

1. EXPERIENTIAL LEARNING

Experiential learning is a process through which individuals learn by actively engaging in experiences and reflecting on those experiences. Unlike traditional learning methods that might rely heavily on lectures or textbooks, experiential learning emphasizes direct experience as a primary source of knowledge. This approach is often hands-on and involves real-world activities that encourage learners to apply concepts in practical situations. By actively participating and reflecting on their experiences, learners gain deeper understanding, develop problem-solving skills, and enhance their ability to apply knowledge in various contexts.

The foundation of the institutional educational philosophy is experiential learning. Through interactive exercises, students are engaged in ways that go beyond standard classroom lectures. Project Based Learning / project-driven learning, and activity-based learning are all integrated into the curriculum framework to provide students with information and abilities that go beyond what is taught in textbooks. Using real-world simulations fosters critical thinking, problem-solving abilities, and a thorough comprehension of the subjects they are studying.

We at School of Management Commerce and Liberal Arts, make sure to provide our students with numerous opportunities and enriching experiences to enhance their skills and make them street smart. Below mentioned are a few such activities.

SWARRNIM STARTUP & INNOVATION UNIVERSITY

Master of Business Administration EXPERIENCE BASED CURRICULUM OF MBATEACHING SCHEME

MBA SEMESTER I					
Subject Code	Subject Title	Teaching Scheme (Per Week)			
		Theory	Tutorial	Practical	Credits
MBA101MAE	Managerial Economics	4	0	0	4
MBA102PPM	Principles & Practices of Management	3	0	0	3
MBA103MAM	Marketing Management	4	0	0	4
MBA104ORB	Organization Behaviour	4	0	0	4
MBA105POM	Production and Operation	3	0	0	3

	Management				
MBA106AFM	Accounting for Managers	3	0	2	4
MBA107EAS	Entrepreneurship and Startups	3	0	0	3
	Total Credit	24	0	1	25

MBA SEMESTER II					
Subject Code	Subject Title	Teaching Scheme (Per Week)			
		Theory	Tutorial	Practical	Credits
MBA201BUS	Business Statistics	3	0	2	4
MBA202HRM	Human Resource Management	4	0	0	4
MBA203ITM	Information Technology for Managers	3	0	2	4
MBA204FIM	Financial Management	3	0	2	4
MBA205PSE	Professional Skills & Etiquettes	0	0	4	2
MBA206BRM	Business Research Methods	3	0	2	4
MBA207EXP	Experiential Project	0	0	6	3
	Total Credit	18	0	7	25

MBA SEMESTER III					
Subject Code	Subject Title	Teaching Scheme (Per Week)			
		Theory	Tutorial	Practical	Credits
MBA301SIP	Summer Internship Project	0	0	12	6

MBA302DSM	Digital & Social MediaMarketing	4	0	0	4
MBA303SMC	Strategic Management & Corporate Social Responsibility	4	0	0	4
MBA304SAP F/MBA304 COM/ MBA304SEM	Security Analysis & Portfolio Management/ Compensation Management/ Service Marketing	4	0	0	4
MBA305BAI MBA305SHR/ MBA305IMC	Banking & Insurance/ Strategic Human Resource Management/ Integrated Marketing Communication	4	0	0	4
MBA306E TM	Emerging Technology forManagers	3	0	0	3
	Total Credit	19	0	6	25

MBA SEMESTER IV					
Subject Code	Subject Title	Teaching Scheme (Per Week)			
		Theo ry	Tutori al	Practic al	Credit s
MBA401PR M	Project Management	3	0	2	4
MBA402D ET	Design Thinking	3	0	0	3
MBA403B UL	Business Law	4	0	0	4
MBA404IFS/ MBA404HR A/ MBA404CO B	Indian Financial System/ HR Analytics/	4	0	0	4

	Consumer Behaviour				
MBA40 5FID MBA40 5INR/ MBA40 5INM	Financial Derivatives / Industrial Relation & Labour Laws / International Marketing	4	0	0	4
MBA406R EP	Research Project	0	0	12	6
	Total Credit	18	0	7	25

MBA Semester I

Course Title: Managerial Economics

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuos Assessment	Practical	Theory	Practical
MBA101MAE	4	60					
			20 %	30%	-	50%	-

Course Outcomes (COs)

1. To equip the students of management with techniques of managerial economics to enable them its relevance decision making.
2. Analyze the demand and supply conditions and assess the position of a company
3. To understand the production and cost function using curves and theories.
4. Design competition strategies, including costing, pricing, product differentiation, according to the natures of products and the structures of the markets.
5. To understand the Concept of National Income, Fiscal and Monetary Policies and Macro Environment in business decisions

Course Title: Principles & Practices of Management

Course Code	Credit	Contact Hours	Internal			External	
MBA102 PPM	3	4 5	Theory	Continuous Assessment	Practical	Theory	Practical
			20 %	30%	-	50 %	-

Course Outcomes (COs)

1. Understanding the concept and nature of Management and recognize various perspectives on Management.
2. To develop strategic planning and summarize the concept and complete the process of organizing.
3. To develop an understanding of staffing, Directing and Controlling
4. To develop an understanding of leadership and Styles
5. To develop strategic decision-making strategies in an organization.

MBA Semester I

Course Title: Marketing Management

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous	Practical	Theory	Practical

MBA103MA M	4	60		Assessm ent			
			20%	30%	-	50%	-

Course Outcomes (COs)

1. To familiarize with the basic concept and techniques of marketing management, marketing mix and influence of environment on the marketing decisions.
2. To understand various concepts of product and role and importance of various pricing methods on marketing decisions.
3. To create awareness about channel intermediaries and various elements of promotion mix.
4. To analyze the marketing research and various steps involved in marketing research process.
5. Highlighting the ethical issues and developments in marketing along with understanding the current trends in marketing environment.

MBA Semester I

Course Title: Organisation Behaviour

Course Code	Cre dit	Con t act Ho u rs	Inter nal			External	
			The o ry	Conti n u ous Assess m ent	Prac ti cal	The o ry	Prac ti cal
MBA104OR B	4	60	20 %	30%	-	50 %	-

Course Outcomes (COs)

1. Learners will be able to understand and apply the concept of individual, group and organization behavior at work.
2. To demonstrate the understanding of individual behavior in organizations due to diversity, attitudes, job satisfaction, emotions, personality, perception, motivation that influence the decision making and work.
3. To with concept of leadership and power.
4. Explain how organizational change and culture affect working relationships within organizations.

MBA Semester I

Course Title: Production and Operation management

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
MBA105P OM	3	45	20%	30%	-	50%	-

Course Outcomes (COs)

- 1 Apply the skills which are necessary to analyze and synthesize the inter relationships inherent Operation and production system.
2. To understand the evolution of MRPII and enterprise resource planning used in managing operations.
3. To develop the knowledge of Quality Circles and Quality Control in business operations.
4. To enhance the skills of inventory management and inventory control like ABC, VED, FNSD analyses and value analysis.

MBA Semester I

Course Title: Accounting for Managers

Course Code	Credit	Contact Hours	Internal			External	
MBA106AFM	4	60	Theory	Continuous Assessment	Practical	Theory	Practical
			20%	30%	-	50%	-

Course Outcomes (COs)

1. To communicate the major management accounting concepts related to planning, directing, controlling and decision making.
2. To make the students aware about using management accounting tools for pricing and budgetary control.
3. To understand the concept of responsibility accounting and the role of a manager in the process of responsibility accounting.
4. Analyze cost-volume-profit techniques to determine optimal managerial decisions.
5. Enable the students to determine standard prices of materials, labour and overheads as well as to analyze the difference between standard and actual prices through variance analysis.

MBA Semester I

Entrepreneurship and Start-up

Course Code	Credit	Contact Hours	Internal			External	
MBA107EAS	3	45	Theory	Continuous Assessment	Practical	Theory	Practical

			20%	30%	-	50%	-
--	--	--	-----	-----	---	-----	---

Course Outcomes (COs)

1. To know various theories of entrepreneurship and trends.
2. To identify various issues and challenges in starting a new venture.
3. To understand innovation and its implications
4. To create entrepreneurial mindset and to know how to start a startup with practical.

MBA Semester II

Course Title: Business Statistics

Course Code	Credit	Contact Hours	Internal			External	
MBA201BUS	4	60	Theory	Continuous Assessment	Practical	Theory	Practical
			20%	30%	-	50%	-

Course Outcomes (COs)

1. To understand the basic Statistics Concepts.
2. To identify structure and Business Problems in a mathematical form.
3. Apply the Statistical concepts to other business courses.
4. Validate Statistical statements relating to economics, business and finance.
5. Discuss data analysis by using measures of central tendency and demonstrate dispersion in data.

