



Bachelor of Business Administration – Entrepreneurship and Family Business Management (BBA-E&FBM)

SYLLABUS

Program of study and Scheme of Examination

Bachelor of Business Administration – Entrepreneurship and Family Business Management (BBA-E&FBM)
BBA-E&FBM Part-I (Session- 2023-24)
Semester - I & II
BBA-E&FBM Part-II (Session- 2024-25)
Semester- III & IV
BBA-E&FBM Part-III (Session- 2025-26)
Semester- V & VI



Center for Entrepreneurship and Small Business Management
Faculty of Management Studies
Maharshi Dayanand Saraswati University

Ajmer
Bachelor of Business Administration – Entrepreneurship and
Small Business Management (BBA-E&FBM)
Scheme of examination

**“Scheme of examination for end of semester examination applicable to all undergraduate courses
(Pass Course)”**

The question paper of semester Examination for the Disciplinary Centric Core Course (DCCC), Discipline Specific elective (DSE), Ability Enhancement Course (AEC), Value Added Course (VAC) and Skill Enhancement Course (SEC) will be of 70 marks and it will be divided in two parts i.e. Part - A and Part-B. Part-A will consist of 10 compulsory questions. There will be at least three questions from each unit and answer to each question shall be limited up to 50 words. Each question will carry two marks. Total 20 Marks.

Part-B will consist of 10 questions. Atleast three question from each unit be set and student will have to answer five question, selecting atleast one question from each unit. The answer to each question shall be limited to 400 words. Each question carries 10 Marks. Total 50 Marks.

Internal Assessment- Continuous Evaluation: The continuous assessment will be of 30 marks for each paper and will be based on the following criteria by the concerned teacher of the subject as per requirement of the subject.

S. No.	Item
1	Tests/Term Papers/Quizzes
2	Assignments (May include Case Demos/Presentations/Write ups/ Viva voce, reflections etc.)
3	Attendance (It helps in developing discipline amongst students)

The student has to pass the external theory paper and internal assessment- continuous evaluation separately.

Bachelor of Business Administration – Entrepreneurship and Small Business Management (BBA-E&FBM)

ORDINANCE FOR BBA-E&FBM PROGRAM

1. Objective

BBA (E&FBM) program of Center for Entrepreneurship and Small Business Management (Center for ESBM), Maharshi Dayanand Saraswati University, Ajmer shall be a three year program in six semester designed to create entrepreneurs, nurture family business successors and junior & middle level managers for the corporate world. BBA-E&FBM graduates shall also be eligible for graduating into higher degree of learning. BBA-E&FBM program emphasizes on conceptual understanding, enhancing creativity and critical thinking to encourage logical decision making and innovation.

2. Program

BBA-E&FBM program is designed as a six semester program spread over a three year period.

3. BBA-E&FBM Program Outcome

The BBA-E&FBM Program will enable the student(s) to:

- Understand the businesses with environmental, legal, social and governance perspective.
- Get the knowledge and requisite skills in different functional areas of management like human resource, finance, operations and marketing to give a holistic understanding of a business system.
- Equip the students with knowledge related to qualitative and quantitative techniques for critical thinking and problem solving.
- Inculcate global view of the industrial and organizational establishments and their functions for taking viable decisions as entrepreneurs and managers in local, national and international business setting.
- Provide practical industrial exposure to the students to gain managerial competencies and business acumen while attaining a holistic understanding of a business/ industry.

4. Eligibility

- a. Candidate seeking admission to BBA-E&FBM program shall have Senior Secondary School Leaving Certificate or Higher Secondary (12th Grade) Certificate obtained after successful completion of Grade 12 or equivalent stage of education corresponding to Level-4 with minimum 50% of OGPA/CGPA on any Grade Point Scale and in any stream. It will be 5% lower for SC and ST category and Persons with Different Abilities.
- b. There shall be upto 10 super ordinate seats for business families' candidates. There shall be a 5% point relaxation in minimum admission eligibility for business families' candidates (45% for General candidates and 40% for SC/ST/OBC candidates).
- c. **Admission Process:** Admission to BBA-E&FBM program shall be determined on the basis of Merit as per the prospectus.
- d. Permissible number of Seats for one Section: 50+10

- 5. Academic Year:** Two consecutive (one odd + one even) semesters constitute one academic year.
- 6. Assessment:** The process of determining a student's achievement of expected learning outcomes involving the use of a range of methods and practices.

7. Scheme of Examination

“Scheme of examination for end of semester examination applicable to all undergraduate courses (Pass Course)”

- 8.** The question paper of semester Examination for the Disciplinary Centric Core Course (DCCC), Discipline Specific elective (DSE), Ability Enhancement Course (AEC), Value Added Course (VAC) and Skill Enhancement Course (SEC) will be of 70 marks and it will be divided in two parts i.e. Part - A and Part-B. Part-A will consist of 10 compulsory questions. There will be at least three questions from each unit and answer to each question shall be limited up to 50 words. Each question will carry two marks. Total 20 Marks.
Part-B will consist of 10 questions. Atleast three question from each unit be set and student will have to answer five question, selecting atleast one question from each unit. The answer to each question shall be limited to 400 words. Each question carries 10 Marks. Total 50 Marks.
- 9.** Internal Assessment- Continuous Evaluation: The continuous assessment will be of 30 marks for each paper and will be based on the following criteria by the concerned teacher of the subject as per requirement of the subject.

S. No.	Item
1	Tests/Term Papers/Quizzes
2	Assignments (May include Case Demos/Presentations/Write ups/ Viva voce, reflections etc.)
3	Attendance (It helps in developing discipline amongst students)

- 10.** The student has to pass the external theory paper and internal assessment- continuous evaluation separately.

AIMS AND OBJECTIVES OF B.B.A. (E&FBM):

- To provide knowledge regarding the basic concepts, principles and functions of management.
- To develop business and entrepreneurial skills among the students.
- To provide knowledge and requisite skills in different areas of management like human resource, finance, operations and marketing to give a holistic understanding of a business system.
- To equip the students with knowledge related to qualitative and quantitative techniques for critical thinking and problem solving.
- To provide practical small business/ family business/ industrial exposure to the students to gain managerial competencies and business acumen while attaining a holistic understanding of a business/ industry.
- To inculcate global view of the industrial and organizational establishments and their functions for taking viable decisions in international business setting.

CC	DCC	BBA6401T DCC	Marketing Management	6	30	70	100
CC	DCC	BBA6402T DCC	Financial Management	6	30	70	100
CC	DCC	BBA6403T DCC	Human Resource Management	6	30	70	100
EC	SEC	BBA6404T SEC	Digital Marketing	2	30	70	100
				20	120	280	400

Scheme of Course for BBBA-E&FBM Semester V

Category	Type of Course	Course Code	Title of the Course	Credits	Internal	External	Total
CC	DCC	BBA7501T DCC	Elective 1 from Group I	6	30	70	100
CC	DCC	BBA7502T DCC	Elective 2 from Group I	6	30	70	100
CC	DCC	BBA7503T DCC	Elective 3 from Group I	6	30	70	100
EC	SEC	BBA7504T SEC	On-the-job-training Viva-Voce	2	30	70	100
				20	120	280	400

Scheme of Course for BBBA-E&FBM Semester VI

Category	Type of Course	Course Code	Title of the Course	Credits	Internal	External	Total
CC	DCC	BBA7601T DCC	One Elective from Group II	6	30	70	100
CC	DCC	BBA7602T DCC	Business Plan	6	30	70	100
CC	DCC	BBA7603T DCC	Goods and Services Tax (GST)	6	30	70	100
EC	SEC	BBA7604T SEC	Comprehensive Viva-Voce	2	30	70	100
				20	120	280	400

