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Vishwavidyalaya Karyasoudha  
Crawford Hall, Mysore 570 005

(Re-accredited by NAAC at "A" Grade with a CGPA of 3.47)

(NIRF-2020 Ranked 27 in University Category & 47 in Overall Category)

No.: PMEB/AC10/758/2019-20/543

Date: 23-07-2020.

### NOTIFICATION

Sub: Introduction of **BBA(Financial Planning) and BBA(Entrepreneurship)** Programs under specialized programme from the academic year 2020-21- Reg.

- Ref: 1. Decision of the BOS Meeting held on 16-01-2020.  
2. Decision of the Faculty of Commerce meeting held on 20.02.2020.  
3. Decision of the Academic Council meeting held on 18-06-2020.

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The Board of Studies in **BBA Financial Planning and Entrepreneurship(UG)** which met on **16-01-2020** has recommended to introduce **BBA (Financial Planning) and BBA(Entrepreneurship)** Programs in University of Mysore under specialized/specified program and the Regulations, Syllabus and Scheme of Examination was approved, from the academic year 2020-21.

The Faculty of Commerce and the Academic Council at their meetings held on 20-02-2020 and 18-06-2020 respectively, have also approved the above said proposal and the same is hereby notified.

The Regulations, Syllabus of **BBA (Financial Planning) and BBA(Entrepreneurship)** Programs is annexed. The contents may be downloaded from the University website [www.uni-mysore.ac.in](http://www.uni-mysore.ac.in).

*M. S. R. G.*  
*Registrar*  
**REGISTRAR**  
**REGISTRAR**  
University of Mysore  
MYSURU - 570 005

#### To:

1. The Registrar(Evaluation), University of Mysore, Mysuru.
2. The Dean, Faculty of Commerce, DoS in Business Administration, MGM.
3. Prof. Gulbash Duggal, Associate Dean, International College of Financial Planning, MIT 2nd floor, Belawadi, Srirangapatna Tq., Mandya-571 438.
4. The Deputy Registrar/ Assistant Registrar/ Superintendent, Examination Branch,UOM, Mysuru.
5. The Special Officer to Hon'ble Vice-Chancellor, University of Mysore, Mysuru.
6. The PA to Vice-Chancellor/Registrar/Registrar(Evaluation), University of Mysore, Mysuru.
7. Office Copy.

## **BBA (ENTREPRENEURSHIP)**

### **ABOUT THE PROGRAM:**

BBA (Entrepreneurship) program is focused on imparting education and training required to build the necessary skill set to start up a business. This course aims to guide students desirous of becoming entrepreneurs, be it on their own, as part of an organization or as part of their family businesses. This course would help these students acquire practical knowledge about entrepreneurship, build entrepreneurial mentality and familiarize them with tasks that an entrepreneur confronts on a regular basis.

Students need to lay as much emphasis upon technical concepts as on the ability to socialize, interact and communicate ideas in general. We achieve such critical goals by creating a conducive eco system where students are compelled to work in teams. Our pedagogy specially focuses on practice-based learning.

### **PROGRAM OBJECTIVE:**

- The objective of this BBA Entrepreneurship program is to equip students with all the knowledge and skills they require to start up their venture. Focus of the program is to provide practical real-world exposure after building a strong foundation through crystal clear understanding of finance and marketing fundamentals. To improve students' technical and interpersonal skills for enabling them to work efficiently in their own organization or the corporate world.

### **DETAILS OF FACULTY MEMBERS WITH QUALIFICATION:**

| <b>S.No.</b> | <b>NAME</b>                    | <b>QUALIFICATION</b>  | <b>EXPERIENCE</b>  |
|--------------|--------------------------------|---|--|
| 1            | <b>Mr. Kushal Bhateja, CFA</b> | FRM, CFP, PGDBM, B.A. (Eco. Hons.)  | More than 11 years of rich experience in various segments of the investment industry. Key areas of expertise includes: Institutional Equity Sales, Equity Dealing, Fixed Income Market Analysis, Investment Advisory, Business Development, Mutual Fund Sales, Relationship Management, Financial Planning, Investment Training, and Teaching. |
| 2            | <b>Mr. Dinesh Gupta</b>        | Grade A CFPCM from FPSB, IRDA, AMFI Certified. Associate in Insurance from Insurance Institute of India | Total teaching experience of 23 years and trained professionals from all the discipline on CFP modules like Introduction to financial planning, Risk Analysis and Insurance Planning, Retirement Planning and Employees Benefit, Estate Planning and Advance Financial Planning.   |
| 3            | <b>Dr. Rishi Taparia</b>       | PGDBM (Finance), MA (Eco.), B.Com. (Hons.), ICWAI   | Financial Accounting, Management Accounting, Cost & Management Accounting, Corporate Finance, Financial Management, Investment Management, Project Appraisal & Finance, Micro Economics, Macro Economics, Business Environment, Business Statistics  |