MBA Semester II

Course Title: Human Resource Management

Course Code	Credit	Contact hours	Internal	External
-------------	--------	---------------	----------	----------

MBA202HR M	4	60	The o ry	Contin u ous Assess m ent	Prac ti cal	The o ry	Prac ti cal
			20 %	30%	-	50 %	-

Course Outcomes (COs)

1. To understand basic of Human Resource Management
2. To understand importance of Human Resource Planning & Recruitment and Selection
3. To understand induction and Training and Development
4. To have glance to Performance Appraisal, Job analysis and Job
5. To understand basic of Compensation, Grievance and Employee Welfare Management

MBA Semester II

Course Title: Information Technology for Mangers

Cours eCode	Cre dit	Con t act Ho u rs	Inter nal			External	
			The o ry	Contin u ous Assess m ent	Prac ti cal	The o ry	Prac ti cal
MBA203IT M	4	60	20 %	30%	-	50 %	-

Course Outcomes (COs)

1. Learner should be able to perform editing, formatting functions on text, pictures and table, and producing a mail merge
2. Learners should be able to demonstrate the use and utility of functions, formulas, organizing and displaying large amounts and complex data.
3. Learners should understand basic use of Enterprise software, and its role in integrating business functions
4. Learners will understand the scope of e-business platforms and related technology for offering better service to customers.

MBA Semester II

Course Title: Financial Management

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
MBA204FIM	4	60	20%	30%	-	50%	-

Course Outcomes (COs)

1. The understanding of how the Indian financial system works.
2. The students have foundation of financial principles like concepts of time value of money & present value
3. Enhancing the financial analytical skills which helps in taking investment decisions
4. The knowledge of managing working capital finance
5. Increase capability to use financial concepts leverage and capital structure in business organisation.

MBA Semester II

Course Title: Professional Skills and Etiquettes

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
MBA205P SE	2	30	20 %	30%	-	50 %	-

Course Outcomes (COs)

1. Demonstrate an understanding of professionalism in terms of workplace behaviors and Business meetings.
2. Adopt attitudes and behaviors consistent with standard workplace expectations.
3. Presenting oneself with finesse and making others comfortable in a business setting & developing basic etiquettes in order to succeed in corporate culture and multi culture challenges.

MBA Semester II

Course Title: Business Research Methods

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
MBA206BR M	4	60	20 %	30%	-	50 %	-

Course Outcomes (COs)

1. Understanding the basic nature and purpose of Research and its advantages to business
2. Ability to know & classify between various Primary and Secondary sources of data
3. Knowledge of Sampling Techniques used to draw sample in research
4. Ability to design questionnaire – a structured way to collect primary data which is helpful in business research
5. Learn how to write a Research Report, research paper/ research article

MBA Semester II

Course Title: Experiential Project

Course Code	Credit	Contact Hours	Internal			External	
MBA207E XP	3	4 5	Theory	Continuous Assessment	Practical	Theory	Practical
			0	0	50%	0	50%

Course Outcomes (COs)

1. Project work is the best way to practice what you have learnt.
2. The purpose of including an Experiential project report in the program is to provide you an opportunity to summarize your learning in a systematic manner.
3. It will enable you to apply your conceptual knowledge in a practical situation and to learn the art of presenting your experience/findings in a coherent report.
4. As managers, you are constantly seeking information to base your decision.
5. The objective is to equip the students with the knowledge of actual functioning of an organization and problems faced by them for exploring feasible solutions.

Course Outline

During the months of January after completing 1st Semester Examinations, Group of 3-4 students will have to undergo a 3-4 Weeks internship in plant training on real life problems in Business organization, Corporate House, NGO, Social Welfare, Contemporary Issue, Banking & Insurance sector, IT Sector and other Manufacturing and industrial organizations.

This internship requires that the Group would be assigned a project work and guide(s) by the organization and University/School under whom the candidate would complete the assigned study. On the satisfactory completion of the work the organization would issue a completion certificate to the candidate concerned.

On completion of internship, The Group of students will have to submit a report on his work to the department (2 copies) and also a copy of the same to the organization concerned. The student will also have to defend his report at a viva voice examination arranged by the department. Detail guidelines will be issued via SIP Hand Book.

How to go about Experiential Project Work:

Considering the importance of Experiential Project Work for an MBA Program, The Directorate has drawn the following guidelines:

- The Experiential Project should be a Group Field Survey/ Group Comprehensive Case Study in plant training on real life problems in Business organization, Corporate House, NGO, Social Welfare, Contemporary Issues of Social Organization, Banking & Insurance sector, IT Sector.
- This internship requires that the group of 3-4 students would be assigned a project work and guide(s) by the organization and University/School under whom the Group would complete the assigned study.
- On the satisfactory completion of the work the organization would issue a completion certificate to the candidate concerned.
- The Student Declaration should be submit by the student.

Project work Format and guidelines

- **Title or Cover Page**
The title page should contain Project Title; Student's Name; Programme; Year and Semester and Name of the Faculty Guide.
- **Acknowledgements**
Acknowledgment to any advisory or financial assistance received in the course of work may be given
- **Abstract**
A good "Abstract" should be straight to the point; not too descriptive but fully informative. First paragraph should state what was accomplished with regard to the objectives. The abstract does not have to be an entire summary of the project, but rather a concise summary of the scope and results of the project. It should not exceed more than 1000 words.
- **Table of Contents**
Titles and subtitles are to correspond exactly with those in the text.
- **Introduction**
Here a brief introduction to the problem that is central to the project and an outline of the structure of the rest of the report should be provided. The introduction should aim to catch the imagination of the reader, so excessive details should be avoided.

- **Identification of Problem**

Identification of research problem refers to the sense of awareness of a prevalent social problem, a social phenomenon or a concept that is worth study – as it requires to be investigated to understand it

- **Review of Literature**

Literature reviews help researchers identify gaps in the existing body of knowledge. By reviewing the literature, you can determine what has been studied and what areas remain underexplored or in need of further investigation

- **Objective of the study**

The objectives of a study are specific goals or purposes that researchers aim to achieve through their research. These objectives help guide the research process and provide a clear sense of direction. The exact objectives of a study can vary depending on the research topic, methodology, and goals

- **Research Design and Methodology**

This section should aim at experimental designs, materials used (wherever applicable). Methodology should be mentioned in details including modifications undertaken, if any. It includes organization site(s), sample, instruments used with its validation, procedures followed and precautions.

- **Data Analysis and Conclusion**

Data analysis and drawing conclusions are crucial steps in the research and decision-making process. Data analysis is the process of analyzing data to discover useful information that is consistent with the objective of the research. Data analysis includes the inspection, modification, modeling, and transforming of data as per the need of the research topic. The conclusion is the final inference drawn from the data analysis, review of literature, and findings.

- **Results and Discussion**

The results chapter or section simply and objectively reports what you found, without speculating on why you found these results. The discussion interprets the meaning of the results, puts them in context, and explains why they matter. In qualitative research, results and discussion are sometimes combined.

While presenting the results, write at length about the various statistical tools used in the data interpretation. The result interpretation should be simple but full of data and statistical analysis.

Results and its discussion should be supporting/contradicting with the previous research work in the given area. Usually one should not use more than two researches in either case of supporting or contradicting the present case of research.

- **Recommendations and Suggestions**

The best way to figure out what to include in your research recommendations is to understand the limitations of your study. It could be based on factors that you have overlooked or could not consider in your present study. Accordingly, the researcher can recommend that other researchers approach the problem from a different perspective, dimension, or methodology.

- **References**

References should include papers, books etc. referred to in the body of the report. These should be written in the alphabetical order of the author's surname. The titles of journals preferably should not be abbreviated; if they are, abbreviations must comply with an internationally recognized system.

Before you start writing references, gather all the necessary information about the sources you've cited. This includes the author(s), publication date, title, source (e.g., journal, book, website), and page numbers (if applicable).

Example

For Research Article

Voravuthikunchai SP, Lortheeranuwat A, Ninrprom T, Popaya W, Pongpaichit S, Supawita T. (2002)

Antibacterial activity of Thai medicinal plants against enterohaemorrhagic Escherichiacoli O157: H7. Clin Microbiol Infect, 8(suppl 1): 116–117.

For book

Kowalski,M.(1976) Transduction of effectiveness in Rhizobium meliloti. SYMBIOTIC NITROGEN FIXATION PLANTS (editor P.S. Nutman IBP), 7: 63-67

- **Bibliography**

Every project work should contain a list of books consulted for the topic studies. Research Reports, list of published research articles/ papers and popular books in the field of study may be documented in the standard pattern. Whenever information/ data drawn from internet sources, give the websites referred.

- **Annexures**

Annexures in a research project typically include additional supplementary material that supports or enhances the main body of your research work. The specific content of annexures can vary depending on the nature of your research. Some common element can include in annexure for Ex: Questionnaires & Surveys, Maps and Diagrams, Interview Transcripts etc.

