolution, Food Security in India, Irrigation and other Agricultural Inputs, Land Reforms, Agricultural Marketing



Unit-IV

- Indian Industries:

Industrial Patterns and the Plans, Small and Large Scale Industries, Unorganized Sector and Informalisation of the Indian Economy

Course Outcome:

- Understand the various aspects of India's economy
- Develop a perspective on the different problems and approaches to economic planning and development in India
- Understand the role of the Indian Economy in the global context, and how different factors have affected this process

Text Books:

- Indian Economy By Datt Gaurav, Ashwini Mahajan S. Chand Publication
- Indian Economy by V.K Puri and S.K Misra Himalaya Publication
- Indian Economy by I C Dhingra, Sultan Chand Publication

Reference Book

- Indian Economy by V.K Puri and S.K Misra Himalaya Publication
- Bhagwati, J. and Desai, P. India: Planning for industrialization, OUP, Ch 2.
- Deepashree, Indian Economy, Performance and Policies, Scholar Tech. New Delhi
- Bettleheim. Charles India Independent. Chapters 1, 2 and 3.
- Patnaik, Prabhat. Some Indian Debates on Planning. T.J. Byres (ed.). The Indian Economy: Major Debates since Independence, OUP.
- Dreze, Jean and Amartya Sen. Economic Development and Social Opportunity. Ch. 2. OUP.

Web resources:

MOOCs:



Subject: Advanced Accounting-II

Program: BBA				Subject Code :			Semester : III	
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
4	0	0	4	24/60	-	16/40	-	100

Course Objectives:

- Advanced Accounting-II is involving mainly corporate accounting. This includes accounting for important aspects of company accounts.
- It is intended to provide information that is vital in making business decisions. The objective of this course is to make students understand accounting of important issues of companies.

Course Content:

Unit-I

Introduction- Shares and Debentures, Redemption of Preference shares and Debentures, Underwriting Commission

Unit-II

- Final Accounts- Ascertaining profit for managerial remuneration, overall managerial remuneration, Profit Prior to Incorporation



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- Valuation of Goodwill and Shares; Reorganization and reconstruction of share capital



Unit-III

- Amalgamation of Companies
- Internal Reconstruction

Unit-IV

- Liquidation of Companies;
- Computerized Accounting System

Course Outcome :

Upon successful completion of this course, the student will have reliably demonstrated the ability to:

1. Determine appropriate accounting method required under various share ownership scenarios.
2. Determine Goodwill and prepare a consolidated balance sheet at the date of acquisition for business combinations.
3. Translate the financial statements of a foreign subsidiary using the appropriate method.
4. Prepare financial statements.

Text Books:

- Advance Accountancy Vol. – II by M. C. Shukla, T. S. Grewal, and S. C. Gupta (S. Chand)
- Corporate Accounting by S.N. Maheshwari and S.K. Maheshwari (Vikas)

Reference Book

- Corporate Accounting by A. Mukherjee and M. Hanif (TMH)
- Fundamentals of Advance Accounting Vol. – II 3rd edition by RSN Pillai, Bagavathi, S. Uma (S. Chand)
- Advanced Accounting Vol.– II by S.P. Jain and K. L. Narang (Kalyani Publisher)
- Company Accounts by R.L. Gupta and Radhaswamy (Sultan Chand)

Web resources:

MOOCs:



Subject: Introduction to Business Statistics

Program: BBA				Subject Code :			Semester : III	
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:

- This course in business statistics focuses on applications of data analysis and statistics to business studies methods for organizing and summarizing data.
- Students will be able to understand the importance of applying statistical analysis to solve business problems.
- Apply statistical techniques to solve problems. Interpret and communicate the results of statistical analysis.
- Analyze and solve basic statistical problems involving: descriptive measures of populations and samples, central tendency and variability, probability theory, correlation and simple linear regression.