|   |                               |  |  |
|---|-------------------------------|--|--|
|   |                               |  | Having around twenty four years of experience in teaching, placement, admissions and other allied academic activities. Have also been visiting faculty and delivered guest lectures at various management institutions. Have attended, participated and presented papers at various national and international seminars and conferences. |
| 4 | <b>Mr. Rajesh Kumar Singh</b> | CA,MBA                                       | Academically a finance professional with 19 years of experience in the Banking & Financial Services Industry with the likes of ICICI, HDFC, IFCI etc. Has been a Fintech entrepreneur on his own as well as a corporate trainer & business coach.  |
| 5 | <b>Mr. Ashok Jain</b>         | B.E in Mechanical Engineering                | Trading experience of over 40 years. Teaching experience of 15 years. Developed trading desk for various brokerage houses.   |
| 6 | <b>Mr. Gaurav Chopra</b>      | MBA  | Expertise in Advanced Excel  |
| 7 | <b>Dr. Geetika Batra</b>      | CFA,PHD in Finance                           | Total experience counts to 8 years. Worked as Assistant Professor (Finance) for 5 years. Specifically interested in providing high premium knowledge and contributing with valuable research in the field of finance.  |
| 8 | <b>Dr. Rishi Mehra</b>        | CFA,MBA,CTM,LIFA(UK)                         | More than 14 years of experience. CEO at Corporate Partners and is an expert in the area of equity research & derivatives. Have been imparting training, Research & consultancy in the area of finance to corporate and institutes. Various Books and Case Studies have been written in the area of finance.                             |
| 9 | <b>Prof. Ajay Malhotra</b>    | CFP, MBA.BA. LLB,B.Com(H) and IRDA certified | More than 16 years of experience in corporate sector, primarily with Idea Cellular Ltd. Bharti Cellular Ltd. – Airtel, Shoppers Stop and Ebony retails heading various functions like Marketing and Sales, Operations, Collections, New product launches, CRM up gradation and Key account   |

|    |                          |                            |   |
|----|--------------------------|----------------------------|---|
|    |                          |                            | handlings.  |
| 10 | <b>Dr. Geetika Batra</b> | CFA with a Ph.D in Finance | Total experience counts to 8 years. Worked as Assistant Professor (Finance) for 5 years. Specifically interested in providing high premium knowledge and contributing with valuable research in the field of finance. Interested in pursuing a challenging career in the same with a zeal to enhance my knowledge and skills. Specialties: Teaching and mentoring to graduates and post graduate students with real time case study method, updating curriculum and conducting finance training, research oriented. |

### ASSESSMENT DETAILS APPLICABLE TO ALL SUBJECTS:

#### Assessment Structure:

In BBA (Financial Planning) different courses have been divided into three categories:

1. **Major course:** A course which should compulsorily be studied by a candidate as a core requirement termed as a Major course.

Project work/Dissertation work is a special Major/Support course involving application of knowledge in solving/analyzing/exploring a real-life situation/difficult problem.

2. **Support courses:** A Soft-Core course designed to acquire a special/advanced knowledge, such as supplement study/support study to a project work, and a candidate studies such a course on his/her own with an advisory support from a teacher is called a Self-Study Support.

Major courses are compulsory whereas Support courses are choice based.

3. **Elective:** An elective course chosen generally from an unrelated discipline / subject, with an intention to seek exposure is called an Elective.

- Teaching pedagogy for different courses has been as per the L:T:P structure\*\*

Every course offered will have three components associated with the Teaching/training-learning process of the course, namely Lecture – L (ii) Tutorial- T (iii) Practical/Practice - P, where

(i) **L** stands Lecture session

(ii) **T** stands Tutorial session consisting of participatory discussion/self-study/deskwork/brief seminar presentations by candidates and such other novel methods that make a candidate to absorb and assimilate more effectively the contents delivered in the Lecture classes.

(iii) **P** stands Practice session and it consists of Hands on experience / Laboratory Experiments / Field Studies / Case studies that equip candidates to acquire the much-required skill component.

A course shall have either or all the three components. That means a course may have only lecture component, or only practical component or combination of any two or all the three components.