MBA Semester III

Course Title: Summer Internship

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
MBA301S IP	6	90					
			0	0	50%	0	50%

Course Outcomes (COs)

1. Internship work is the best way to practice what you have learnt.
2. The purpose of including an internship project report in the Program is to provide you an opportunity to summarize your learning in a systematic manner.
3. It will enable you to apply your conceptual knowledge in a practical situation and to learn the art of presenting your experience/findings in a coherent report.
4. As managers, you are constantly seeking information to base your decision.
5. The objective is to equip the students with the knowledge of actual functioning of an organization and problems faced by them for exploring feasible solutions.

Course Outline

During the months of June and July after completing 2nd Semester Examinations, students will have to undergo a 6-8 Weeks internship/ in plant training on real life problems in Business organization, Corporate house, banking & Insurance sector, IT Sector and other manufacturing and industrial organizations.

This internship requires that the candidate would be assigned a project work and guide(s) by the organization and University/School under whom the candidate would complete the assigned study. On the satisfactory completion of the work the organization would issue a completion certificate to the candidate concerned.

When necessary, the organization guide and the faculty adviser may arrange meeting to discuss necessary details to supervise the study the candidate. On completion of internship, a student will have to submit a report on his work to the department (3 copies) and also a copy of the same to the organization concerned. The student will also have to defend his report at a viva voice examination arranged by the department. Detail guidelines will be issued via SIP Hand Book.

MBA Semester IV

Course Title: Research Project

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
MBA406RE P	3	45	0	0	50%	0	50%

Course Outcomes (COs)

1. Project work is the best way to practice what you have learnt theoretical concepts in Research methodology

- The purpose of including Research Project in the Program is to provide students an opportunity to summarize your qualitative and quantitative research based learning in a systematic manner.
- It will enable students to apply their conceptual knowledge in a practical situation and to learn preparing a Research project using techniques of data analysis and various research methods presenting your experience/findings in a coherent report.
- Continuously seeking guidance from the allotted University Guide/Mentor on the topic of research project to prepare research report

Course Outline:

Students will work on the Research Project from the commencement of the semester IV. Students with the help of Guide/Mentor will undergo on both primary and secondary data study using some statistical tools and research techniques in the area as finalized by the Guide/Mentor. On the satisfactory completion of the work the School/Department/Institute will issue a completion certificate to the candidate concerned. It is an individual research project.

The student will have to submit the Research Project Report as per the guidelines of the Research Project Handbook. The Internal marks will be based on the stage wise submission guidelines in Hand Book.

Bachelor of Business Administration (Honors) Program

TEACHING SCHEME

BBA Semester – I						
Category of Course	Subject Code	Subject title	Teaching Scheme (Per week)			
			Theory	Tutorial	Practical	Credits
Major/ Core	BBA230101	Principles of Management	4	0	0	4
Major/ Core	BBA230102	Financial Accounting	1	0	6	4
Minor	BBA230103	Marketing Management	4	0	0	4
MDC	BBA230104	Office Automation	2	0	4	4
AEC	AEC230101	Communication Skills	2	0	0	2
SEC	SEC230101	Foundation of Entrepreneurship	2	0	0	2

IKS	IKS230101	Indian Economy & Business Model	2	0	0	2
Total Credits Earned						22

Note:

- Certificate course of minimum 1 credit will be completed by students using different governmental online study platforms like Swayam/ MOOC to get eligibility for next semester.
- The structure & syllabus are subject to revision as per guidelines issue by UGC and Education Department, Government of Gujarat from time to time.

BBA Semester – II						
Category of Course	Subject Code	Subject title	Teaching Scheme (Per week)			
			Theory	Tutorial	Practical	Credits
Major/ Core	BBA230201	Organisational Behaviour	4	0	0	4
Major/ Core	BBA230202	Fundamentals of Economics	4	0	0	4
Minor	BBA230203	Financial Management	2	0	4	4
MDC	BBA230204	Foundation in Statistical Methods	1	0	6	4
AEC	AEC230202	Logical & Critical Thinking	2	0	2	2
SEC	SEC230202	Identifying Entrepreneurial Opportunities	2	0	0	2
VAC	VAC230201	Environmental Studies	2	0	0	2
Total Credits Earned						22

Note:

- i) Certificate course of minimum 1 credit will be completed by students using different governmental online study platforms like Swayam/ MOOC to get eligibility for next semester.
- ii) The structure & syllabus are subject to revision as per guidelines issue by UGC and Education Department, Government of Gujarat from time to time.

BBA Semester – III						
Category of Course	Subject Code	Subject title	Teaching Scheme (Per week)			
			Theory	Tutorial	Practical	Credits
Major/ Core	BBA230301	Business Environment	4	0	0	4
Major/ Core	BBA230302	Information System	1	0	6	4
Major/ Core	BBA230303	Corporate Social Responsibility	4	0	0	4
MDC	BBA230304	Introduction to Psychology	4	0	0	4
AEC	AEC230303	Modern Indian Language*	2	0	0	2
SEC	SEC230303	Marketing Strategies For Start Ups	2	0	0	2
IKS	IKS230302	Understanding India	2	0	0	2
Total Credits Earned						22

* Modern Indian Language should be based on formative assessment (presentation/class participation/assignment/seminar/workshop). It is a 2-credit course. Hindi and Gujarati language are to be considered as Modern Indian Language

Note:

- i) Certificate course of minimum 1 credit will be completed by students using different governmental online study platforms like Swayam/ MOOC to get eligibility for next semester.
- ii) The structure & syllabus are subject to revision as per guidelines issue by UGC and Education Department, Government of Gujarat from time to time.

BBA Semester – IV						
Category of Course	Subject Code	Subject title	Teaching Scheme (Per week)			
			Theor y	Tutoria l	Practica l	Credits
Major/ Core	BBA230401	Production & Operation Management	4	0	0	4
Major/ Core	BBA230402	Business Law	4	0	0	4
Major/ Core	BBA230403	Project Management	4	0	0	4
Minor	BBA230404	Human Resource Management	4	0	0	4
AEC	AEC230404	Soft Skills	2	0	0	2
SEC	SEC230404	Finance and Funding for Start Up	2	0	0	2
VAC	VAC230402	Emerging Technologies	0	0	4	2
Total Credits Earned						22

Note:

- i) Certificate course of minimum 1 credit will be completed by students using different governmental online study platforms like Swayam/ MOOC to get eligibility for next semester.
- ii) The structure & syllabus are subject to revision as per guidelines issue by UGC and Education Department, Government of Gujarat from time to time

BBA Semester – V						
Category of Course	Subject Code	Subject title	Teaching Scheme (Per week)			
			Theor y	Tutori al	Practic al	Credi ts
Major/ Core	BBA230501	Business Research Methods	4	0	0	4
Minor	BBA230502	Strategic Management	4	0	0	4
Major		One Major with two papers	8	0	0	8
Minor		One Minor with one paper	4	0	0	4
	BBA230503A	Advanced Financial Management				
	BBA230503 B	Security Analysis & Portfolio Management				
	BBA230504A	Services Marketing				
	BBA230504 B	Consumer Behaviour				
	BBA230505A	Industrial & Labour Laws				
	BBA230505 B	Organization Structure & Dynamics				
SEC	SEC230505	Start Up Pitch PPT and Start Up Projects Reports	2	0	0	2
Total Credits Earned						22

Note:

- i) Certificate course of minimum 1 credit will be completed by students using different governmental online study platforms like Swayam/ MOOC to get eligibility for next semester.
- ii) The structure & syllabus are subject to revision as per guidelines issue by UGC and Education Department, Government of Gujarat from time to time

BBA Semester – VI						
Category of	Subject Code	Subject title	Teaching Scheme (Per week)			
Course			Theory	Tutorial	Practical	Credits
Major/ Core	BBA230601	Tax Planning & Practices	4	0	0	4
SEC/Internship	BBA230602	Internship	0	0	8	4
Major		One Major with two papers	8	0	0	8
Minor		One Minor with one paper	4	0	0	4
	BBA230603A	International Financial Management				
	BBA230603B	Cost & Management Account				
	BBA230604A	Advertising & Brand Management				
	BBA230604B	International Marketing				
	BBA230605A	Performance & Compensation Management				
	BBA230605B	Strategic Human Resource Management				
AEC	AEC230605	Workplace Communication	2	0	0	2
Total Credits Earned						22

Note:

- i) IE Certificate course of minimum credit 1 will be completed by students to get eligibility for next semester.
- ii) The structure & syllabus are subject to revision as per guidelines issued by UGC and Education Department, Government of Gujarat from time to time

7

BBA Semester – VII (With Research)						
Category of Course	Subject Code	Subject title	Teaching Scheme (Per week)			
			Theor y	Tutori al	Practic al	Credi ts
RP	HRBBA230701	Research Project	0	0	12	6
Major/ Core	HRBBA230702	Advanced Research - I	0	0	8	4
Major		One Major with two papers	8	0	0	8
Minor		One Minor with one paper	4	0	0	4
	HRBBA230703 A	Financial Modelling using Excel				
	HRBBA230703 B	Investment Banking				
	HRBBA230704 A	Sales & Distribution Management				
	HRBBA230704 B	Retail Marketing				
	HRBBA230705A	Training & Development				
	HRBBA230705B	Management of Industrial Relations				
Total Credits Earned						22