Course Content:



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Unit-I

- Introduction to Statistics: Definition, Function & Scope of Statistics. Collection of Data. Classification, Frequency Distribution, Diagrammatic and Graphic Presentation of Data.
- Measures of Central Tendency: Arithmetic Mean, Median, Mode, Geometric Mean and their merits and demerits, Weighted Arithmetic Mean.

Unit-II

- Measures of Variation: Methods of studying variation- Range, Average deviation, Standard deviation, Coefficient of Variation.
- Correlation Analysis: Methods of Studying Correlation – Karl Pearson's coefficient of correlation, Spearman's Rank Correlation for ungrouped frequency distribution, Coefficient of determination.



Unit-III

- Regression Analysis: Equation of Regression Lines for Ungrouped frequency distribution.
- Time Series Analysis: Meaning of Time Series. Analysis of Time Series. Components of Time Series. Model of Time Series. Methods of Measuring Secular Trends (T). Methods of Determination of Seasonal Fluctuations (S). Measurement of Cyclical Variations(C). Measurement of Irregular Variations.

Unit-IV

- Basic Concepts in Probability: Counting Rules, Permutations and Combinations. Venn diagram, Events, Set Operations on Events, Dependent and Independent Events, Introduction to Probability, Conditional Probability, Addition and Multiplication Rules of Probability.

Course Outcome :

1. Student will be able to understand the measurement systems variability, control processes (as in statistical process control or SPC).
2. The student should summarizing data, and to make data-driven decisions

Text Books:

- a) A Test Book of Business Statistics by Dr. Padmalochan Hazarika S.Chand Publication
- b) Fundamental of Statistics by S.C. Gupta Himalaya Publication
- c) Gupta and Gupta, Business Statistics. (Sultan Chand & Sons: New Delhi).

Reference Book

- a) Richard I. Levin and David S. Rubin.(2015), Statistics for Management.(Pearson: New Delhi) Latest Edition
- b) Hogg (2004) Introduction to Mathematical Statistics (Pearson: New Delhi) Latest Edition

Web resources:



Subject: Business Law								
Program: BBA				Subject Code:			Semester : III	
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:

- 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

The Indian Contract Act, 1872: Meaning and essentials, Contracts, Offer & Acceptance, Capacities of Parties, Consideration, Free Consent, Void Agreements and Contingent Contracts, Performance and discharge of Contracts, Consequence and Remedies of Contract



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Unit-II

- Implied and Quasi contract, Indemnity Contract, Guarantee contract, Bailment, Lien, Pledge contract, Agency contract.
- Introduction of Negotiable Instruments- Definition, Features, Types of Negotiable Instruments.

Unit-III

Sales of Goods Act: Sale contract-Definition, Features, Formation of Contract Contents of sale contract-Goods, Price, Condition and Warranty, Ownership of goods and transfer, Performance of sale contract, Delivery, Rights of unpaid sellers, Auction Sale.



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Unit-IV

Indian Partnership Act: Definition and Nature of Partnership, Partnership deed Mutual and Third parties relation of Partners, Registration of Partnership Dissolution of Partnership.

Course Outcome :

1. Recognize and apply the appropriate legal rules relating to the law of obligations
2. Distinguish between alternative forms and constitutions of business organizations
3. Recognize and compare types of capital and the financing of companies
4. Describe and explain how companies are managed, administered and regulated
5. Recognize the legal implications relating to companies in difficulty or in crisis

Text Books:

4. Business Law by P.C. Tulsian TMH Publication
5. Business Law by Tejal Sheth Pearson Publication
6. Business Law by M C Kuchhal & Vivek Kuchhal Vikas Publication

Reference Book

1. Business Law for Management by K.R. Bulchandani Himalaya Publication
2. Elements of Mercantile law by N.D Kapoor Sultan Chand & Sons
3. Legal Aspects of Business by Ravinder Kumar Cengage Publication

Web resources:

MOOCs:



Subject: Information System and ERP								
Program: BBA				Subject Code:			Semester : III	
Teaching Scheme				Examination Evaluation Scheme				
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3	0	0	3	24/60	-	16/40	-	100

Course Objectives:

- By adopting ERP in an enterprise, one can leverage competitive advantage for the enterprise, and this would enable EPR to manage the future.
- Keeping this philosophy in mind, to enable students how to manage information while taking managerial decisions..