The total credits earned by a candidate at the end of the semester upon successfully completing the course are L + T + P. The credit pattern of the course is indicated as L:T:P.

• **Continuous Assessment and Award of Grades\*\***

The evaluation of the candidate shall be based on continuous assessment. Assessment and evaluation processes will be in a continuous mode. However, for reporting purposes, a semester is divided into 3 discrete components identified as **C1, C2, and C3**. Where **C1, C2, C3** may be in the form of **test, assignment, project, seminar, presentation, written examination, practical examination** etc.

The performance of a candidate in each course will be assessed for a maximum of 100 marks.

|                     | C 1 ASSESSMENT                       |            | C 2 ASSESSMENT                       |            | C 3 (FINAL) ASSESSMENT   | TOTAL MARKS |
|---------------------|--------------------------------------|------------|--------------------------------------|------------|--|-------------|
| <b>Weightage %</b>  | 25%                                  |            | 25%                                  |            | 50%  | 100         |
| <b>Sub-division</b> | Tests /Presentations/ Project Update | Attendance | Tests /Presentations/ Project Update | Attendance | Final Exam – Written/Practical/Project Submission & Presentation |             |
|                     | 20%                                  | 5%         | 20%                                  | 5%         |  |             |

# **BBA (Entrepreneurship)**

## **SEMESTER I**

## **COURSE OBJECTIVE:**

The objective of this course is to ignite the spirit of entrepreneurship in the students along with guiding them on the foundation blocks of successful businesses. Student will learn and evaluate different cases exhibiting journey of Indian businesses, their challenges and how they treaded the uncertain waters and came our victorious.

## **LEARNING OUTCOME:**

On completion of the course student should:

- Learn about the entrepreneurship mindset and the process;
- Learn how the idea of the business emerged;
- What was the opportunity; how big was the opportunity and
- What was the plan to capture the opportunity;
- What are the challenges faced by start-up firms;
- Understand what was done by to overcome those challenges and did the steps undertaken by the ventures work?
- Different stages that the new business ventures go through
- Change in the business plans and expansion strategies

## **COURSE CONTENT:**

### **UNIT 1**

Introduction: Concept and Definitions, Entrepreneurship Mindset, Entrepreneurship process; Factors impacting emergence of entrepreneurship; Theories of entrepreneurship; Role of Socio- economic environment.

### **UNIT 2**

Managerial versus entrepreneurial Decision Making; Entrepreneurial attributes and characteristics; Traits / Qualities of Entrepreneurs, Entrepreneurs versus inventors; Entrepreneurial Culture, Entrepreneur as a leader.

### **UNIT 3**

Classification and Types of Entrepreneurs; Women Entrepreneurs; Social Entrepreneurship; Corporate Entrepreneurs, characteristics of entrepreneur: Leadership; Risk taking; Decision-making and business planning.

Role of Entrepreneur: Role of an entrepreneur in economic growth as an innovator; generation of employment opportunities; complimenting and supplementing economic growth; bringing about social stability and balanced regional development of industries.

### **UNIT 4**

Creating Entrepreneurial Venture: Generating Business idea - Sources of Innovation, generating ideas, Creativity and Entrepreneurship; Challenges in managing innovation; Entrepreneurial strategy, Business planning process; Drawing business plan; Business plan failures.

Promotion of a Venture: External environmental analysis- economic, social and technological, Competitive factors: Legal requirements for establishment of new UNIT and raising of funds, venture capital sources and documentation required.

### **Text Book**

- Hisrich, R.D., Manimala, M.J., Peters, M.P., Shepherd, D.A.: Entrepreneurship, Tata McGraw Hill

### **Reference Books**

- Young Turks – Inspiring Stories of Tech Entrepreneurs
- Arise Awake: The Inspiring Stories of 10 young Entrepreneurs who graduated from college into a business of their own, Rashmi Bansal
- The Underage CEOs, Ganesh V
- Shankar, R., Entrepreneurship Theory and Practice, Tata McGraw Hill



## **102. FUNDAMENTALS OF FINANCIAL ACCOUNTING:**

**COURSE OBJECTIVE:** To familiarize students with the mechanics of preparation of financial statements, understanding corporate financial statements, their analysis and interpretation.