Note:

- i) IE Certificate course will be completed by students to get eligibility for next semester.
- ii) The structure & syllabus are subject to revision as per guidelines issue by UGC and Education Department, Government of Gujarat from time to time

BBA Semester – VIII (With Research)						
Category of Course	Subject Code	Subject title	Teaching Scheme (Per week)			
			Theor y	Tutori al	Practic al	Credi ts
RP	HRBBA230801	Research Project	0	0	12	6
Major/ Core	HRBBA230802	Advanced Research - II	0	0	8	4
Major		One Major with two papers	8	0	0	8
Minor		One Minor with one paper	4	0	0	4
	HRBBA230803 A	Indian Financial System				
	HRBBA230803 B	Risk Management				
	HRBBA230804 A	Integrated Marketing Communication				
	HRBBA230804 B	Marketing Analytics				
	HRBBA230805 A	Emotional Intelligence				
	HRBBA230805 B	HRD Instruments & Mechanism				
Total Credits Earned						22

Note:

- i) IE Certificate course will be completed by students to get eligibility for Honours degree.
- ii) The structure & syllabus are subject to revision as per guidelines issue by UGC and Education Department, Government of Gujarat from time to time

BBA Semester – VII (Without Research)						
Category of Course	Subject Code	Subject title	Teaching Scheme (Per week)			
			Theor y	Tutori al	Practic al	Credi ts
OJT	HBBA230701	On the Job Training	0	0	12	6
Major/ Core	HBBA230702	Supply Chain Management	4	0	0	4
Major		One Major with two papers	8	0	0	8
Minor		One Minor with one paper	4	0	0	4
	HRBBA230703A	Financial Modelling using Excel				
	HRBBA230703B	Investment Banking				
	HRBBA230704A	Sales & Distribution Management				
	HRBBA230704B	Retail Marketing				
	HRBBA230705A	Training & Development				
	HRBBA230705B	Management of Industrial Relations				
Total Credits Earned						22

Note:

- i) IE Certificate course will be completed by students to get eligibility for next semester.
- ii) The structure & syllabus are subject to revision as per guidelines issue by UGC and Education Department, Government of Gujarat from time to time

BBA Semester – VIII (Without Research)						
Category of Course	Subject Code	Subject title	Teaching Scheme (Per week)			
			Theor y	Tutori al	Practic al	Credi ts
OJT	HBBA230801	On the Job Training	0	0	12	6
Major/ Core	HBBA230802	E – Business Management	4	0	0	4
Major		One Major with two papers	8	0	0	8
Minor		One Minor with one paper	4	0	0	4
	HRBBA230803A	Indian Financial System				
	HRBBA230803B	Risk Management				
	HRBBA230804A	Integrated Marketing Communication				
	HRBBA230804B	Marketing Analytics				
	HRBBA230805A	Emotional Intelligence				
	HRBBA230805B	HRD Instruments & Mechanism				
Total Credits Earned						22

Note:

- i) IE Certificate course will be completed by students to get eligibility for Honours degree.
- ii) The structure & syllabus are subject to revision as per guidelines issue by UGC and Education Department, Government of Gujarat from time to time

Bachelor of Commerce (Honours) Program

TEACHING SCHEME

BCOM Semester – I						
Category of Course	Subject Code	Subject title	Teaching Scheme (Per week)			
			Theory	Tutorial	Practical	Credits
Major/ Core	BCOM230101	Elements of Commerce	4	0	0	4
Major/ Core	BCOM230102	Financial Accounting	1	0	6	4
Minor	BCOM230103	Micro Economics	4	0	0	4
MDC	BCOM230104	Office Automation	2	0	4	4
AEC	AEC230101	Communication Skills	2	0	0	2
SEC	SEC230101	Foundation of Entrepreneurship	2	0	0	2
IKS	IKS230101	Indian Economy & Business Model	2	0	0	2
Total Credits Earned						22

Note:

- i) Certificate course of minimum 1 credit will be completed by students using different governmental online study platforms like Swayam/ MOOC to get eligibility for next semester.
- ii) The structure & syllabus are subject to revision as per guidelines issue by UGC and Education Department, Government of Gujarat from time to time.

BCOM Semester – II						
Category of Course	Subject Code	Subject title	Teaching Scheme (Per week)			
			Theory	Tutorial	Practical	Credits
Major/ Core	BCOM230201	Management Principles and Practices	4	0	0	4
Major/ Core	BCOM230202	Macro Economics	4	0	0	4
Minor	BCOM230203	Financial Management	2	0	4	4
MDC	BCOM230204	Foundation in Statistical Methods	1	0	6	4
AEC	AEC230202	Logical & Critical Thinking	2	0	2	2
SEC	SEC230202	Identifying Entrepreneurial Opportunities	2	0	0	2
VAC	VAC230201	Environmental Studies	2	0	0	2
Total Credits Earned						22

Note:

- Certificate course of minimum 1 credit will be completed by students using different governmental online study platforms like Swayam/ MOOC to get eligibility for next semester.
- The structure & syllabus are subject to revision as per guidelines issue by UGC and EducationDepartment, Government of Gujarat from time to time.

BCOM Semester – III						
Category of Course	Subject Code	Subject title	Teaching Scheme (Per week)			
			Theory	Tutorial	Practical	Credits
Major/ Core	BBA230301	Business Environment	4	0	0	4
Major/ Core	BBA230302	Information System	1	0	6	4
Major/ Core	BBA230303	Corporate Social Responsibility	4	0	0	4
MDC	BBA230304	Introduction to Psychology	4	0	0	4

AEC	AEC230303	Modern Indian Language *	2	0	0	2
SEC	SEC230303	Marketing Strategies For Start Ups	2	0	0	2
IKS	IKS230302	Understanding India	2	0	0	2
Total Credits Earned						22

* Modern Indian Language should be based on formative assessment (presentation/class participation/assignment/seminar/workshop). It is a 2-credit course. Hindi and Gujarati language are to be considered as Modern Indian Language

Note:

Certificate course of minimum 1 credit will be completed by students using different governmental online study platforms like Swayam/ MOOC to get eligibility for next semester. The structure & syllabus are subject to revision as per guidelines issued by UGC and Education Department, Government of Gujarat from time to time.

BCOM Semester – IV						
Category of Course	Subject Code	Subject title	Teaching Scheme (Per week)			
			Theory	Tutorial	Practical	Credits
Major/ Core	BBA230401	Production & Operation Management	4	0	0	4
Major/ Core	BBA230402	Business Law	4	0	0	4
Major/ Core	BBA230403	Project Management	4	0	0	4
Minor	BBA230404	Human Resource Management	4	0	0	4
AEC	AEC230404	Soft Skills	2	0	0	2
SEC	SEC230404	Finance and Funding for Start Up	2	0	0	2
VAC	VAC230402	Emerging Technologies	0	0	4	2
Total Credits Earned						22

Note:

- Certificate course of minimum 1 credit will be completed by students using different governmental online study platforms like Swayam/ MOOC to get eligibility for next semester.
- The structure & syllabus are subject to revision as per guidelines issue by UGC and EducationDepartment, Government of Gujarat from time to time

BCOM Semester – V						
Category of Course	Subject Code	Subject title	Teaching Scheme (Per week)			
			Theor y	Tutoria l	Practica l	Credit s
Major/ Core	BBA230501	Business Research Methods	4	0	0	4
Minor	BBA230502	Strategic Management	4	0	0	4
Major		One Major with two papers	8	0	0	8
Minor		One Minor with one paper	4	0	0	4
	BBA230503A	Advanced Financial Management				
	BBA230503B	Security Analysis & Portfolio Management				
	BBA230504A	Services Marketing				
	BBA230504B	Consumer Behaviour				
	BBA230505A	Industrial & Labour Laws				
	BBA230505B	Organization Structure & Dynamics				
SEC	SEC230505	Start Up Pitch PPT and Start Up Projects Reports	2	0	0	2
Total Credits Earned						22

Note:

- Certificate course of minimum 1 credit will be completed by students using different governmental online study platforms like Swayam/ MOOC to get eligibility for next semester.
- The structure & syllabus are subject to revision as per guidelines issue by UGC and EducationDepartment, Government of Gujarat from time to time

BCOM Semester – VI						
Category of Course	Subject Code	Subject title	Teaching Scheme (Per week)			
			Theory	Tutorial	Practical	Credits
Major/ Core	BBA230601	Tax Planning & Practices	4	0	0	4
SEC/Internship	BBA230602	Internship	0	0	8	4
Major		One Major with two papers	8	0	0	8
Minor		One Minor with one paper	4	0	0	4
	BBA230603 A	International Financial Management				
	BBA230603 B	Cost & Management Account				
	BBA230604 A	Advertising & Brand Management				
	BBA230604 B	International Marketing				
	BBA230605 A	Performance & Compensation Management				
	BBA230605 B	Strategic Human Resource Management				
AEC	AEC230605	Workplace Communication	2	0	0	2
Total Credits Earned						22