Electives for III Year Semester V & VI

Group I for Semester V	Group II for Semester VI
Essentials of Entrepreneurship	Social Entrepreneurship
Managing Small Enterprises	Project Management
Startup Financing	Enterprise Resource Planning
New Venture Creation	Family Business Management
Creativity and Innovation	
Design Thinking and New Venture	
Growth Strategy	

B. B. A. (E&FBM)
1st year (Semester-I)

Course Nomenclature		Principles of Business Management (6)	
Course Code	BBA5101TDCC		
Course Credit	No. of Hours per Week	Total No. of Teaching Hours	
6	6 Hours	90	
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,		
Course Outcomes	<p>Course Outcomes: On successful completion of the course, the Students will be able to</p> <p>CO1: Understand concepts of business management, principles and function of management.</p> <p>CO2: Explain the process of planning and decision making.</p> <p>CO3: Create organization structures based on authority, task and responsibilities.</p> <p>CO4: Explain the principles of direction, importance of communication, barrier of communication, motivation theories and staffing styles.</p> <p>CO5: Understand the requirement of good control system and control techniques.</p>		
Unit I	Management: Concept & significance, Management: Process, skills & Roles, Management: Nature, Levels & areas. Objectives, MBO, MBE, Planning.		
Unit II	Decision Making, Organising: Nature, Principles & Theories. Organisation Structure & Departments, Authority: Delegation, Centralization, Decentralization & Span of Control. Co-ordination		
Unit III	Directing: Meaning, Principles of Directing, Importance & Techniques of Directing; Motivation: Meaning, Importance, Theories, Classification, Essentials of sound techniques of Motivation; Staffing: Meaning, Importance, Elements of Staffing Function, Controlling: Meaning, Objectives, Need, Process, Techniques, and Essentials of effective control system.		
Learner support Material			
Text books	<p>Reference Books:</p> <ol style="list-style-type: none"> 1. Management, Koontz “O” Donnell & Wehrich, International Student Edition, 8th Edition, Tokyo, 2. Principles & Practice of Management : T.N. Chhabra 3. Management-L.M. Prasad 4. Principles of Business Management; Gupta, Sharma and Bhalla; Kalyani Publications; 1st edition 5. Principles of Business Management, Stephen P. Robbins 6. Business Organisation & Management, Y. K. Bhushan, S. Chand & Sons 7. Principles of Management: Text and Cases, Dipak Kumar Bhattacharyya (2012), Pearson Publications, New Delhi 		
Online resources	To be informed by the Course Leader		

Course Nomenclature		Basics of Accounting (6)	
Course Code	BBA5102TDCC		
Course Credit	No. of Hours per Week	Total No. of Teaching Hours	
6	6 Hours	90	
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,		
Course Outcomes	<p>Course Outcomes: On successful completion of the course, the Students will be able to</p> <p>CO1: Understand the framework of accounting as well accounting standards. CO2: The Ability to pass journal entries and prepare ledger accounts CO3: The Ability to prepare various subsidiary books CO4: The Ability to prepare trial balance and final accounts of proprietary concern. CO5: Construct final accounts</p>		
Unit I	Meaning and Scope of Accounting; Need, development, and definition of accounting, Book-keeping and accounting, Objectives of accounting, Accounting Transactions, Journal ; ledger; Trial balance; Capital and Revenue		
Unit II	Accounting concepts & Convention, Final accounts; Trading account; profits and loss account; Balance sheet; Adjustment entries, Detection & correction of errors		
Unit III	Depreciation, Provision and Reserve, Depreciation Accounting, Provisions, and Reserves, Sectional and Self balancing, Accounts of Non-Trading Institutions, Indian - Accounting Standard (Ind-AS), IFRS and GAAP		
Learner support Material			
Text books	<p>Reference Books:</p> <ol style="list-style-type: none"> 1. Maheshwari S.N & Maheshwari S K, A text book of Accounting for Management 2. T. S. Grewal & S. C. Gupta, Introduction to Accountancy, 8th Edition, S. Chand 3. Book Keeping and Basic Accounting , R S Singhal 		
Online resources	To be informed by the Course Leader		

Course Nomenclature		Organizational Behaviour (6)	
Course Code	BBA5103TDCC		
Course Credit	No. of Hours per Week	Total No. of Teaching Hours	
6	6 Hours	90	
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,		
Course Outcomes	<p>Course Outcomes: On successful completion of the course, the Students will be able to</p> <p>CO1: Understand how an individual behaves individually and the way he/she behaves in an organization. CO2: Understand various kinds of personalities, perception, values, attitude etc. and their role in interpersonal skill. CO3: Understand organization structures and functioning of group forming, group decision-making, team building etc. CO4: Explain the principles of transactional analysis, conflict management, Negotiation etc.</p>		

	CO5: Understand and appreciate the dynamics of organizational culture, change, power and politics.
Unit I	Definition of OB,, Key elements , Nature, Scope, Need for studying OB, Foundation of individual behaviour: Introduction, Individual & individual differences, Human Behaviour, & its causation, `Understanding and Managing Individual behaviour - Personality, Perceptions, values, Attitudes, Motivation & Job satisfaction, Job Design , Morale
Unit II	Learning, Emotions & moods, Foundation of Group behaviour, Team building, Communication and group decision making, Leadership
Unit III	Transactional Analysis, Organizational Conflict, Conflict Management, Negotiation, Organisation Design, Organisational culture and change, Power & Politics .
Learner support Material	
Text books	Reference Books: 1. Organizational Behaviour 7 th Edition by F.Luthans, TMH 2. Organizational Behaviour by Stephen P.Robbins 3. Organizational Behaviour – Dr. S. S. Khanka , S.Chand&Compnay 4. Organizational Behaviour by J.S.Chandan, Vikas Publication 5. Organizational Behaviour by L.M. Prasad 6. Archana Tyagi (2011), OrganisationalBehaviour, New Delhi: Excel Books. 7. Gangadhara Rao, V.S.P. Rao &Narayana (2001), OrganisationalBehaviour, New Delhi: Konark Publishers. (latest edition)
Online resources	To be informed by the Course Leader

Course Nomenclature	BBA5104T AEC- English/ Hindi/ Rajasthani
	Ability Enhancement Course (AEC)
Course Credit	2
	The Student has to opt any one paper out of three and the content of syllabus can be seen separately.

B. B. A. (E&FBM)
1st year (Semester-II)

Course Nomenclature		Business Regulatory Framework For MSME's (6)	
Course Code	BBA5201TDCC		
Course Credit	No. of Hours per Week	Total No. of Teaching Hours	
6	6 Hours	90	
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,		
Course Outcomes	<p>Course Outcomes: On successful completion of the course, the Students will be able to</p> <p>CO1: Examine basic aspects of contracts vis-a-vis agreements and subsequently enter into valid business propositions.</p> <p>CO2: Understand the basics of Indian Contract Act, Sale of Goods Act, negotiable instrument Act.</p> <p>CO3: Know the main provisions of Consumer Protection Act, Negotiable Instrument Act and FEMA</p> <p>CO4: Know the various MSME Schemes</p>		
Unit I	Basics of Indian Contract Act, 1872, Sale Of Goods Act, 1930 Definition: Sale & Agreement to Sell, Types of Goods, Conditions & Warranties, Sale by Non-owners, Unpaid Seller, CIF, FOB and Ex-Ship Contracts, Negotiable Instrument Act 1881-Forms & utility		
Unit II	Consumer Protection Act, 1986: Definition of Consumer & Rights of Consumers, Restrictive & unfair Trade Practices, Grievance redressal machinery – District, State & National, FEMA 2000 : Definition & main provision		
Unit III	SME Division Schemes, Development Commissioner (DC-MSME) Schemes, NSIC Schemes, ARI Division Schemes, Schemes of various Ministry like, Skill Development & Entrepreneurship, Labour & Employment, Heavy Industries & Public Enterprise, New and Renewable Energy, Minority Affairs, Environment, Forest & Climate, HRD, Health & Family Welfare, Agriculture, Commerce & Industry etc.		
Learner support Material			
Text books	<p>Reference Books:</p> <ol style="list-style-type: none"> 1. Business Law by CA G.Sarkar. 2. Business Law by CA S.K. Kataria 3. Mercantile Law – M. C. Kuchhal 4. Business Law by Kapoor N D, S. Chand & Sons 5. Business Law by Naulakha 		
Online resources	To be informed by the Course Leader Website of Ministry of MSME https://msme.gov.in		