### **LEARNING OUTCOME:**

Student should be able:

- To understand the basics of financial accounting
- To learn the preparation of financial statements
- To understand the objectives of financial statement
- To familiarize and develop an understanding of the skills of accounting principles for effective recording of business operations of an entity
- To define the function of accountancy in communicating, reporting and assuring financial information
- To explain the contribution and inherent limitations of financial statements in meeting stakeholders' needs for financial information

### **Course Contents:**

#### **UNIT 1**

##### **Accounting Principles and Processes:**

- Meaning and Scope of Accounting, Accounting Principles, Basic Accounting Terms, Accounting Concepts & Conventions, Journalising Transactions, Ledger Posting and preparation of trial balance, Subsidiary Books: Purchase Book, Sales Book, Purchase Return Book, Sales Return Book, cash Book
- Bank Reconciliation Statement
- Capital Expenditure, Revenue Expenditure, Deferred Revenue Expenditure, Capital Profits, Revenue Profits, Capital Loss, Revenue Loss
- Depreciation: Meaning, Reasons for charging depreciation, Methods of charging depreciation: Straight Line Method, Diminishing Balance Method
- Provisions and Reserves
- Preparation of Financial Statements
- Accounting Concept of Income
- Computers and Accounting: An Introduction
- Accounting in a Computerized Environment

#### **UNIT 2**

##### **Understanding Income Statements**

- Introduction Components and Format of the Income Statement
- Revenue Recognition; General Principles, Accounting Standards for Revenue Recognition
- Expense Recognition; General Principles, Issues in Expense Recognition, Implications for Financial Analysis
- Non- Recurring Items and Non- Operating Items
- Calculation of Earnings per Share; Basic EPS, Diluted EPS, Changes in EPS

## **UNIT 3**

### **Understanding Balance Sheets**

- Introduction: Components and Format of the Balance Sheet
- Balance Sheet Components: Current and Non- Current Classification; Liquidity- Based Presentation
- Current Assets and Current Liabilities
- Non- Current Assets: Property, Plant, and Equipment, Investment Property, Intangible Assets  
Financial Assets, Deferred Tax Assets
- Non- Current Liabilities
- Long- term Financial Liabilities; Deferred Tax Liabilities
- Equity: Components of Equity; Statement of Changes in Equity

## **UNIT 4**

### **Understanding Cash Flow Statements**

- Introduction: Components and Format of the Cash Flow Statement
- Classification of Cash Flows and Non- Cash Activities
- A Summary of Differences between IFRS and US GAAP
- Direct and Indirect Methods for Reporting Cash Flow from  
Cash Flow Activities
- Linkages of the Cash Flow Statement with the Income Statement and Balance Sheet
- Steps in Preparing the Cash Flow Statement; Conversion of Cash Flows from the Indirect to the  
Direct Method
- Cash Flow Statement Analysis; Evaluation of the Sources and Uses of Cash
- Common- Size Analysis of the Statement of Cash Flows; Free Cash Flow to the Firm and Free Cash  
Flow to Equity; Cash Flow Ratios

## **UNIT 5**

### **Financial Analysis Techniques**

- Introduction: The Financial Analysis Process
- The Objectives of the Financial Analysis Process; Distinguishing between Computations and  
Analysis
- Analytical Tools and Techniques: Financial Ratios; Common - Size Statements Analysis

### **Text Book**

- Ambrish Gupta, Financial Accounting for Management: An Analytical Perspective, Pearson

### **Reference Book**

- T. Horngren Charles, L. Sundern Gary, A. Elliott John, R. Philbrick Danna, Introduction to Financial  
Accounting, Pearson
- R K Arora, Financial Accounting: Fundamentals, Analysis and Reporting, Wiley
- Narender L. Ahuja, Varun Dawar: Financial Accounting & Analysis, Taxmann
- S.N. Maheshwari, Suneel K. Maheshwari, and Sharad K. Maheshwari, Financial Accounting, Vikas  
Publishing House Pvt. Ltd.
- R. Narayanaswamy, Financial Accounting: A Managerial Perspective, PHI Learning Pvt. Ltd
- CFA® Program Level I curriculum – Financial Reporting and Analysis

## **103. MARKETING MANAGEMENT - I:**

**COURSE OBJECTIVE:** The main objective of this course is to give students an elementary knowledge of the fundamentals in the field of marketing. The focus will be on developing and helping students understand basic marketing principles.

### **LEARNING OUTCOME:**

By the end of the course students should be able to:

- Identify and relate to the importance of marketing in the success of a company.
- Describe and analyse the opportunities and challenges inherent in marketing environment.
- Apply product, pricing, distribution and communication strategies to bear positive results.