Note:

- IE Certificate course of minimum credit 1 will be completed by students to get eligibility for next semester.
- The structure & syllabus are subject to revision as per guidelines issue by UGC and Education Department, Government of Gujarat from time to time

BCOM Semester – VII (With Research)						
	Subject Code	Subject title	Teaching Scheme (Per week)			
Category of Course			Theor y	Tutori al	Practica l	Credit s
RP	HRBBA230701	Research Project	0	0	12	6
Major/ Core	HRBBA230702	Advanced Research - I	0	0	8	4
Major		One Major with two papers	8	0	0	8
Minor		One Minor with one paper	4	0	0	4
	HRBBA230703A	Financial Modelling using Excel				
	HRBBA230703B	Investment Banking				
	HRBBA230704A	Sales & Distribution Management				
	HRBBA230704B	Retail Marketing				
	HRBBA230705A	Training & Development				
	HRBBA230705B	Management of Industrial Relations				
Total Credits Earned						22

Note:

- IE Certificate course will be completed by students to get eligibility for next semester.
- The structure & syllabus are subject to revision as per guidelines issue by UGC and Education Department, Government of Gujarat from time to time

BCOM Semester – VIII (With Research)						
Category of Course	Subject Code	Subject title	Teaching Scheme (Per week)			
			Theor y	Tutorial	Practica l	Credit s
RP	HRBBA230801	Research Project	0	0	12	6
Major/ Core	HRBBA230802	Advanced Research - II	0	0	8	4

Major		One Major with two papers	8	0	0	8
Minor		One Minor with one paper	4	0	0	4
	HRBBA230803A	Indian Financial System				
	HRBBA230803B	Risk Management				
	HRBBA230804A	Integrated Marketing Communication				
	HRBBA230804B	Marketing Analytics				
	HRBBA230805A	Emotional Intelligence				
	HRBBA230805B	HRD Instruments & Mechanism				
Total Credits Earned						22

Note:

- IE Certificate course will be completed by students to get eligibility for Honours degree.
- The structure & syllabus are subject to revision as per guidelines issue by UGC and Education Department, Government of Gujarat from time to time

BBA Semester – VII (Without Research)						
Category of Course	Subject Code	Subject title	Teaching Scheme (Per week)			
			Theory	Tutorial	Practical	Credits
OJT	HBBA230701	On the Job Training	0	0	12	6
Major/ Core	HBBA230702	Supply Chain Management	4	0	0	4
Major		One Major with two papers	8	0	0	8
Minor		One Minor with one paper	4	0	0	4

	HRBBA230703A	Financial Modelling using Excel				
	HRBBA230703B	Investment Banking				
	HRBBA230704A	Sales & Distribution Management				
	HRBBA230704B	Retail Marketing				
	HRBBA230705A	Training & Development				
	HRBBA230705B	Management of Industrial Relations				
Total Credits Earned						22

Note:

- IE Certificate course will be completed by students to get eligibility for next semester.
- The structure & syllabus are subject to revision as per guidelines issue by UGC and Education Department, Government of Gujarat from time to time

BBA Semester – VIII (Without Research)						
Category of Course	Subject Code	Subject title	Teaching Scheme (Per week)			
			Theor y	Tutori a l	Practi cal	Cred it s
OJT	HBBA230801	On the Job Training	0	0	12	6
Major/ Core	HBBA230802	E – Business Management	4	0	0	4
Major		One Major with two papers	8	0	0	8
Minor		One Minor with one paper	4	0	0	4
	HRBBA230803 A	Indian Financial System				
	HRBBA230803 B	Risk Management				
	HRBBA230804 A	Integrated Marketing Communication				

	HRBBA230804B	Marketing Analytics				
	HRBBA230805A	Emotional Intelligence				
	HRBBA230805B	HRD Instruments & Mechanism				
Total Credits Earned						22

Note:

- IE Certificate course will be completed by students to get eligibility for Honours degree.
- The structure & syllabus are subject to revision as per guidelines issue by UGC and Education Department, Government of Gujarat from time to time

Class-based activities

Research Projects

A **research project** is a structured investigation aimed at discovering new insights or solving specific problems through methodical inquiry. It can take various forms, including **summer internship projects**, where students engage in hands-on research in a professional setting, gaining practical skills or **Experiential learning projects** which allows participants to apply theoretical knowledge to real-world situations, fostering deeper understanding. **Major and minor research projects** differ in scope, with the former being more comprehensive and the latter focused on specific aspects. Moving further, a **grand project** is a culmination of research efforts, often involving extensive investigation and contributing significantly to the field.

Motivated by its core philosophy of "concern and care for society," the university has implemented a range of Extension Activities aimed at fostering a close relationship with the local community and raising students' awareness of social issues. These initiatives have had a notable impact on the community. Our students as well as faculties have researched and made various research projects, few of whose titles and certificates are as mentioned below-

SWARNIM SCHOOL OF BUSINESS

Sr.No	Enrollment No	Name of Student	Class	Project Title
1	2116005002	DEVDA VIPUL PRAKASH SUNDAR	MBA 4	STRATEGIC PLAN FOR MARKETING AND BUSINESS DEVELOPMENT
2	2116005004	PAJAPATI POOJA NATHURAM	MBA 4	A COMPARATIVE STUDY OF E-WALLET USAGE IN PAYTM AND GOOGLE PAY WITH SPECIAL REFERENCE TO CUSTOMER SATISFACTION IN GANDHINAGAR
3	2116005008	BAROT SHIVAMKUMAR MANOJBHAI	MBA 4	AN ANALYSIS OF CONSUMER'S ONLINE AND OFFLINE SHOPPING BEHAVIOUR
4	2116005012	KHAMBHALIYA DARSHAN JAGDISHBHAI	MBA 4	A STUDY OF ONLINE SHOPPING BEHAVIOUR MARKETING STRATEGY AND SELLING TOOLS IN
5	2116006002	VIPIN SINGH	MBA 4	A STUDY OF FINANCIAL DERIVATIVES
6	2116007001	PUROHIT DIYA NARESHKUMAR	MBA 4	ORGANIZATIONAL CULTURE ON EMPLOYEE BEHAVIOUR
7	2116007002	TRIVEDI SIDDHARTH PRAVINCHANDRA	MBA 4	STUDY OF EMPLOYEE RELATIONS ITS IMPACT ON EMPLOYEE PRODUCTIVITY AT NAVIN LIFEGUARD AND MARKETING PVT.LTD.
8	2116007007	RAJPUT HIMADRI HARIVANSHSINGH	MBA 4	IMPACT OF JOB ENRICHMENT ON EMPLOYEE MOTIVATION OF GLAXO SMITHKLINE PHARMACEUTICAL COMPANY
9	2116007008	HINGU HEMALI DINESHKUMAR	MBA 4	A STUDY ON STRATEGIC PERFORMANCE MANAGEMENT IN BUSINESS UNIT
10	2116007013	PAJAPATI JAHNAVI KIRIT	MBA 4	A STUDY ON EMPLOYEE RETENTION
11	2116007014	DAVE HARSH JAYESHKUMAR	MBA 4	GLOBAL FINANCIAL CRISIS OF 2008 AND ITS IMPACT
12	2116007015	RAJYAGURU SATYAM BHADRESHBHAI	MBA 4	FINANCIAL PLANNING FOR SALARIED EMPLOYEE AND DTRATEGIES FOR TAX SAVINGS
13	2116007016	PATEL VISHVABEN JAYANTBHAI	MBA 4	FINANCIAL PERFORMANCE OF BANKS IN INDIA
14	2006007017	MAKAWANA SONU GAUTAMBHAI	MBA 4	EMPLOYEE TRAINING NEEDS IN BANKING SECTOR
15	2006007018	SADHU PRITESHKUMAR GIRISHBHAI	MBA 4	EMPLOYEE BRANDING STRATEGIES IN STRUGGLING COMPANIES
16	2006007019	SHRIMALI VISHAKHA PRAVINKUMAR	MBA 4	HUMAN RESOURCES RECRUITMENT AND SELECTION PROCESS
17	2116015001	RAVAL JAYDI ITENDRAKUMAR	MBA FS 4	A STUDY ON REAL ESTATE INDUSTRY
18	2116015002	PATEL SHIVANI NARENDRABHAI	MBA FS 4	A COMPARATIVE STUDY OF FINANCIAL PERFORMANCE OF PRIVATE SECTOR BANK AND PUBLIC SECTOR BANK
19	2116015003	JHA KHUSHBU SANJIVKUMAR	MBA FS 4	A STUDY OF NON BANKING FINANCIAL INDUSTRY
20	2116015004	DELVADIYA JENIL ASHVINBHAI	MBA FS 4	A COMPREHENSIVE PROJECT REPORT ON INVESTOR'S PREFERENCE ABOUT MUTUAL FUNDS
21	2116015005	BHABHERA HARDIK BABUBHAI	MBA FS 4	POTENTIAL OF INDIAN STOCK MARKET AMONG THE WORLD
22	2116015006	RATHOD VIKAS RAMNIKBHAI	MBA FS 4	ARTIFICIAL INTELLIGENCE IN FINANCIAL SERVICES
23	2114004005	PATEL NISIDH	BBA 4	FARM BASKET NUTRITION
24	2114004026	CHAUDHRY KUNDAN	BBA 4	INSTAGRAM AS AN IMPACTFUL MARKETING PLATFORM
25	2014002012	PRATHAM SINGH	BBA 6	A GROWTH AND FUTURE PROSPECTS OF PATANJALI PRODUCTS
26	2014002022	SHIVAM PATEL	BBA 6	SUGATE WEBDESIGN AND DIGITAL MARKETING
27	2014002013	PANDEY JAYDEEP	Bcom 4	PARMESHWAR POLYFAB
28	2114001011	HET PATEL	Bcom 4	BHUMAN INDUSTRY
29	2114001005	ANURAG JANGID	Bcom 4	

