



**SILVER OAK  
UNIVERSITY**  
EDUCATION TO INNOVATION

(Established under Gujarat Private Universities Act, 2009)

#### SEMESTER – IV

Subjects:

- Logic & Critical Thinking
- Principles of Human Resource Management
- Fundamentals of Marketing
- Basics of Cost Accounting
- Fundamentals of Financial Management
- Research Methods for Business
- Foundation & Application of Leadership



**Subject: Logic and Critical Thinking**

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

**Course Objectives:**

- To describe the logical structures of arguments.
- To help the students learn how to think effectively and creatively..

**Course Content:**

**Unit-I**

- Introduction to Critical Thinking; The Nature and Value of Critical Thinking
- Logic; What Logic Is (And What It Is Not);
- Meaning Analysis - The Elements of Meaning

**Unit-II**

- Necessary and Sufficient Conditions
- Argument
  - The Nature of Arguments; Argument Structures
  - Validity and Soundness; Analogical Arguments

**Unit-III**

- Forms of Argument
- Recognizing Arguments
- Introduction to Truth Tables



**SILVER OAK  
UNIVERSITY**  
EDUCATION TO INNOVATION

(Established under Gujarat Private Universities Act, 2009)

#### **Unit-IV**

- Extended Arguments
- Reconstructing Arguments



**SILVER OAK  
UNIVERSITY**  
EDUCATION TO INNOVATION

(Established under Gujarat Private Universities Act, 2009)

1. Incompletely Stated Arguments
2. Contextual Clues for Reconstructing Arguments

**Course Outcome:**

- To equip the students with the basic tools of analytical reasoning, this will give them a distinctive edge in their careers and courses of study.

**Text Books:**

- Merrilee Salmon Introduction to Logic and Critical Thinking Thomson Higher Education USA
- Salmon, M. H., Introduction to Logic and Critical Thinking (5th ed.), Wadsworth, 2006.
- Logic and critical thinking by saylor.org Academy

**Web resources:**

- On line link: <http://www.saylor.org/courses/phil102/>

**MOOCs:**



Subject: Principles of Human Resources Management								
Program: BBA				Subject Code:			Semester : IV	
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:

- Introduce the students to human resource management function and its roles and responsibilities.
- Familiarize the students about the working of different systems within HRM viz recruitment and selection, performance management, compensation management, employee relations management.
- Recognize HR system's strategic contribution to business and organisations.

### Course Content:

#### Unit-I

#### Introduction to Human Resource Management

- HRM Concept and Challenges
- Evolution of HRM
- HRM Functions
- Skills and Competencies of an HR Manager,
- Strategic Human Resource Management - Linking Corporate Strategy to Human Resource Management, HR Scorecard.



## **Unit-II**

### **HR Planning and Talent Acquisition**

- HR Planning and Deployment
- Job Analysis and Design
- Employee Recruitment
- Employee Selection

## **Unit-III**

### **Managing and Rewarding Employee Performance**

- Learning and Development – Learning, training and development
- Performance Management System – Performance planning, appraisal and review
- Compensation Management – Job evaluation, establishing pay structures, managing benefits and services, pay for performance, recognition and legal framework for compensation

## **Unit-IV**

### **Managing Employee Relations**

- Employee Relations and Industrial Relations - Trade Unionism
- Labor Legislations
- Industrial Disputes and Conflicts – Managing industrial unrest, managing individual disciplinary issues and domestic inquiry process

### **Contemporary issues in HRM**

- Career Management
- Managing Employee Exits and Separations
- Managing Global Human Resource

### **Course Outcome :**

- To provide an understanding of the human resources management framework.



**SILVER OAK  
UNIVERSITY**  
EDUCATION TO INNOVATION

(Established under Gujarat Private Universities Act, 2009)

- Offers experiential analysis to understand the challenges of HR Managers in developing their organizations



(Established under Gujarat Private Universities Act, 2009)

- Provides insights on how to develop strategies, initiatives and programs to introduce and sustain competitive HR advantage in organizations
- Focuses on management best practices, tools and models to implement an effective HRM system
- Addresses the human capital as a critical role in firm's viability in the knowledge economy.