Course Nomenclature		Micro Economics (6)	
Course Code	BBA5202TDCC		
Course Credit	No. of Hours per Week	Total No. of Teaching Hours	
6	6 Hours	90	

Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,
Course Outcomes	Course Outcomes: On successful completion of the course, the Students will be able to CO1: Apply the concept and theories of demand and consumer behavior. CO2: Understand demand and supply concept, law of demand and supply, elasticity. CO3: Strengthen the foundations of the analytical approach to Managerial decision-making CO4: Apply concepts of factor pricing and production function in business practices. CO5: Understanding market structures and Understanding the various forms of competition.
Unit I	Meaning, Scope and Methods of Micro-Economics, Basic problems of an economy, Business firm & its activities- Scarcity & choice, Marginal Analysis. Consumer Surplus Demand and Supply, Individual Demand & Market Demand, Demand Elasticity, Determinants of Demand, Law of Demand, Exception of Law of Demand, Law of Supply, Supply Elasticity
Unit II	Production as Value added activity, Scale economies & diseconomies, Production function Analysis, Factors of production, laws of production, Stages of production, Concepts of cost and revenue
Unit III	Market: Definition, classification & Structure, Pricing Decision: Pricing and output decision under Oligopoly and Monopoly, Control of Monopoly, Comparison between Monopoly & Perfect Competition, Effects of Monopoly, Reasons of Emergence of Monopoly, Discriminating Monopoly, Types of Price Discrimination, Independent Pricing & Price rigidity, Price & Output determination under Perfect & Imperfect Market, Pure & Perfect Competition.
Learner support Material	
Text books	Reference Books: 1. Micro Economics by H. L. Ahuja, Himalaya Publication 2. Principle of Economics – M.L. Seth 3. Business Economics – S.K. Singh
Online resources	To be informed by the Course Leader

Course Nomenclature		Basics of Statistics (6)	
Course Code	BBA5203TDCC		
Course Credit	No. of Hours per Week	Total No. of Teaching Hours	
6	6 Hours	90	
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,		
Course Outcomes	Course Outcomes: On successful completion of the course, the Students will be able to CO1: Know different sources of data CO2: Ability to summarize and present data to a diverse audience CO3: Understand and use sampling and inferential statistics CO4: Ability to use regression and other statistical model building		

	CO5: Understand the basics of Statistics.
Unit I	Introduction to Statistics: Definition, Characteristics, Functions of statistics, scope and importance of statistics limitations and distrust of statistics types of statistical methods, Statistical Survey Data Collection and Analysis, Types of data, primary and secondary, Methods of data collection, classification of data, tabulation & presentation of data, Frequency & construction of Frequency distribution, characteristics of a graph, Types of graph and their merits and demerits, Bivariate & Multivariate diagram, Histogram, Frequency Polygon & Frequency Curve, Ogive
Unit II	Measures of Central Tendency: Meaning and definition, Types of average, Median, Mode, Arithmetic mean, Comparative Study of different Averages. Measures of Dispersion
Unit III	Measures of Correlation and Regression: Meaning and definition of Correlation, Uses of Correlation, Types of correlation, problems of correlation. Meanings, definitions of regression difference between correlation and regression, Time Series Analysis, Interpolation and extrapolation
Learner support Material	
Text books	Reference Books: 1. Statistical Methods – S. P. Gupta & M. P. Gupta 2. Statistic for Management – Jit, Chandan Das 3. Elhance D.H. Statistics Kitab Mahal 4. Statistics for Management by Levin & Rubin, Prentice Hall of India Ltd, New Delhi
Online resources	To be informed by the Course Leader

Course Nomenclature	BBA5204TAEC–English Communication Skill/ Hindi Communication Skill/ Rajasthani Communication Skill
	Ability Enhancement Course
Course Credit	2
	The Student has to opt any one paper out of three and the content of syllabus can be seen separately.

B. B. A. (E&FBM)
2nd year (Semester-III)

Course Nomenclature		Management & Cost Accounting (6)	
Course Code	BBA6301T DCC		
Course Credit	No. of Hours per Week	Total No. of Teaching Hours	
6	6 Hours	90	
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,		
Course Outcomes	<p>Course Outcomes: On successful completion of the course, the Students will be able to</p> <p>CO1: Build knowledge and understanding of Management and Cost accounting.</p> <p>CO2: To learn, explain and integrate the fundamental concepts, principles and techniques of accounting.</p> <p>CO3: To successfully applying the techniques and methods practically in order to analyze business performance, planning , decisions making and controlling the outcomes</p>		
Unit I	Introduction to Accounting -Basic Concepts, Purpose, Importance, Scope and Limitations of Accounting Users of Accounting, Information, Generally Accepted Accounting Principles (GAAP) and Accounting Standards (AS),Introduction to International Financial Reporting Standards (IFRS) – need and significance. Ethical Issues in Accounting		
Unit II	Recording and Classification of transactions, Preparation of trial balance, capital and revenue expenditure Preparing final accounts for business Adjustment Entries: Inventory, Depreciation, Provision for Bad Debts, Accrued, prepaid, outstanding and unearned income and expenditure		
Unit III	Introduction to Cost accounting: Meaning, Objectives and differences with financial accounting, Classification of cost, Preparation of cost sheet, Difference between Marginal and absorption costing, Cost volume profit analysis, Methods of costing: Job costing, Process Costing, Activity based costing, Reconciliation of Costing and Financial records, Budgets and Budgetary Control: Preparing flexible budgets , Standard Costing and Variance Analysis for material and labour, Introduction to Responsibility accounting : meaning and types of responsibility centres		
Learner support Material			
Text books	<p>Reference Books:</p> <ol style="list-style-type: none"> 1. Khan, M. Y., & Jain, P. K., Management Accounting, McGraw-Hill Education, Latest Edition. 2. Narayanaswamy, R. Financial Accounting: A Managerial Perspective, Prentice Hall India, Latest Edition. 3. Maheshwari, S.N., Maheshwari, S.K. & Maheshwari, S.K. (2018), Financial Accounting, Vikas Publishing, Latest Edition 4. Arora M. N. (2012) A textbook of Cost and Management Accounting , Vikas Publication, 10th edition 		
Online resources	To be informed by the Course Leader		