Dr. Anshu Khondhe

Dr. Varsha Patel
HOD UG

Received by
Yoj 27/09/23

SWARNIM SCHOOL OF
BUSINESS

Dr. Soumitra Chaudhary
Director of SMCB

SWARNIM START UP AND INNOVATION UNIVERSITY							
GRAND PROJECT LIST							
Sr.no	Name	Enrollment no.	Branch	Semester	Project name	Academic year	Hod Sign
1	KETAL MALWAT	1914002006	BBA	6	NBFC	2021-2022	
2	SHUSHANT GUPAT	1914002003	BBA	6	INVESTMENT MARKETING	2021-2022	
3	HEM MAHETA	1914002010	BBA	6	INTERNET ADVERTISEMENT	2021-2022	
4	YASH SHAH	1914002017	BBA	6	TRAINING AND DEVELOPMENT IN AIRTEL	2021-2022	
5	RUTVIK PATEL	1914002019	BBA	6	MARKETING STRATEGY	2021-2022	
6	SHREYAS TIWARI	1914002012	BBA	6	BRAND AWARENESS	2021-2022	
7	MANTHAN PATEL	1914002004	BBA	6	MARKET RESEACH ON PARASUIT	2021-2022	
8	UMANG POKAR	1914002002	BBA	6	MARKETING STRATEGY	2021-2022	

Yoj
Is. Heena
Librarian

Dr. Varsha Patel
HOD
School of Business

Dr. Soumitra Chaudhary
SWARNIM SCHOOL OF MANAGEMENT
COMMERCE AND LIBERAL ARTS

MBA - 2nd Year Grand Project

Sr. No	Enrollment No.	Name of Student	Project Title
1	2116007001	TRILOKAN ACHARYA HARESHBHAI	MARKETING STRATEGY FOR HIRE SHOE
2	2116007002	DEVIL WPLE PRANSH SUNDAR	MARKET STUDY OF MANGO JUICE BY HINDUSTAN COCA COLA BEVERAGES PVT. LTD.
3	2116005003	EUSHADHA HISHAB HEMANT	MARKETING STRATEGY OF INDOO AIRLINES
4	2116005004	PRANRATI POOLA PATHILURAM	A STUDY ON PRICING STRATEGIES AND ITS IMPACT ON CUSTOMER PURCHASE AT CHENNAI SALS
5	2116005005	TRIVATHI ERISWA SHIVPRKASH	A STUDY AND RESEARCH IN INTERNATIONAL MARKETING ON MICROMAX MOBILE
6	2116005006	BHATT ABHISHEK ROGESHCHANDRA	
7	2116005007	BRANDISH ABHAYKUMAR HITESHBHAI	
8	2116005008	SAROO SHIVANIKUMAR NAWOORHAI	
9	2116005009	SHELAGITA GANGSHIKUMAR HEMMAISHW	
10	2116005010	JANI YASH VISHULBHAI	A STUDY ON SOCIAL MEDIA FOR INNOVATIVE MARKETING STRATEGIES
11	2116005011	KHAMBHADIYA DARSUAY JAGDISHBHAI	
12	2116005012	GONDALA PARTH KRAUSHIKHAI	A STUDY OF FINANCIAL PERFORMANCE AND EVALUATION OF BANKS IN INDIA
13	2116005013	VEEN SINGH	
14	2116005014	PATEL KIVURKUMAR MAHESHBHAI	CAPITAL MARKET OF LUDHIANA STOCK EXCHANGE
15	2116005015	PATEL DHRUVEKUMAR DEPREBHAI	A STUDY OF MUTUAL FUNDS ANALYSIS
16	2116005016	PALVE SAKARBHAI AMRATBHAI	
17	2116005017	SAHANI DAVIS SCHARNIA	
18	2116005018	AMBI EETA NARAYANBHAI	
19	2116007001	PURCHOT DINKA NARE SHROUTMAN	
20	2116007002	TRIVEDI SEEDHANTH PRAVINCHANDRA	
21	2116007003	NIKAM PRANAVI PRAVIN	STUDY ON IMPACT OF TRAINING AND DEVELOPMENT ON EMPLOYEE PERFORMANCE
22	2116007004	BAVAL KAMPA ANKURBHAI	ROLE OF WOMEN IN TOP MANAGEMENT POSITIONS AND ITS IMPACT ON COMPANY LEADERSHIP
23	2116007005	CHANDAN PANKAJ GUJARABHAI	A STUDY ON EMPLOYEES TOWARDS THE IMPACT OF WORK FROM HOME ON WORK AND LIFE DOMAINS
24	2116007006	AGARWAL RUPAL NAWOORHAI	A STUDY ON MOTIVATION AND ITS RELATION WITH PRODUCTIVITY
25	2116007007	KARNAT HIRANSHI HARTOONSHIBHAI	
26	2116007008	ARMAT HEMANT DEVI SHILMAR	
27	2116007009	PANDYA MAHESH SUMEDHAI	A STUDY ON WORK LIFE BALANCE OF THE EMPLOYEES OF FINCHCHEM LTD. CHALLENGES AND SOLUTIONS
28	2116007010	ONBENKOLA NISHANTH D. ARUN	
29	2116007011	PRANAVI DINKA RISHI	
30	2116007012	DAVE HARSH DUT SHILMAR	
31	2116007013	RAJYAGRI SATYAM	
32	2116007014	CHANDR SHEKHAR	
33	2116007015	PATEL VISHVAKSHI ANANTBHAI	
34	2006007016	NARAYANA SONDI GURTEKARBHAI	
35	2006007017	SADHU PRIYI SHEETMANI GURTEKAR	
36	2006007018	SHREYAS VISHAKHA PRAVINCHANDRA	

24/07/23

SWARNIM SCHOOL OF BUSINESS

24/07/23



SMCLA/CERTIFICATE/2023/MBA/013

Date: 28/07/2023

CERTIFICATE

This is to certify that Mr./Ms. Khumbkarni Dushin . J
student of MBA Semester-4, enrollment number
2116006013 has submitted Grand
Project titled A Study of online Shopping
Behaviour marketing Strategy and
Selling tools in india
as part of the requirements to be fulfilled for the award of the
degree of Masters of Business Administration (MBA) from School
of Business. Further, this is to certify that he/she has fulfilled
prescribed course of action for duration and nature given in the
guidelines of Swarnim Startup & Innovation University.

Hardik M.
Project Guide

Mr. Hardik Nayee

Dr. Varsha Patel
HOD

Dr. Varsha Patel

Swarnim Startup & Innovation University

+91 - 95123 43333 | info@swarnim.edu.in | www.swarnim.edu.in

Pausabhi

SWARNIM SCHOOL OF MANAGEMENT
COMMERCE AND LIBERAL ARTS



SWARNIM
SCHOOL OF BUSINESS

SMCLA/CERTIFICATE/2023/MBA/013

Date: 27/07/2023

CERTIFICATE

This is to certify that Mr./Ms. Vipul Prakash Darda
student of MBA Semester-4, enrollment number
2116005002 has submitted Grand
Project titled "Strategic plan for
Marketing And Business Development"

as part of the requirements to be fulfilled for the award of the
degree of Masters of Business Administration (MBA) from School
of Business. Further, this is to certify that he/she has fulfilled
prescribed course of action for duration and nature given in the
guidelines of Swarnim Startup & Innovation University.