Course Content:

Unit-I

- Introduction to ERP and Enterprise Overview
- Introduction - Evolution of ERP, Reasons for the growth of ERP
- Market, Advantages of ERP, Enterprise: Introduction, Business
- Modeling, Integrated Data Model, Integrated Management Information,
- Basic concepts of ERP, Risks and benefits of ERP

Unit-II

- ERP and Related Technologies
- Introduction, Business Process Reengineering (BPR), Management
- Information Systems (MIS), Decision Support System (DSS), Executive
- Information Systems (EIS), Data warehousing, Data Mining and Online



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- Analytical Processing (OLAP), Supply Chain Management (SCM)



Unit-III

- ERP: A Manufacturing Perspective
- Computer Aided Design/Computer Aided Manufacturing (CAD/CAM),
- Materials Requirement Planning (MRP), Bill of Material (BOM), Closed
- Loop MRP, Manufacturing Resource Planning (MRP-II), Distribution
- Requirements Planning (DRP), JIT and Kanban, Product Data
- Management (PDM), Benefits of PDM, Make-to-Order (MTO) and
- Make-to-Stock(MTS), Assemble-to-Order(ATO), Engineer-to-
- Order(ETO), Configure-to-Order(CTO)

Unit-IV

- ERP Modules
- Plant Maintenance, Quality Management, Materials Management
- Literature & Review Study on ERP Products of Vendors like Oracle, BAAN, INFOSYS

Course Outcome:

On successful completion of the module students will be able to:

- Demonstrate an appreciation of the core interactions and dependencies that exist between the key functions of a business
- Discuss the role of information systems in the support of business functions and, particularly, cross-functional business processes
- Describe the way Enterprise planning Systems have developed, their functional capabilities and the role of the underpinning technologies

Text Books:

- Enterprise Resource Planning by C.S.V Murthy Himalaya Publication
- Alexis Leon: Enterprise Resource Planning, Tata McGraw-Hill

Reference Book

4. Business Law for Management by K.R. Bulchandani Himalaya Publication
5. Elements of Mercantile law by N.D Kapoor Sultan Chand & Sons
6. Legal Aspects of Business by Ravinder Kumar Cengage Publication

Web resources:



Subject: Basics of Production Management

Program: BBA				Subject Code:			Semester : III	
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 acquaint the students with the basic features underlying production management.

Course Content:

Unit-I

- Introduction of Production Management
- Product design and Analysis

Unit-II

- Facility Location
- Plant Layout and Material Handling
- Forecasting

Unit-III

- Inventory Management
- Aggregate Planning

Unit-IV



- Modern Production Management Tools:
TQM, JIT, ISO 15000 Series, Supply Chain Management, Kaizen, ERP

Course Outcome:

On successful completion of the module students will be able to:

- define ‘operations’ and ‘operations management’
- identify the roles and responsibilities of operations managers in different organisational contexts
- apply the ‘transformation model’ to identify the inputs, transformation processes and outputs of an organisation
- identify operational and administrative processes
- describe the boundaries of an operations system, and recognise its interfaces with other functional areas within the organisation and with its external environment.