Course Nomenclature		Macro economics and Business Law (6)	
Course Code	BBA6302T DCC		
Course Credit	No. of Hours per Week	Total No. of Teaching Hours	
6	6 Hours	90	
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,		
Course Outcomes	<p>Course Outcomes: On successful completion of the course, the Students will be able to</p> <p>CO1: Build knowledge and understanding of Macro Economic and Business Laws.</p> <p>CO2: To learn, explain and integrate the fundamental concepts, principles and techniques.</p> <p>CO3: To successfully use and apply the concepts and methods practically in order to analyze businesses and for decisions making.</p>		
Unit I	Introduction to Macro Economics. National Income Aggregates. Concept of Inflation- Inter-Sectoral Linkages: Nature and Management of Profit, Profit Theories, Function of Profits, Profit policies		
Unit II	Macro Aggregates and Policy Interrelationships – Tools of Fiscal and Monetary Policies. Profit Analysis: Trade Cycle, Inflation Analysis, Economic Growth and Development, Globalization, Foreign Investment, Multinational Corporations		
Unit III	<p>What is a contract? Social vs. Business Agreements. How is a contract made?</p> <p>Types of contracts, Essentials of a valid contract,</p> <p>Quasi contract. Discharge of contract, Breach of contract and its remedies, Special Contract(Brief overview) -Contract of Indemnity, Guarantee, Bailment, Pledge, Agency</p> <p>Sale of Goods Act 1930: What is a contract for sale of goods? Similarities with and modification to general contract law provisions. Transfer of property. Conditions and warranties - caveat emptor. Performance of contract of sale. Basics of Negotiable Instruments Act 1881</p>		
Learner support Material			
Text books	<p>Reference Books:</p> <ol style="list-style-type: none"> Principles of Macro Economics: Mankiw N. G., Cengage learning Business Law, PC Tulsian & Bharat Tulsian, Third edition, McGraw Hill Education (Pvt) Ltd Business and Corporate Laws, Dr Harpreet Kaur, LexisNexis Singh, Avtar, <i>Mercantile Law</i>, 8th ed., 2006, Reprinted 2008, Eastern Book Company Kuchhal, M.C., <i>Mercantile Law</i>, 7th ed., 2009, Vikas Publishing House Gulshan, S.S., <i>Business Law</i>, 3rd ed., 2006, Excel Books 		
Online resources	To be informed by the Course Leader		

Course Nomenclature		Business Environment (6)	
Course Code	BBA6303T DCC		
Course Credit	No. of Hours per Week	Total No. of Teaching Hours	
6	6 Hours	90	
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,		
Course	Course Outcomes: On successful completion of the course, the Students will be able		

Outcomes	to CO1: Understand the concept, significance and changing dimensions of Business Environment. CO2: Identify various types of Business Environment and tools for scanning the Environment. CO3: To identify different factors affecting the operations of a firm in a business environment. CO4: To interpret the role of economic systems, economic planning, government policies and its impact on business. CO5: Analyze the importance of Multinational corporations, foreign investment and international institutions in business. CO6: To understand the global business environment and influencing factors.
Unit I	Meaning, Definition and Significance of Business Environment; Environmental Matrix; Factor affecting Business Environment: Micro and Macro environment; Environment scanning techniques: SWOT, ETOP with practical examples, Porter's Five Force Model.
Unit II	Economic Systems: Capitalism, Socialism, Mixed Economy- Public Sector and Private Sector. Features of Indian Economy: Primary, Secondary and Tertiary Sectors. Relationship between Government and Business; Public, Private and Co-operative sectors: meaning, role and importance, Industrial Policy-Overview and Role; New industrial policy of India, Socio-economic implications of Liberalization, Privatization and Globalization.
Unit III	Role of Government in Regulation and Development of Business;; Overview of International Business Environment, Trends in World Trade, EXIM Policy; WTO-Objectives and role in international trade.
Learner support Material	
Text books	Reference Books: 1. Cherunilam, Francis, Business Environment Text & Cases, Himalaya Publishing House, Latest Edition 2. Agarwal, A. N. and Agarwal M. K., Indian Economy Developmental Problems & Policies, New Age International (P) Ltd, Latest Edition 3. Saleem, Shaikh, Business Environment, Pearson Education, Latest Edition 4. Jaiswal B. & R. Banerjee, Introduction to International Business, Himalaya Publishing House, Latest Edition 5. Aswathapa, K., Essentials of Business Environment: Text, Cases and Exercise, Himalaya Publishing House Pvt. Ltd, Latest Edition
Online resources	To be informed by the Course Leader

Course Nomenclature	Basic Excel for Entrepreneurs (2)	
Course Code	BBA6304T SEC	
Course Credit	No. of Hours per Week	Total No. of Teaching Hours
2	2 Hours	30
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,	
Course Outcomes	Course Outcomes: On successful completion of the course, the Students will be able to	

	<p>CO1: The student will be able to recognize worksheet and table data using Pivot Tables.</p> <p>CO2: The student will be able to summarize information using excel pivot tables, and generate reports</p> <p>CO3: The student will be able to develop Excel spreadsheets that meet critical elements of style so that the worksheet is readable, change-tolerant and correct.</p> <p>CO4: The student will be able to create charts that are appropriate for the purpose and meet generally accepted quality standards.</p> <p>CO5: The student will be able to perform data analysis to explain, summarize and interpret data.</p> <p>CO6: The student will be able to audit a spreadsheet that may have been developed by someone else.</p>
Unit I	Basics of Computers, Introduction, Excel basics:Referencing, functions and formulas, Text functions, date and time, Math functions, financial functions , Charts, Dynamic named ranges, dynamic charting VLOOKUP, HLOOKUP, IF, COUNT, COUNTIF, COUNTIFS, SUMIF, SUMIFS
Unit II	Building a Pivot Table Report – Adding row labels, adding column data, changing formulas in columns, changing headers & number, formats, Adding multiple row labels, collapsing and expanding, drill down to data, Grouping; Part Four: Using formulas on pivoted data ; Create pivot tables
Unit III	Statistical functions, descriptive statistics, Basic graph formatting, FREQUENCY function, histograms, trend curves, regression analysis, Methods of Regression (scatter plot, excel functions, data analysis tool), Data tables, scenario manager, generating random numbers, Getting external (text, web, database) data, Auto filter, advanced filter, sorting, Error proofing, conditional formatting, Data validation, Audit tool, Data cleaning
Learner support Material	
Text books	Reference Books: 1. John Walkenbach, Excel 2003 Bible, John Wiley, 2003.
Online resources	To be informed by the Course Leader

B. B. A. (E&FBM)
2nd year (Semester-IV)

Course Nomenclature		Marketing Management (6)	
Course Code	BBA6401T DCC		
Course Credit	No. of Hours per Week	Total No. of Teaching Hours	
6	6 Hours	90	
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,		
Course Outcomes	<p>Course Outcomes: On successful completion of the course, the Students will be able to</p> <p>CO1: The student will be able to identify the different components of the prevailing marketing environment.</p> <p>CO2: The student will be able to explain the different steps in the consumer decision process.</p> <p>CO3: The student will be able to prepare the market segmentation plan and positioning strategy for a given product.</p> <p>CO4: The student will be able to explain the components of the marketing mix for a given product.</p> <p>CO5: The student will be able to decide the promotional tools for a given product.</p> <p>CO6: The student will be able to devise a marketing plan.</p>		
Unit I	Core concepts of marketing; selling versus marketing, Marketing environment Value chain, Consumer versus customer, Factors influencing consumer behavior, Consumer decision-making		
Unit II	Market segmentation – geographic, demographic, psychographic, behavioral Targeting, Positioning and repositioning of products, Product versus brand; classification of products; new product development; product life cycle; packaging and labeling, Product-mix decisions		
Unit III	Factors influencing pricing; types of pricing, Channels of distribution; types of marketing intermediaries, Advertising, publicity and public relations, Sales promotion, direct marketing, and personal selling		
Learner support Material			
Text books	<p>Reference Books:</p> <ol style="list-style-type: none"> 1. Marketing Management – A South Asian Perspective’ by Philip Kotler, Kevin Lane Keller, Abraham Koshy and Mithileshwar Jha (Pearson) 2. Marketing Management – Global Perspective, Indian Context’ by V. S. Ramaswamy and S. Namakumari (Om Books) 		
Online resources	To be informed by the Course Leader		