H. V. Nayce
Project Guide

Mr. Hardik Nayce

Varsha Patel
HOD

Dr. Varsha Patel

Swarnim Startup & Innovation University

+91 - 93123 43333 | info@swarnim.edu.in | www.swarnim.edu.in

A1 East Bhawan, Bafliad, Nr. COMET BSSS, Opp. DEDO Adalat, Kalesi Highway, Gandhinagar, Gujarat - 382010

Pausabhi

SWARNIM SCHOOL OF MANAGEMENT
COMMERCE AND LIBERAL ARTS



SMCLA/CERTIFICATE/2023/BBA/026

Date: 31/07/2023

CERTIFICATE

This is to certify that Mr./Ms. pandya Jyudeep
student of BBA Semester-6, enrollment number
2014002013 has submitted Grand
Project titled sugate web design & digital
marketing

as part of the requirements to be fulfilled for the award of the degree of Bachelor of Business Administration (BBA) from School of Business. Further, this is to certify that he/she has fulfilled prescribed course of action for duration and nature given in the guidelines of Swarmim Startup & Innovation University.

21/06/2020

Project Guide

Mr. Diwakar Pareek

Quesy

HOD

Dr. Varsha Patel

Swarnim Startup & Innovation University

+91 - 95123 43333 | info@swarnnim.edu.in | www.swarnnim.edu.in

44 Post Blomquist, Richard K., ONOCHESE, Osm. 19500 Adalal Valad Highway, Candinassay, Culiacan - 26

Paurabhi

SWARNIM SCHOOL OF MANAGEMENT
COMMERCE AND LIBERAL ARTS



SMCLA/CERTIFICATE/2023/BBA/009

Date: 08/06/2023

CERTIFICATE

This is to certify that Mr./Ms. SAURAV. M. ROY
student of BBA Semester-6, enrollment number
2014002042 has submitted Grand
Project titled "A STUDY ON MUTUAL FUND IN
INDIAN INVESTMENT MARKET"

as part of the requirements to be fulfilled for the award of the
degree of Bachelor in Business Administration (BBA) from School
of Business. Further, this is to certify that he/she has fulfilled
prescribed course of action for duration and nature given in the
guidelines of Swarnim Startup & Innovation University.



Project Guide

Ms. Komal Patel



HOD

Dr. Varsha Patel

Management Games

- Business Baagizar Club

Organized an event on the theme **4P's Fun Activity based on Leadership**. The event focused on testing the participants' knowledge of 4P's of Management which are Price, Place, Product and Promotion. Any one member has to choose a cheat from all 4P's and they have to decide an organization related to cheats they choose. This showed how an organization will work on random

chosen 4P's and how they will come up with ideas and show they're marketing quality. Leadership quality was shown in this activity of how a leader is going to tackle a situation given to them.



- Management Games

Organized an event to make the student familiar with their peers and faculties when they enter in the new environment from school to Universities. It not only helps them to break the ice but also to open up and take the initiative to learn something new and build connections.



- Funathon: Sports event

Organized Sports event- Funathon in which students of School of Business, School of Technology and School of Design Participated in great numbers in the various sports, Like Badminton, Chess, carrom, Kabaddi, Kho-kho, Volleyball, Football, etc. Approximately 600+ Students from various schools of Swarnnim Startup and Innovation University registered and Participated in various sports events enthusiastically.



Quizzes

A quiz is a game or competition in which someone tests your knowledge by asking you questions. We, as part of their learning enhancement and building teamspirit, provide our students with various quiz and related competitions.

- ERP Reports

Enterprise resource planning (ERP) refers to a type of software that organizations uses to manage day-to-day activities such as students attendance, assessment, assignments like quiz, presentations etc., study materials and much more.

Home - Google x | Untitled docum x | Report x | ssiu.qualcampus x | ssiu.qualcampus x | ssiu.qualcampus x | ssiu.qualcampus x | +

ssi u. qualcampus. com/Report_View er.aspx

Find | Next

Report Generation Date : 11-09-2024

Swarnnim Startup and Innovation University
Swarnnim School of Management, Commerce and Liberal Arts
Post Bhojan Rathod, Near ONGC WSS, Opp. IFCCO, Adalaj Kalol Highway, Gandhinagar, Gujarat 382420

Phone No. : 9409543586 Website : Email ID :

**Quiz Details
2023-2024 B.COM**

Sr. No.	Quiz Name	Class Name	Employee Name	From Date	To Date	Total Marks	Target Marks	Subject Details	Visible to Students ?	Go Live Done ?
1.	Corporate Restructuring- 5 Questions	Third Year-A	Ms. Archana vijayvargiya	16-Feb-2024	16-Feb-2024	10.00	10.00	Merger & Acquisition 14010602	✓	✗
2.	Developments since 1991- Recent Trends, Types of Banks 5 Questions	Second Year-A	Ms. Archana vijayvargiya	5-Feb-2024	5-Feb-2024	10.00	10.00	Indian Banking System 14010405	✓	✗
3.	Indian financial system 5 Questions	Third Year-A	Ms. Archana vijayvargiya	4-Sep-2023	4-Sep-2023	10.00	10.00	Indian Financial System 14010504	✓	✗

1 OF 1

Home - Google x | Untitled docum x | Report x | ssiu.qualcampus x | ssiu.qualcampus x | ssiu.qualcampus x | ssiu.qualcampus x | +

ssi u. qualcampus. com/Report_View er.aspx

Find | Next

Report Generation Date : 11-09-2024

Swarnnim Startup and Innovation University
Swarnnim School of Management, Commerce and Liberal Arts
Post Bhojan Rathod, Near ONGC WSS, Opp. IFCCO, Adalaj Kalol Highway, Gandhinagar, Gujarat 382420

Phone No. : 9409543586 Website : Email ID :

**Quiz Details
2023-2024 MBA**

Sr. No.	Quiz Name	Class Name	Employee Name	From Date	To Date	Total Marks	Target Marks	Subject Details	Visible to Students ?	Go Live Done ?
1.	Introduction to Indian Financial System 5 Questions	Second Year-A(Finance)	Ms. Archana vijayvargiya	8-Sep-2023	8-Sep-2023	10.00	10.00	Management of Financial Services 16060301	✓	✗

1 OF 1

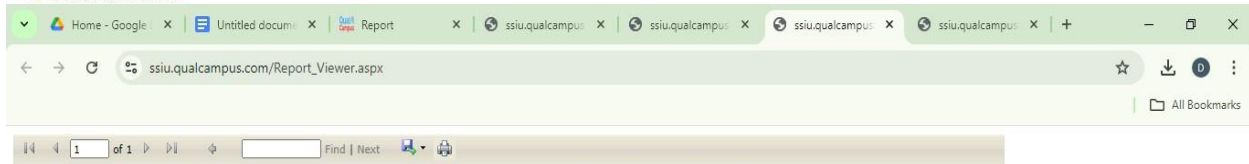
Home - Google x | Untitled docum x | Report x | ssiu.qualcampus x | ssiu.qualcampus x | ssiu.qualcampus x | ssiu.qualcampus x | +

ssi u. qualcampus. com/Report_View er.aspx

Find | Next

Report Generation Date : 11-09-2024

Pausabhi
**SWARNNIM SCHOOL OF MANAGEMENT
COMMERCE AND LIBERAL ARTS**



Report Generation Date : 11-09-2024

Swarnim Startup and Innovation University
Swarnim School of Management, Commerce and Liberal Arts
 Post Bhoyan Rathod, Near ONGC WSS, Opp. IFCCO, Adalaj Kalol Highway, Gandhinagar, Gujarat 382420

Phone No. : 9409543586 Website : Email ID :

**Quiz Details
2023-2024 BBA**

Sr. No.	Quiz Name	Class Name	Employee Name	From Date	To Date	Total Marks	Target Marks	Subject Details	Visible to Students ?	Go Live Done ?
1.	Verbal Ability 5 Questions	Third Year-A (Finance)	Ms. Archana vijayvargiya	8-Apr-2024	11-Apr-2024	20.00	8.00	Banking Finance Institute 14020509	✓	✗
2.	Risk Return and Bonds 6 Questions	Third Year-A (Finance)	Ms. Archana vijayvargiya	3-Apr-2024	3-Apr-2024	10.00	10.00	Security Analysis 14010605	✓	✗

1 OF 1

Report Generation Date : 11-09-2024

Swarnim Startup and Innovation University
Swarnim School of Management, Commerce and Liberal Arts
 Post Bhoyan Rathod, Near ONGC WSS, Opp. IFCCO, Adalaj Kalol Highway, Gandhinagar, Gujarat 382420

Phone No. : 9409543586 Website : Email ID :

**Quiz Details
2023-2024 BA Hons.**

Sr. No.	Quiz Name	Class Name	Employee Name	From Date	To Date	Total Marks	Target Marks	Subject Details	Visible to Students ?	Go Live Done ?
1.	Social Psychology 10 Questions	First Year-A	Ms. Dhanushi Surana	30-Apr-2024	30-Apr-2024	10.00	10.00	Social Psychology BA230202	✓	✓

1 OF 1

- Gyankumbh

Organized an event Gyankumbh-2023 Business Quiz Competition teams from the various Institutes of Swarnim University, participated. They were competition was divided into Two



Rounds- Round-1 Written Test (Elimination round) and Round-2 Audio Visual Round with Top-4 teams.