### **Text Books**

- Gary Dessler and Biju Varkkey. Human Resources Management. Pearson Latest Edition
- Sinha, Sinha and Shekhar Industrial Relations, Trade unions and Labour Legislations Pearson Education Latest Edition
- Mirza S Saiyadain. Human Resource Management. Tata McGraw-Hill Latest Editions

### **Reference Books:**

- Snell, Bohlander, Vohra. Human Resource Management.
- Cengage Learning
- P. Jyothi and D.N.Venkatesh. Human Resource Management.
- Oxford University Press Latest Edition
- P. Subba Rao. Essential of Human Resource Management and Industrial Relations. Himalaya Latest Edition
- K. Aswasthapa Human Resource Management TATA McGraw Hill Latest Edition
- C.B.MAMORIA & S .V Gankar. Human Resource Management.
- Himalaya Publishing House Latest Edition
- John M. Ivancevich . Human Resource Management, Ninth Edition – Tata McGraw Hill
- Gomez, Mejia, Balkin and cardy Managing Human Resources, Third Edition- Pearson Education
- S.C.Srivastava. Industrial Relations & Labor Laws, Fourth

### **Web resources:**





Subject: Fundamentals of Marketing								
Program: BBA				Subject Code:			Semester : IV	
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 provide an understanding about basic marketing concepts and principles along with their practical application.

### Course Content:

#### Unit-I

#### Introduction

Marketing – Definition, Concepts Significance & functions of Marketing, Approaches to the study of Marketing, Relevance of Marketing in a developing economy. Role & functions of Marketing Manager.

#### Unit-II

#### Types of Marketing

Tele Marketing, E-Marketing-Service Marketing, Rural Marketing feature & importance suggestion for improvement of Rural Marketing, Marketing Planning & strategies.

#### Marketing Mix

Meaning – Scope, Utility – Product mix, Product concept, Product life Cycle – Product Simplifications – Decertification Elements Price mix – factors, Methods, Importance



**SILVER OAK  
UNIVERSITY**  
EDUCATION TO INNOVATION

(Established under Gujarat Private Universities Act, 2009)

### **Unit-III**

#### **Types of Channels**

Factors influencing channels, Elements of Promotion Mix – Sales Promotion System. Recent Trends in Promotion Sale. Advertising – Role of Advertising, Advertising Media

Market Segmentation Meaning, Definition, and Different ways to Segmentation, Essential of effective Market Segmentation, Destination, and differential Marketing & Concentrated Marketing.



**SILVER OAK  
UNIVERSITY**  
EDUCATION TO INNOVATION

(Established under Gujarat Private Universities Act, 2009)

#### **Unit-IV**

#### **Marketing Information System & Marketing Research.**

Concept & components of a Marketing Information System – Marketing Research – Meaning & scope – marketing research procedure – types & techniques of Marketing Research – Managements use of Marketing Research.

#### **Course Outcome:**

The course is designed to help students gain marketing insights underlying marketing of various products and services. An introduction to the marketing mix elements at this stage helps students to analyze the marketing related scenario.

#### **Text Books:**

- Modern Marketing Principles and Practices by R.S.N Pillai and BagavathiS.Chand  
Publication Latest Edition
- Marketing Management By Philip Kotlers

#### **Web resources:**

#### **MOOCs:**



Subject: Basic of Cost Accounting								
Program: BBA				Subject Code:			Semester : IV	
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:

- The objective of this course to make the students understand the meaning and nature of cost and cost accounting, various classification of cost and elements of cost in detail.
- It also includes various methods of costing and the system of book keeping from cost accounting view point.

### Course Content:

#### Unit-I

- Introduction to cost accounting, meaning, nature and classification of cost
- Materials, Labour
- Direct expenses and overheads

#### Unit-II

- Unit costing
- Job and Batch Costing

#### Unit-III

- Contract costing



**SILVER OAK  
UNIVERSITY**  
EDUCATION TO INNOVATION

(Established under Gujarat Private Universities Act, 2009)

- Operating costing



**SILVER OAK  
UNIVERSITY**  
EDUCATION TO INNOVATION

(Established under Gujarat Private Universities Act, 2009)

**Unit-IV**

- Reconciliation of cost and financial accounts
- Integrated accounts

**Course Outcome :**

Cost Accounting has gained much importance in the era of intense competition. It is considered as very important branch of accounting mainly helpful in determining the cost of goods produced or services rendered.