Course Nomenclature		Financial Management (6)	
Course Code	BBA6402T DCC		
Course Credit	No. of Hours per Week	Total No. of Teaching Hours	
6	6 Hours	90	
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,		
Course	Course Outcomes: On successful completion of the course, the Students will be able		

Outcomes	to: CO1: describe the basic concepts and key terms used in Financial Management. CO2: infer the relevance of decision making under various available alternatives. CO3: apply the various tools and techniques used in financial decision making for shareholders' wealth maximization. CO4: distinguish amongst the various alternatives in the view of valuation of firm. CO5: integrate the results of analysis to make financial decisions. CO6: create a financial management strategy based on financial position of firm
Unit I	Nature, concept and functions of financial management Finance vs. accounting, Objective of financial management; Profit maximization vs. wealth maximization Time value of money- Meaning and Objectives, present & future value, simple & comp. interest, annuity (Ordinary Annuity & Annuity Due), Perpetuity
Unit II	Meaning and concepts of capital budgeting, need of capital budgeting, Practical Problems on Discounted Cash Flow Techniques: Discounting Payback period, NPV, PI, IRR Practical Problems on Non Discounted Cash Flow Techniques: Payback period and ARR Concept and need of working capital management, determinants of working capital requirements, working capital cycle Receivable management- meaning and objectives Cash management- meaning and objectives, Motives of Holding cash Inventory management- meaning and objectives, Techniques of Inventory management - EOQ, ABC Analysis
Unit III	Meaning and objective of Capital structure, optimum capital structure. Capital structure theories- Theoretical concepts of NI, NOI, Traditional Cost of capital- concept and meaning, Cost of Debt, Cost of Equity (Zero-Growth Dividends, Constant Growth in Dividends), Cost of Preference Share, Calculation of WACC, Dividend policy- meaning & concept, concept of retained earnings, factors influencing dividend policy, concept of Bonus shares and Rights Shares, Walter's model of dividend policy and its application, Gordon model of dividend policy and its application
Learner support Material	
Text books	Reference Books: 1. Financial Management: I. M. Pandey (Vikas Publication) 2. Financial management: Theory and Practice, Prasanna Chandra (Mc-Graw Hill) 3. Financial Management: Text, Problems and Cases, M Y Khan and P K Jain, Mc Graw Hill Publication
Online resources	To be informed by the Course Leader

Course Nomenclature		Human Resource Management (6)	
Course Code	BBA6403T DCC		
Course Credit	No. of Hours per Week	Total No. of Teaching Hours	
6	6 Hours	90	
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,		
Course Outcomes	<p>Course Outcomes: On successful completion of the course, the Students will be able to</p> <p>CO1: To develop the importance of human resources and their effective Management in organizations.</p> <p>CO2: To demonstrate a basic understanding of fundamental concepts, Principles, techniques of Manpower planning.</p> <p>CO3: To analyze the relevance & methods of recruitment, selection & Induction with reference to the effectiveness of the organization.</p> <p>CO4: To explore the conceptual basis of training and development & be able to choose the suitable type of training according to organizational need.</p> <p>CO5: To analyze the importance of the performance management system in enhancing employee performance & its impact on compensation.</p>		
Unit I	Human Resources- Meaning; Concept & scope; Evolution of HRM, PM Vs HRM, SHRM Vs HRM, HRM: HRM Functions-Managerial & Operative; Current Issues & Challenges- Managing Diversity, Managing Ethics at Workplace, Retrenchment, Employee health and employee welfare, Objectives of HRM, Role of HR Manager, HR Plans & policies		
Unit II	Job Analysis-Job Description & Job Specification, Implications of Job Analysis , Manpower Planning- Purpose & Process, Demand & Supply Forecasting, Recruitment-Concept, Sources of Recruitment, Selection Concept- Meaning & Purpose, Selection Process (From Screening to Induction),Types of Test (Personality Test, Intelligence Test, Aptitude Test and Interest Test), Induction / Orientation-Concept & Process		
Unit III	Training-Importance, objectives & Process (ADDIE Model), Difference b/w Education, Training & Development, Methods of Employee Training – On the Job Methods (Apprenticeship, Mentoring & Job Rotation), Training-Off the Job Methods (Lectures, Vestibule Training, Case Analysis), Concept and Objectives of Performance Appraisal, Process of PA, Rating & Ranking Method, Forced Distribution, 360 Degree Appraisal, Errors in Performance appraisal, Compensation-Direct & Indirect Compensation components, Wage system in India – Minimum wage, fair wage, living wage		
Learner support Material			
Text books	<p>Reference Books:</p> <ol style="list-style-type: none"> Human Resource Management, K Aswathappa, McGraw Hill, New Delhi Human Resource Management: Text and Cases, Rao VSP, Second edition, Excel Books, New Delhi. Fundamentals of Human Resource Management, Decinzo Robbins, Eleventh Edition, Wiley 		
Online resources	To be informed by the Course Leader		

Course Nomenclature		Digital Marketing (2)	
Course Code	BBA6404T SEC		
Course Credit	No. of Hours per Week	Total No. of Teaching Hours	
2	2 Hours	30	
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,		
Course Outcomes	<p>Course Outcomes: On successful completion of the course, the students will be able to</p> <p>CO1: Understand the basic nuances of digital marketing and its role in modern day marketing.</p> <p>CO2: Asses the online buyer organize and models and marketing mix in online marketing.</p> <p>CO3: Understand various digital promotional techniques.</p> <p>CO4: Understand the opportunities of digital medium to support the organization's marketing activities.</p> <p>CO5: Understand the various tools like social media marketing, email marketing, and content</p> <p>CO6: Understand various legal and Ethical issues in Digital Marketing</p>		
Unit I	Digital Marketing meaning, scope and importance. Internet versus traditional marketing communication, Internet microenvironment, Use of B2C and B2B internet marketing, internet marketing strategy, Online Customer experience, user navigation behavior, Planning website design, understanding site user requirement, Site design and structure, developing testing content		
Unit II	Concepts of Product, Price, Promotion, Place, Physical evidence, People and Process in online context, Concepts of Integrated Internet marketing communication (IIMC). Objectives and measurement of interactive marketing communication, Email Marketing, opt-in-email, opt-out-email, permission marketing		
Unit III	Interactive Advertising, online partnership, viral marketing, Blogs, Social media marketing, mobile marketing, significance of designing content on digital promotional platforms, Search Engine Optimization, on-page and off-page, website optimization, Introduction to web analytics- meaning and importance, Legal and Ethical issues in Digital Marketing		
Learner support Material			
Text books	Reference Books: 1. Seema Gupta, Digital Marketing, McGraw Hill; Standard Edition		
Online resources	To be informed by the Course Leader		