- Finquest Quiz on “Budget and Finance”

We organized Finquest quiz, a quiz on finance that covered a range of fundamental concepts crucial for understanding financial management in business. We explored topics such as financial statements, Banking Concepts, risk management, and Budgeting. It's evident from the quiz that a strong grasp of these concepts is essential for making informed decisions in the corporate world. Finquest was a wonderful quiz that enabled students to explore various aspects of knowledge.

Finquest strikes with knowledge. Questions unleashed quests, answers sparked applause, and mind engaged in an unparalleled intellectual duel.





Competitions

Event was organized by the Inter **University Poster Making Competition** on theme of Anti-ragging to raise awareness about the importance of creating a joyful and ragging-free campus environment. The event provided an opportunity for students to showcase their artistic talents while spreading awareness about the importance of eradicating ragging from the campus. The university appreciates the active participation of all the students and their efforts to contribute towards creating a safe and inclusive campus environment.



Field based activities

Internship

Internship learning is a form of experiential learning that involves gaining practical, hands-on experience in a real-world work environment. During an internship, individuals, often students or recent graduates, work for an organization to apply their academic knowledge, develop professional skills, and gain insights into a particular industry or field.

Following is the details of the students who did internships from our department.

- AIM India
- Agile capital services
- The leading solutions
- Insplore consultants



- Zeilhoch
- Digital Marvell pvt ltd
- GSPC
- GJK and Associates
- Mamvira pvt ltd
- Piyush trading company



- Jay Bharat Maruti Ltd.
- Royal Autodeal Pvt ltd.
- Accrual Intelligence manual India Ltd.
- Human Industries
- Sakariya Air Product
- Panchved
- Anish I Ghanchi
- Everyday mart

**SWARNIM SCHOOL OF BUSINESS
BCOM SEMESTER - V (A.Y.2023-24)**

No	Enrollment Number	Name of Student	Name of Company
1	2114001002	VAISHNAVI S PATHAK	Jay Bharat Maruti Limited
2	2114001003	MEGHREJIYA MOHAMMEDSOEB SARFARAJHUSEN	ROYAL AUTODEAL PRIVATE LIMITED
3	2114001004	PAWAR HARSHADSINGH MAHESH	Accrual Intelligence Manuals India Pvt. Ltd.
4	2114001005	JANGID ANURAG MUKESHBHAI	Bhuvan Industries
5	2114001007	PRAJAPATI DEEP MUKESHBHAI	Sakariya Air Product
6	2114001008	SONI KUNDALIKA SURESHBHAI	Panchved
7	2114001009	GHANCHI SALEEM ARIF	Anish I Ghanchi
8	2114001011	PATEL HET VIPULKUMAR	Every Day Mart

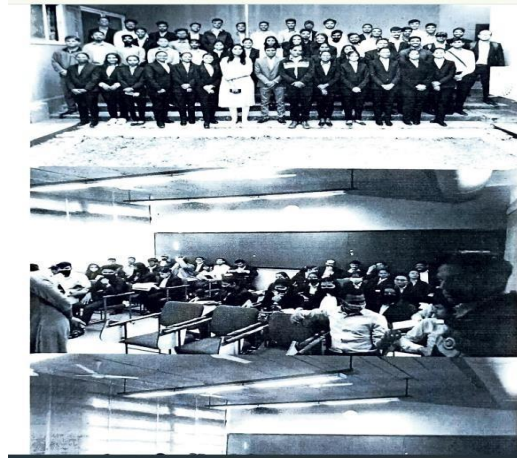
Dr. Varsha Patel
26/12/23
Dr. Varsha Patel
HOD, SMCLA

Dr. Sourbhi Chaturvedi
26/12/23
For
Dr. Sourbhi Chaturvedi
Director, SMCLA

Industry Interaction

- Ahmedabad Management Association VISIT

Organized a visit to AMA to make students familiar with the management strategies in real life and provide them with an opportunity to learn from the experts, industrialists/ industry spokesperson who work as consultant were also present to address the students.




Industry visits

An industrial visit is a structured educational trip where students or professionals visit a company or manufacturing facility to observe and learn about its operations, processes, and technologies. This type of visit provides first hand experience of how businesses and industries function in real-world settings.

- Amul




Students got to know about Supply chain Management skills. Production Process. plant management. It included questions and answer sessions with experts and students. Hands on understanding of key Activities, resources needed to build a business model etc. Overall., the session was so informative and more intellectual on Management Students are able to understand what is supply chain management and how it works effectively.



Swarinim Startup & Innovation University Activity Report 2023

Institute and Department	Swarinim School of Business
Activity Name / Event Name	Industrial Visit at AMUL Anand
Date of the event	11/1/2023
Duration	10:30 AM to 4:00 PM
Semester	ALL
Expert Details	Amul Dairy and Chocolate Plant
Faculty Coordinator Details (Name, Designation, Contact Details)	Dr. Parul Shah- HOD- 7990081958 Mr. Anil Parmar Mr. Dinesh Parmar Mrs. Komal Patel Dr. Anil Parmar
Number of Participants	80



- EFFCO, Kalol Plant Gujarat

We organized an industrial visit to EFFCO Kalol plant Gujarat as students need to get industrial and real life exposure of what they are studying in classrooms. The Main objective behind organizing industrial visits is to get practical exposure and real life experience of what students are learning in the classroom. Industrial visits to EFFCO Kalol Gujarat very much assisting about practical and real life exposure of what they are studying in the academic sessions.

The key learning of the industrial visit from the perspective of student was

- How EFFCO is executing various functions of Management in actual daily working.
- How and Why Govt. providing various fertilizers to farmers at subsidized rates.
- How the entire production process works from Inbound logistic to Outbound logistic
- Student got chance to have conversation with industry expert and that made our visit very successful



- Ramdev masala

Organized Industrial visit to Ramdev Food Products Pvt. Ltd. Changodar as part and partial of practical exposure to industry. Total 40 students of School of Management, Commerce and Liberal arts and 2 faculty members participated and visited. The Main objective behind organizing industrial visits to gain practical exposure and real life experience of what students are learning in the classroom.



- Tops

Industrial Visit. TOPS Technologies, Ahmadabad: The basic objective of having industrial tours



is for studying vari

ous aspects related with different industrial units. The different techniques and methods being used in industries are studied in order to gain a wide outlook concerning industrial activities for that purpose. The experience of this tour was really fantastic and unforgettable. It was a reverberating experience which cherished all of us. Students got valuable information from this industrial tour and they guided us how to stand in the corporate world in the era of competition. We got to learn a lot many more things from this tour.



Field trip

Field visits has its own importance in a career of a student who is pursuing a professional degree. We know, theoretical knowledge is not enough for making a good professional career. With an aim to go beyond academics. industrial visit provides student a practical perspective on the world of work.

- Sandesh visit

We organized a media study visit of Sandesh Ltd. situated in Ahmedabad for the students of liberal arts with the purpose of opening their perceptions in their future professional choices. Students have gained many functioning insights by visiting Sandesh News and Sandesh.com. Mr. Sudarshan Singh, Administrative Head, Mr. Manish Purohit, Output Head and Mr. Prashant Nema, Channel Head interacted with the students and encouraged them to work as mass communicators to be opinion makers in future time.



- Adani Visit

We organized industrial visit to Adani Business Site Mundra, Gujarat as part and partial of practical exposure to industry. The Main objective behind organizing industrial visit to was to get practical exposure and real life experience of what student so learning in the class room.

The key learning of the industrial visit from the perspective of student was, Implementation of Fundamental Management function, Customer Relationship Management, How to be competitive in today's cut through competition, How to create USP of Business and so on.



Seminars and Webinars

- Union Budget 2024 Live Seminar

The live seminar on Union Budget 2024 broadcast on Youtube convened open to all relevant students and faculties of Swarnnim Startup and Innovation University. The primary objective was to analyze and discuss the key aspects, implications, and potential opportunities arising from the Union Budget for the fiscal year 2024-25. The seminar provided a comprehensive platform for stakeholders to analyze, discuss, and offer insights on the Union Budget 2024. The deliberations underscored the need for collaborative efforts, effective monitoring, and a strategic approach to capitalize on the opportunities presented by the budget for sustainable and inclusive economic growth.



- Letter of Credit process flow choosing the right incoterm in EXIM

We organized Expert session by **Mr. Abhishek Shrivastav** on Title “**Letter of Credit process flow choosing the right incoterm in EXIM**” The key highlight of session was how letter of credit is created, How to take place in execution, What are the basic documents required in the EXIM, What are the future opportunities in the Import Export industry. How one can start business in an international market.



- The impact of macro-economic factors on business operation

We organized international Webinar by **Mr. Amadou's jammeh** on Title **“The impact of macro-economic factors on business operation”**. In the session expert shared wide experience in the domain of Micro economics, the key highlight of session was about how various microeconomics factors are affecting the operation and how entrepreneurs/managers has to deal with.