Text Books:

1. Production and Operations Management by R. Panneerselvam PHI Publication
2. Production and Operations Management by Kanishka Bedi Oxford Publication

Reference Book

- Operations Management by Shridhar, Himalaya Publication
- Operations Management by Nair TMH
- Production and Operations Management by Adam & Ebert, PHI

Web resources:

MOOCs:



Subject: Advertising Practices								
Program: BBA				Subject Code:			Semester : III	
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	2	24/60	-	16/40	-	100

Course Objectives:

- Define and explain advertising objectives.
- Identify various types of advertising budget.
- Design an advertising campaign.
- Identify various styles of copywriting
- Describe the process from copy to production

Course Content:

Unit-I

Integrated Marketing Communication

- Integrated Marketing Communication: Definition & concepts; Public relations; Salesmanship; Publicity
Sales promotion; Marketing public relations; Direct marketing; Rural marketing
- Advertising as marketing tool; The product marketing process; Market segmentation process; Target marketing process; Advertising and product, price, place and promotion element.
- Advertising as PR tool; PR, Publicity & Corporate Advertising; PR technologies implemented in advertising



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Unit-II

Account planning

Define strategy and its role and relevance; Elements of Marketing plan; Plan advertising campaign (the planning cycle), USP; Marketing objectives v/s advertising objectives; Setting the advertising objectives; Good objective setting; Direct and Indirect objectives; Advertising strategy; Advertising Campaign, various stages of Advertising Campaign; Budgeting process: budgeting & appropriation of fund; Factors affecting advertising budget, methods of setting advertising budgets; Concept & stages of Branding, brand management, brand image; Role of Advertising: Product life cycle, segmentation brand positioning, brand equity; Account Planning, pitching & presentation preparation



Unit-III

Creative strategy to Development

Concept of creativity; Idea generation; The creative brief; Advertising Research: Consumer, Market & Product; Types of copy, how to prepare ad copy; Copy and script writing: Print, radio, TV, cyber, outdoor. Copy and script writing for audio and video; Story board, audio-video copy formats; Production process of print copy – thumbnail, roughs, comprehensive, mechanical; Role of colours, photographs, computer graphics, artwork; Appeals in Advertising; Production process for audio and video copies – pre production, production and post production

Unit-IV

Media Planning

Media agencies: definition, need and importance; Media plan: objectives, situation analysis, choice of media, media mix, target; audience, strategy, media schedule, plan delivery; Media planning terms: circulation, TRP, CPRP, readership, listenership, reach, frequency, GRP; Uses and importance of media planning software: TAM, INTAM, IRS, NRS; Avenues for retail merchandize: point of purchase, point of sale; Methods of measuring effectiveness of advertising programme – different types of pre-testing, concurrent testing and post testing.

Course Outcome :

On successful completion of the module students will be able to:

1. Demonstrate a working knowledge of the Advertising Industry, can effectively research and analyse markets and apply practical skills and theory in developing, executing and evaluating advertising campaigns.
2. Deal with team and deadline responsibilities, time management, decision making and delegation in a competitive team environment.
3. Develop a targeted message and choose the most effective methods, style and channels to reach selected recipients.



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4. Have a good understanding of social, ethical, legal and cultural obligations in both local and global advertising.

Text Books:

1. Sandage C H, Fryburger Advertising Theory and Practice:Vernon&Rotzoll Kim A.I.T.B.S. Publishers & Distributors, Delhi
2. Mohan Mahender Advertising Management: Concepts & Cases; Tata McGraw Hill Publishers
3. Ogilvy David Ogilvy on Advertising; Prion Books Ltd.
4. Lewis HerschellGordion The Complete Advertising and Marketing Handbook: East West Books(Madras) Pvt. Ltd., Chennai
5. Little Field James E & Advertising: Mass Communication in Marketing Vakils, Feffer& Simons Pvt. Ltd., Bombay

Reference Book

- White Roderick Advertising: What it is and How to do it: McGrawHill Book Company, London
- Bulmore Jeremy Behind the Scenes in Advertising; NTC Publishers, Henley 8. Douglas TorinThe Complete Guide to Advertising: MacMilan, London
- JethwaneyJaishri Advertising: Phoenix Publishing House Pvt. Ltd., New Delhi
- Magazines, Business Today, Business India
- Newspaper: Economic Times, Brand Equity
- Hindu Business Line – Catalyst

Web resources:

MOOC