B. B. A. (E&FBM)
3rd year (Semester-V)
Optional Paper Group I (Any three of OI)

Course Nomenclature		Essentials of Entrepreneurship (6)	
Course Code	BBA7501T OI		
Course Credit	No. of Hours per Week	Total No. of Teaching Hours	
6	6 Hours	90	
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,		
Course Outcomes	<p>Course Outcomes: On successful completion of the course, the Students will be able to</p> <p>CO1: Describe and demonstrate the knowledge, skills and competencies relating to entrepreneur and entrepreneurship.</p> <p>CO2: Understand, classify and explain entrepreneurship along-with the entrepreneurial development framework available in India including Start-Up India and Make in India initiative.</p> <p>CO3: Demonstrate and apply the knowledge of Idea generation techniques, feasibility analysis, Opportunity identification and selection.</p> <p>CO4: Assess and evaluate opportunity, business plan and the entrepreneurial environment available to new start-ups and MSMEs.</p>		
Unit I	The Concept & Process of Entrepreneurship Exercise/Activity: Identify your entrepreneurial potential Types of entrepreneurs and entrepreneur, Entrepreneur Vs. Manager Vs. Entrepreneur, The Qualities, Characteristics & Competencies of an Entrepreneur, corporate Entrepreneurship, Idea vs. Opportunity		
Unit II	Identifying/ sources of opportunities, Idea generation techniques, Evaluating opportunities, Doing Feasibility Analysis: Product, Market, Economic, Organizational, Technical and Financial feasibility, Exercise/ Activity to conduct Feasibility Analysis		
Unit III	Basics of effective Business Plans, Business model and its dimensions, Forming the New venture Team, Selecting appropriate Business Ownership Structure, IPR issues in starting an enterprise, Legal aspects of a business, Various sources of finance including Angel Investors; Venture capitalist; Private equity and IPO; Steps and Procedures to start a small scale enterprise in India, An overview of MSMEs in India and MSME Act, Policies, Schemes & Incentives available to entrepreneurs in India		
Learner support Material			
Text books	<p>Reference Books:</p> <ol style="list-style-type: none"> 1. Entrepreneurship by Hirsch & Peters; McGraw Hill Publication. 2. Essentials of Entrepreneurship and Small Business Management by Norman Scarborough and Jeffery R Cornwall, Published by Pearson India; 8E 3. Entrepreneurship and Innovation in Corporations (2008); Morris Michael H. Kuratko, Donald F. & Covin Jeffrey G., Cengage Learning 		
Online resources	To be informed by the Course Leader		

Course Nomenclature		Managing Small Enterprise (6)	
Course Code	BBA7502T OI		
Course Credit	No. of Hours per Week	Total No. of Teaching Hours	
6	6 Hours	90	
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,		
Course Outcomes	<p>Course Outcomes: On successful completion of the course, the Students will be able to:</p> <p>CO1: Describe and demonstrate the knowledge of the various issues and aspects relating to MSMEs, contribution of MSMEs in economic development</p> <p>CO2: Understand and apply the knowledge of Detailed Project Report (DPR/Business Plan),</p> <p>CO3: Evaluate and Point out the various issues relating to MSMEs</p> <p>CO4: Create and develop the DPR / Business plan / strategies for managing small enterprises.</p>		
Unit I	Role and importance of small business; defining small business; forms of organisation for small business, Setting up a SSI; formalities of launching a new venture; product selection; problems of SSI		
Unit II	Understanding Detailed Project Report/ Business Plan for a given opportunity , Various Sources of Finance including angel investors and venture capitalist, Dealing with the Legal issues and IPR related Issues		
Unit III	Marketing, HR and Operations Issues faced by MSMEs sector in India		
Learner support Material			
Text books	<p>Reference Books:</p> <ol style="list-style-type: none"> 1. Indian Institute of Banking & Finance, ' Small and Medium Enterprises in India', Taxmann Publications 2. Essentials of Entrepreneurship and Small Business Management by Norman Scarborough and Jeffery R Cornwall, Published by Pearson India; 8E 3. Ministry of MSME Reports 4. Arora, R. and Sood, S.K. (2003). Fundamentals of Entrepreneurship and Small Business Management. Kalyani Publishers, Ludhiana. 5. Desai, Vasant (1997). Small-Scale Industries and Entrepreneurship. 3/re, Himalayan Publishing House, Mumbai. 6. Ramachandaran, K. (1993). Managing a New Business Successfully. Global Business Press, New Delhi 7. Instructor's Material 		
Online resources	To be informed by the Course Leader		

Course Nomenclature		Startup Financing (6)	
Course Code	BBA7503T OI		
Course Credit	No. of Hours per Week	Total No. of Teaching Hours	
6	6 Hours	90	
Teaching	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,		

Pedagogy	
Course Outcomes	<p>Course Outcomes: On successful completion of the course, the Students will be able to:</p> <p>CO1: Identify how to finance new venture and value them.</p> <p>CO2: Explain the rationale of a particular mode of financing.</p> <p>CO3: Apply knowledge of sourcing of capital to determine how new ventures start and grow.</p> <p>CO4: Apply knowledge of theories and methodologies to value new ventures</p> <p>CO5: Analyse valuation of unlisted new ventures.</p> <p>CO6: Prepare techniques of valuation of Entrepreneurial venture.</p>
Unit I	Rise of new ventures?, New venture financing, Different Stages of Financing for new venture, Equity and Debt Financing, Venture Capitalists and Private Equity, Financing Series (Series A, B, and so on)
Unit II	New venture dilemma- Retain or give up ownership?, Series of financing- points to consider, Financing based on type of venture (technology, non-technology) Importance of Valuation of new venture, Difficulty in valuation unlisted new venture
Unit III	Factors to consider while valuation of new venture, Valuation techniques for start-ups, Financial Management for new ventures, When to go “public” and file IPO
Learner support Material	
Text books	<p>Reference Books:</p> <ol style="list-style-type: none"> Valuing a Business: The Analysis and Appraisal of Closely Held Companies. Pratt, Reilly & Schweih. Irwin Professional Pub HBR Guide to Buying a Small Business: Think Big, Buy Small, And Own Your Own Company. Ruback and Yudkoff. Harvard Business Review Press
Online resources	To be informed by the Course Leader

Course Nomenclature		New Venture Creation (6)	
Course Code	BBA7504T OI		
Course Credit	No. of Hours per Week	Total No. of Teaching Hours	
6	6 Hours	90	
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,		
Course Outcomes	<p>Course Outcomes: On successful completion of the course, the Students will be able to:</p> <p>CO1: To describe the components of entrepreneurial landscape.</p> <p>CO2: To identify different requirements for and functions of an entrepreneurial venture.</p> <p>CO3: To prepare a blue-print for their entrepreneurial venture</p> <p>CO4: To appraise an entrepreneurial firm and decide growth and exit strategies.</p> <p>CO5: To analyze and Evaluate the various factors relating to new venture planning and creation.</p> <p>CO6: To investigate different functions of their entrepreneurial venture and take corrective actions.</p>		

Unit I	Doing Business in India-Challenges; Types of Organizations and Legal Compliances Entrepreneurial Support-Policies and Commercialization, The Role of Intellectual Property Rights in the Entrepreneurial Landscape, Purchasing Process and Inventory Management Managing During Disasters-Identifying; reducing; planning for disasters, Understanding and Preparing Financial Statements and their limitations Understanding Cash Flow Management-Cash Management; Financial Blue-Print for One's own
Unit II	Introduction-Hunting for Suitable Candidates; Conducting Interviews and Induction and creating a blue print for the same. Motivating Employees-Fixing a salary; perks and other ways of motivating employees and creating a blue-print for the same. Training and Termination-Different kinds of training and dealing with situations of firing
Unit III	Characteristics of Entrepreneurial Marketing Market Research and Segmentation, Targeting and Positioning; Branding and creating a blue –print for the same. 4Ps and creating a blue-print for the same and New Product Development in the context of Entrepreneurship
Learner support Material	
Text books	Reference Books: 1. Entrepreneurship by Rajeev Roy; 2e; Published by Oxford Higher Education. 2. The Small Business Start-Up Work-Book; Cheryl Rickman; Published by Robinson Publication. Compilation of articles
Online resources	To be informed by the Course Leader

Course Nomenclature		Creativity and Innovation (6)	
Course Code	BBA7505T OI		
Course Credit	No. of Hours per Week	Total No. of Teaching Hours	
6	6 Hours	90	
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,		
Course Outcomes	Course Outcomes: On successful completion of the course, the Students will be able to CO1: To relate the importance of creativity and innovation to an entrepreneur CO2: To explain idea generation techniques for entrepreneurs CO3: To identify design techniques that is useful for the development of new business ideas. CO4: To analyse or select an innovative idea to address business opportunities and problems.		
Unit I	Defining creativity and innovation. Creativity Tools and techniques; Lateral thinking, Enablers and barriers to creativity; Creative Personality; Brainstorming, Entrepreneurial creativity, Exploring creative and divergent thinking strategies such as A. Wallas' Four Stage Sequence, B. DeBono's six thinking hats and their implications		
Unit II	Innovation; Innovation process, Commercialization of innovation, Imperatives to Innovation, Enterprise Innovation, Types of innovations, Innovative organizations, barriers and enablers to enterprise innovation.		