**Text Books:**

- Cost Accounting – M.C. Shukla, T.S. Grewal, S.C. Gupta (S. Chand)
- Cost Accounting – Jawaharlal (TMH)
- Cost Accounting Principles and Practice 12<sup>th</sup> edition by M N Arora Vikas Publication
- Advanced Cost & Management Accounting – V.K. Saxena, C.D. Vashisht (S. Chand)

- **Web resources:**

**MOOCs:**



Subject: Fundamentals of Financial Management								
Program: BBA				Subject Code:			Semester : IV	
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:**

1. The objective of this course is to inform the students about the basic concepts of financial management and contemporary theory and policy in order to master the concepts, theories and technique of financial management, what represents the condition of profitable business operations and survival respectively development of business subjects and the economy as a whole.
2. Students should acquire the basic knowledge by means of combining theoretical cognitions and practical attitudes to enable them the understanding of financial problems in business practice after completed the studies.
3. The purpose of the course is to offer the students relevant, systematic, efficient and actual knowledge of financial management that can be applied in practice with making financial decisions and resolving financial problems.



**Course Content:**

**Unit-I**

- **NATURE AND SCOPE:**  
Meaning, Scope, Objectives and Importance of Financial Management - Finance Functions (Traditional Vs. Modern Approach) - Profit Maximization.
- **TIME VALUE OF MONEY:**  
Reasons for Time value of money - Compound Value      Concept - Present value  
Concept - Practical Application of the same

**Unit-II**

- **INVESTMENT DECISIONS:**  
Meaning, Significance, Objectives and Importance of Capital Budgeting - Capital budgeting Process - Basic Principles of Capital Expenditure Proposals - Various appraisal Methods: Pay Back Period, Discounted Cash Flow Method, Average Rate of Return.





### Unit-III

- **CAPITAL STRUCTURE:**

Meaning and Significance of Capital Structures - Capital structure and financial structure -  
Patterns of Capital Structure - Ideal Capital Structure, Features of Ideal Capital Structure -  
Merits and Demerits of different types of Capital Structure.

### Unit-IV

- **FINANCING DECISIONS:**

Sources of Finance - Equity Shares - Preference Shares –Debentures –Term Loans-  
Retained earning, - Bridge finance - Government policy on security financing and Term  
Loan - Operating and Financial Leverage.

### Course Outcome :

To provide introduction to Financial Management

To create an awareness about capital structure and theories of capital structure

To make them understand the cost of capital in wide aspects

To provide knowledge about dividend policies and various dividend models.

To enable them to understand working capital management.

### Text Books:

- Khan and Jain. Basic Financial Management, McGraw Hill Education
- Prasanna Chandra, Fundamentals of Financial Management. McGraw Hill Education
- Pandey, I.M. Financial Management. Vikas Publications.

### Web resources:

### MOOCs:



Subject: Research Methods for Business								
Program: BBA				Subject Code:			Semester : IV	
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 primary objective of this course is to develop a research orientation among the scholars and to acquaint them with fundamentals of research methods. Specifically, the course aims at introducing them to the basic concepts used in research and to scientific social research methods and their approach.

### Course Content:

#### Unit-I

Introduction to Research Methodology. Meaning, Objectives, Types of Research, Research Process, Criteria for good research, Problems of researchers in India, Significance of research.

#### Unit-II

- Defining the research problem: Meaning, Selecting the problem, Techniques involved in defining a research problem
- Research Design: Features, Essential concepts in research, Types of research Designs. Descriptive, Exploratory, Casual Research Designs.



**SILVER OAK  
UNIVERSITY**  
EDUCATION TO INNOVATION

(Established under Gujarat Private Universities Act, 2009)

### **Unit-III**

Sampling and Sampling Distribution:

Sampling process, Types of Sampling. Probabilistic sampling techniques: Simple Random, Systematic, Stratified and Cluster/Multi-Stage sampling. Non- Probabilistic sampling techniques: Convenience, Judgment, Quota and Snow-ball. Sampling and Non-Sampling error, Terms of Sampling: Sample Size, Sample Design, Sample Distribution, Sampling Unit, Sampling Frame, and Population



#### **Unit-IV**

- Methods of Data Collection: Methods of collecting primary data: Observation, Schedule, Interview, Questionnaire. Difference between Questionnaire and schedule
- Methods of collecting secondary data: Books, Journal, Existing data Sources.
- Analysis, Interpretation and report writing: Data preparation and preliminary Analysis, Processing and Analysis: Editing, Coding, Classification and Tabulation
- Problems in Processing: Interpretation, Significance of report writing, Steps in report writing, Layout of business research report, Mechanics of report writing and Precautions for report writing

#### **Course Outcome:**

Upon completion of this course, students will be able to complete the following key tasks:

- Become aware of importance of research in business applications;
- Develop a research proposal for a research project in a business related topic;
- Understand different phases of a research process in a research project. [Problem discovery, literature review, formulation of hypothesis, research design, data collection instrument design, data collection, data preparation, analysis, interpretation & reporting]. Relate and apply these steps independently as a part of business research project or any scenario needing a formal research work (Live projects, SIP, Dissertation, Course Projects etc)
- Develop appropriate data collection instruments.

#### **Text Books:**

1. Research Methodology: Methods and Techniques – C. R. Kothari, Publisher New – Age International
2. Business Research Methods- Naval Bajpai Pearson Publication



**SILVER OAK  
UNIVERSITY**  
EDUCATION TO INNOVATION

(Established under Gujarat Private Universities Act, 2009)

**Reference Books:**

1. Research Methodology: Methods and Techniques – C. R. Kothari, Publisher New – Age International
2. Business Research Methods- Naval Bajpai Pearson Publication
3. Research Methodology by Deepak Chawla & Neena Sodhi S. Chand Publication
4. Uma Sekaran, Research Methods for Business, John Wiley and Sons Inc., New York, 2000.
5. Gupta, S.P. *Statistical Methods*, 30<sup>th</sup> ed" Sultan Chand, New Delhi
6. Research Methodology For Engineers by R. Ganesan MJP Publishers ISBN: 9788180941108, 8180941108
7. Marketing Research – An Applied Orientation; Naresh K Malhotra and Satyabhushan Dash; Pearson Publication.
8. Business Statistics – For Contemporary Decision Making; Ken Black; Wiley Publication.

**Web resources:**

**MOOCs:**



**SILVER OAK  
UNIVERSITY**  
EDUCATION TO INNOVATION

(Established under Gujarat Private Universities Act, 2009)



**Subject: Foundation and Application of Leadership**

**Program: BBA**

**Subject Code:**

**Semester : IV**

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:**

1. Developing understanding of leadership and what is the contribution of leaders.
2. Provide insights into self-awareness and motivation level among students introduce leadership styles

**Course Content:**

**Unit-I**

Overview of Leadership Theory

- Introduction to leadership and leaders
- Differentiation between leaders and managers and their functions.
- Basic theory of leadership: trait and process theory.
- Key leadership skills.
- Prominent leadership styles.

**Unit-II**

Extracts from the life of political leaders:

- Mahatma Gandhi – The making of Mahatma and why world follows his principles today and the relevance in today's competitive scenario.
- Abraham Lincoln- the change in USA and his leadership style and how the world changed.



**SILVER OAK  
UNIVERSITY**  
EDUCATION TO INNOVATION

(Established under Gujarat Private Universities Act, 2009)

### **Unit-III**

Extracts from the life of social worker and from the world of sciences

- APJ Abdul Kalam- an institution in himself and an inspiration for the modern Indian youth.  
What made him great leader and a great visionary. Study of “Wings of fire”

**Mother Teresa- her life and her contribution to the society.**

**Her life as social worker and a great leader**





**SILVER OAK  
UNIVERSITY**  
EDUCATION TO INNOVATION

(Established under Gujarat Private Universities Act, 2009)

#### **Unit-IV**

Extracts from the life and contribution of spiritual leader and the world of industry

- JRD TATA- beyond the Blue Mountains- a biography of J R D Tata and his personality which led to his successful life as an entrepreneur.
- Swami Vivekanand- his spiritual journey, his preachings and the leadership style which made him famous worldwide.Extracts from the famous freedom fighters of the world and their sacrifice for the nation.
- Sardar Patel- the iron man who stood to fight against the colonial rule in India

#### **Course Outcome:**

- Give glimpses of leaders of contemporary times, their philosophical views and success stories in business context.

#### **Text Books:**

- Beyond The Blue Mountains- Biography Of JRD Tata
- Wings Of Fire- Autobiography Of APJ Abdul Kalam
- Autobiography Of Abraham Lincoln
- Mother Teresa- A Biography

#### **Web resources:**

#### **MOOCs:**