Unit III	Diffusion of innovation, Trends in technical innovation, Technopreneurs, Exercises in brainstorming, creative problem solving and business innovation.
Learner support Material	
Text books	Reference Books: <ol style="list-style-type: none"> 1. Rastogi P.N., Managing Creativity for corporate Excellence, Macmillan India 2. Timple, A. Dale- 'Creativity', Jaico Publishing House. 3. Martal, Shlomo & Seshadri, Dve - 'Innovation Management-: Strategies, Concepts & Tools for Growth & Profit', Response Books, Sage Publication. 4. Prahalad, C.K., Krishnan M.S., 'The New age of Innovation', TataMcGraw Hill. 5. Managing Innovation Integrating Technological, Market and Organizational Change, 4th Edition, Joe Tidd and John Bessant 6. Edward De Bono, 'Six Thinking Hats'
Online resources	To be informed by the Course Leader

Course Nomenclature		Design Thinking and New Venture (6)	
Course Code	BBA7506T OI		
Course Credit	No. of Hours per Week	Total No. of Teaching Hours	
6	6 Hours	90	
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,		
Course Outcomes	Course Outcomes: On successful completion of the course, the Students will be able to: CO1: To relate the importance of creativity and innovation to an entrepreneur CO2: To identify design techniques that are useful for the development of new business ideas. CO3: To create innovative solutions by applying the design thinking approach		
Unit I	Entrepreneurial revolution and entrepreneurial process, Understanding Design Thinking , Design thinking as a tool to foster creativity and innovation , Utilizing Design thinking for creative problem solving		
Unit II	Why does innovation matter?, Elements of an innovative organization, Business Model Innovation, Analyzing and Evaluating, Business Opportunities, Structural analysis of industries, Criteria for New Venture Screening		
Unit III	Resources one needs to start a new business, Financial issues in New Venture Creation, New Venture Team: the role of teams in entrepreneurial process. Forms of Business Ventures: Retail, Franchising, Manufacturing, Service Enterprise, Problems and pitfalls in starting new ventures, failure symptoms and management, risk management		
Learner support Material			
Text books	Reference Books: <ol style="list-style-type: none"> 1. Timmons A Jeffry and Spinelli Stephen, New Venture Creation Entrepreneurship for the 21st century, Tata Mc Graw Hill. 2. Kuratko F Donald& Hornsby S Jeffry,, New venture Management- The Entrepreneur's Roadmap, Pearson Education. 3. Sahay A, Sharma V, Entrepreneurship and New Venture Creation, Excel Books. 		
Online resources	To be informed by the Course Leader		

Course Nomenclature		Growth Strategy (6)	
Course Code	BBA7507T OI		
Course Credit	No. of Hours per Week	Total No. of Teaching Hours	
6	6 Hours	90	
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,		
Course Outcomes	Course Outcomes: On successful completion of the course, the Students will be able to: CO1: To learn the art of managing business venture in growth stage.		
Unit I	Managerial issues in managing a growing organization; Growth – how to manage and sustain it		
Unit II	Stages of Growth; Growth Strategies; Global Expansion and Financing Growth for an entrepreneurial firm, Finance – how to institute appropriate disciplines and controls; Executive Leadership – the role of the founder/MD, Building the Management Team		
Unit III	Reason for exiting; long- and short-term preparation for an exit Seller Financing and IPO, Crisis – how to analyse and resolve critical situations; Product and market expansion: risks and returns		
Learner support Material			
Text books	Reference Books: To be suggested by the instructor		
Online resources	To be informed by the Course Leader		

Course Nomenclature		On-the-job-Training Viva-Voce (2)	
Course Code	BBA7504T SEC		
Course Credit	No. of Hours per Week	Total No. of Teaching Hours	
2	2 Hours	30	
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,		
Course Outcomes	Course Outcomes: On successful completion of the course, the Students will be able to: CO1: Student is expected to learn on-the-job by way of association with a small business she/ he expects to take up after graduation.		
	The student will undergo a part-time on-the job training under the close supervision of an entrepreneur/ in an organization for 30 working days. This training should help her/ him develop a perspective of wholesome management of business activities. This would enable her/ him to appreciate the importance of different business activities and see how different business activities are interrelated. She/ he will have to submit a report on the organization she/ he has under gone training and make a presentation before a panel of experts, which includes one external and an internal. There are 30 marks for report, 40 marks for presentation and 30 marks for Viva-Voce.		

B. B. A. (E&FBM)
3rd year (Semester-VI)
Optional Paper Group II (Any one of OII)

Course Nomenclature		Social Entrepreneurship (6)	
Course Code	BBA7601T OII		
Course Credit	No. of Hours per Week	Total No. of Teaching Hours	
6	6 Hours	90	
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,		
Course Outcomes	<p>Course Outcomes: On successful completion of the course, the Students will be able to:</p> <p>CO1: To describe the social enterprise and other entities and frameworks around social enterprises</p> <p>CO2: To assess different kinds of opportunities available and the role of market failures for a social enterprise.</p> <p>CO 3: To describe different frameworks available to assess opportunities</p> <p>CO4: To present a business plan and pitch it.</p> <p>CO 5: To prepare a social venture strategy including scaling up and it's social impact.</p> <p>CO 6: To compare different funding options available to a firm</p>		
Unit I	What is social entrepreneurship: Definitions and Perspective, Non-Profits Organizations, Government and Business Organizations and the case of Social Enterprise, Social Entrepreneurship and correcting market failures, Social Venture Opportunity Identification, Assessing Social Venture Opportunities: Social Impact Theory		
Unit II	Marketing, Finance and Operational Management for Social Ventures, Legal, Strategic and Risk Framework for a Social Enterprise, Entrepreneurial Leadership and Motivation for a Social Enterprise Means of funding Social Ventures, Strategies for Scaling Social Venture		
Unit III	Components of a Business Plan for a Social Enterprise, Pitching Business Plan for a Social Venture, Cases on Social Enterprises in India		
Learner support Material			
Text books	<p>Reference Books:</p> <ol style="list-style-type: none"> 1. Social Entrepreneurship by C.Paramasivan, New Century Publication 2. Social Entrepreneurship by Rama Krishna Reddy Kummitha, Sage Publications Pvt. Ltd. 		
Online resources	To be informed by the Course Leader		

Course Nomenclature		Project Management (6)	
Course Code	BBA7602T OII		
Course Credit	No. of Hours per Week	Total No. of Teaching Hours	
6	6 Hours	90	
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,		

Course Outcomes	Course Outcomes: On successful completion of the course, the Students will be able to: CO1: Identify complexities involved in project management CO2: Explain the factors affecting demand through technical projection of the project. CO3: Explain the steps involved in project management. CO4: Apply tools and techniques to manage new venture projects and financing. CO5: Analyse the project scope, time, cost, budgets, resources, quality to determine effectiveness of project management for entrepreneurs CO6: Explain the factors affecting Project Quality.
Unit I	Introduction and Importance of Project Management, Project Analysis, Process of Project Management, Generation & Screening of project ideas, Environmental appraisal, Preliminary Screening, Project Rating Index
Unit II	Importance of data in project management, Secondary Information and its industry specific sources, Market survey Analysis tools, Demand Forecasting- Qualitative and Quantitative methods- Delphi, Jury, Time Series, Moving Average etc., Technical Analysis of projects, DCF techniques of analysis, Cash Flow and capital flow, Risk Analysis and Management of entrepreneurial projects
Unit III	Social Cost Benefit Analysis, UNIDO, Network techniques for project management, CPM & PERT Models, Practical applications of CPM & PERT, Quality Concepts, Control and monitoring of new venture projects, Managing Projects involving partnerships, Project Evaluation
Learner support Material	
Text books	Reference Books: 1. Prasana Chandra, Projects: Planning , Analysis, Selection, Financing, Implementation and Review, 7th Edition, Mc Graw Hill
Online resources	To be informed by the Course Leader

Course Nomenclature		Enterprise Resource Planning (6)	
Course Code	BBA7603T OII		
Course Credit	No. of Hours per Week	Total No. of Teaching Hours	
6	6 Hours	90	
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,		
Course Outcomes	Course Outcomes: On successful completion of the course, the Students will be able to: CO1: Make basic use of Enterprise software, and its role in integrating business functions. CO2: Analyze the strategic options for ERP identification and adoption. CO3: Design the ERP implementation strategies. CO4: Analyze and Evaluate the various factors relating to new venture planning and creation. CO5: Evaluate and Point out the various issues relating to business plan development and new venture creation.		

	CO6: Create reengineered business processes for successful ERP implementation.
Unit I	Introduction; Advantages; ERP and Business – value creation, Integrated Information Management; Enterprise and ERP, Business modeling; Integrated data model, To ERP or not to ERP – Strategic Options; Benefits of ERP.
Unit II	Quantifiable, Intangible; P&G; Risks: People, process, Technology, Implementation , Operational and Managerial risks, Introduction to ERP related technologies, Functional modules of ERP software.; Implementation of ERP: Life cycle, Cash Flow and capital flow, Risk Analysis and Management of entrepreneurial projects
Unit III	Implementation methodologies, transition strategies– factors, People involved in implementation; Success and failure in implementation, Operation and Maintenance of an ERP system, Financing the New Venture: Various sources of finance including: short term vs. Long term financing sources, Angel Investors; Venture capitalist; Private equity and IPOs
Learner support Material	
Text books	Reference Books: 1. Prasana Chandra , ‘ Projects: Planning , Analysis, Selection, Financing , Implementation, and Review, 7th Edition, Mc Graw Hill 2. As suggested by Course leader
Online resources	To be informed by the Course Leader

Course Nomenclature		Family Business Management (6)	
Course Code	BBA7604T OII		
Course Credit	No. of Hours per Week	Total No. of Teaching Hours	
6	6 Hours	90	
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,		
Course Outcomes	<p>Course Outcomes: On successful completion of the course, the Students will be able to:</p> <p>CO1: Describe and demonstrate the knowledge of the various issues and aspects relating to Family enterprises.</p> <p>CO2: Understand, classify and explain Family Business enterprises along-with the MSMEs development framework available in India including Start-Up India and Make in India initiative.</p> <p>CO3: Understand and apply the knowledge of Detailed Project Report (DPR/Business Plan), Operational concepts and Family Business models to resolve issues relating to starting, managing and governance of Family Business enterprises.</p>		
Unit I	Defining family business; Why family businesses are special, Understanding Family Businesses, What constitutes a family business?, The Unique Nature of Family Business and its characteristics, Understanding the Family Business Dynamics: people, systems & growing complexity, Handling Family Business Conflicts, Issues relating to the compensation, The family’s relationship with the business: developing a strategic vision & building teamwork		
Unit II	The next generation: Human resource management and leadership perspective, Getting help: making the most of outside resources, Professionalizing the boardroom: the role of balanced board of directors, Cousin companies: family governance in		

	multigenerational family firms, The Three Circle Model of Family business, , Governance of Family Firms, Role and Significance of the Family Council
Unit III	Succession Issues in Family Business, Understanding the Profile of a Successful Successors, Succession Planning: Managing succession: the leadership challenge, Building financial security and relinquishing control, Wealth management: family offices and philanthropy.
Learner support Material	
Text books	Reference Books: 1. Peter Leach, Family Business 2. Jain, Rajesh, Chains that Liberate: Governance of Family Firms, Macmillan India Ltd.
Online resources	To be informed by the Course Leader

Course Nomenclature		Business Plan Development (6)	
Course Code	BBA7602T DCC		
Course Credit	No. of Hours per Week	Total No. of Teaching Hours	
6	6 Hours	90	
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,		
Course Outcomes	<p>Course Outcomes: On successful completion of the course, the Students will be able to:</p> <p>This component of program would result in development of a business plan based on research and survey.</p>		
	<p>Based on academic inputs and training, the candidate would finally develop a business plan that can be submitted for funding. The candidate will undertake the necessary research, survey and field work to develop a viable business plan in a format acceptable to financial institutions. This will be evaluated by experts including invitee from financial institution and an internal examiner.</p> <p>There are 70 points for the business plan and 30 points for the negotiation and presentation.</p>		

Course Nomenclature		Goods and Services Tax (6)	
Course Code	BBA7603T DCC		
Course Credit	No. of Hours per Week	Total No. of Teaching Hours	
6	6 Hours	90	
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,		
Course Outcomes	<p>Course Outcomes: On successful completion of the course, the Students will be able to:</p> <p>CO1: Describe the concept of GST and its significance. CO2: Classify the supply and levy of GST CO3: Compute the place and time of supply and input tax credit</p>		

	CO4: Analyze the different customs duties and their procedures CO5: Evaluate the performance of the organization in the current scenario. CO6: To make them to be a tax consultant in preparing the tax planning, tax management, Payment of tax and filing of tax returns.
Unit I	Meaning and structure of Indirect taxation in India. Background of indirect tax, features, advantage and limitations. Taxation under constitution Constitutional background, and Consumers, Meaning and Concept of GST, Need of GST Component of GST- SGST, CGST, IGST, Taxes Subsumed into GST, Benefits of GST to Assessee, Government, Pre-GST indirect tax structure in India, products or services which are out of the purview of GST, GST-Slab, Meaning and types of supply under GST, what are taxable event, supply by a person vs. Supply by a taxable person, What is the basis of charges of GST? How GST levied in case of inter supply and intra supply. GST rates for various goods and services, Exemption from GST, what are the goods and services exempted from GST
Unit II	Location of supplier of goods and services, how to find place of supply of goods and services, problems on place of supply Time of supply, rules for determination of time or supply of goods and services, time of supply in case of change in GST rate. Value of taxable supply, Input tax credit provision, apportionment of input tax credit, claim of input tax credit, problems on input tax credit
Unit III	What are signification and process of registration, which is liable for registration under GST, procedure of registration?, What are invoice under GST, importance of tax invoice under GST, contents of tax invoice, bill of supply, receipt voucher, contents of revised tax invoice, problems on tax invoice, what are credit and debit notes, Return and tax payment of GST
Learner support Material	
Text books	Reference Books: 1. Dr. Vinod K. Singhania & Dr. Monica Singhania: Taxmann Publications Pvt. Ltd., New Delhi 2. Systematic approach to GST - Dr. Girish Ahuja and Dr. Ravi Gupta: Wolters Kluwer
Online resources	To be informed by the Course Leader

Course Nomenclature		Comprehensive Viva-Voce (2)	
Course Code	BBA6304T SEC		
Course Credit	No. of Hours per Week	Total No. of Teaching Hours	
2	2 Hours	30	
Course Outcomes	Course Outcomes: On successful completion of the course, the Students will be able to develop a comprehensive Business Plan Document.		
	For the programme end viva-voce, candidate shall be evaluated for 100 marks by a panel of external experts and internal expert and the Director or his/ her nominee.		