### **Course Contents:**

#### **UNIT 1**

**Introduction:** Definition of Marketing, Importance and Scope of Marketing, Company orientation towards the marketplace, Elements of Marketing - Needs, Wants, Demands, Customer, Consumer, Markets and Marketers; Marketing Vs Selling, Consumer Markets Vs Industrial Markets

**Developing Marketing Strategies and Plans:** Marketing and customer value, Business Unit Strategic Planning – The Business Mission, SWOT Analysis, Goal Formulation, Strategic Formulation & implantation, Nature & contents of a marketing plan

**Gathering information and Scanning the environment:** Components of Marketing Information system, analyzing the macro environment, the demographic environment, other major macro environment

**Market Research:** Introduction, Marketing Research process

**Analyzing Consumer Markets:** What influences consumer behavior?, The Buying Decision Process

#### **UNIT 2**

**Market Segmentation:** Levels of Market Segmentation, Segmenting Consumer Markets, Bases for segmenting business markets

**Dealing with Competition:** Michael Porter Five Forces Model, Identifying competitors, Analyzing competitors, Competitive Strategies for Market Leaders

Market Targeting – Introduction, Procedure, Product Positioning - Introduction, Objectives, Usefulness, Differentiating the Product, Product Positioning Strategy

#### **UNIT 3**

Marketing - Mix Decisions, Product Decisions, New Product Development-Concept and Necessity for Development, Failure of New Products, New Product Planning and Development Process, Product-Mix, Branding and Packaging Decisions, Product Life cycle - Stages and Strategies for Different Stages of PLC.

#### **UNIT 4**

Pricing Decisions, Pricing Objectives, Policies Methods of Setting Price, Pricing Strategies

### **Text Book**

- Philip Kotler, Kevin Lane Keller, Abraham Koshy and Mithileswar Jha, Marketing Management – A South Asian Perspective, Pearson Education

### **Reference Books**

- Ramaswamy V.S. and Namakumari S - Marketing Management: Planning, Implementation and Control, Macmillian
- Arun Kumar and N Meenakshi, Marketing Management, Vikas Publishing
- Philip Kotler, Gary Armstrong, Prafulla Y. Agnihotri and Ehsan ul Haque, Principles of Marketing South Asian Perspective, Pearson Education
- Edmund Jerome McCarthy, William D Perreault, Irwin, Essentials of Marketing
- Kenneth E Clow, Donald Baack, Cases in Marketing Management, Sage Publications India
- Syed Saad Andaleeb & Khalid Hasan, Strategic Marketing Management in Asia – Case Studies and Lessons across Industries, Emerald Publishing

## **104. ECONOMIC FUNDAMENTALS**

**COURSE OBJECTIVE:** To help the student in internalising knowledge of microeconomic and macroeconomic principles. The subject aims to introduce fundamental microeconomic and macroeconomic concepts relevant to financial markets and investment management.

### **LEARNING OUTCOME:**

- The student is expected to understand the concepts of micro & macroeconomics with perspective to finance.
- He/she should understand the equilibrium between demand and supply and concept of elasticity, which measures the rate of changes on the equilibrium price level.
- He/she should develop the understanding of business cycles, monetary & fiscal policies, international trade and capital flows.

### **Course Contents:**

#### **UNIT 1**

##### **Understanding Demand and Supply**

- Calculate and interpret price, income, and cross-price elasticities of demand and describe factors that affect each measure.
- Compare substitution and income effects; distinguish between normal goods and inferior goods.
- Describe the phenomenon of diminishing marginal returns; determine and interpret breakeven and shutdown points of production.
- Describe how economies of scale and diseconomies of scale affect costs.

#### **UNIT 2**

##### **Firm and Market Structures**

- Describe characteristics of perfect competition, monopolistic competition, oligopoly, and pure monopoly.
- Explain relationships between price, marginal revenue, marginal cost, economic profit, and the elasticity of demand under each market structure; describe a firm's supply function under each market structure.
- Describe and determine the optimal price and output for firms under each market structure.
- Explain factors affecting long-run equilibrium under each market structure.
- Describe pricing strategy under each market structure.
- Describe the use and limitations of concentration measures in identifying market structure.
- Identify the type of market structure within which a firm operates.

#### **UNIT 3**

##### **Aggregate Output, Prices and Economic Growth.**

- Calculate and explain gross domestic product (GDP) using expenditure and income approaches.
- Compare the sum-of-value-added and value-of-final-output methods of calculating GDP.
- Compare nominal and real GDP and calculate and interpret the GDP deflator; compare GDP, national income, personal income, and personal disposable income; explain the fundamental relationship among saving, investment, the fiscal balance, and the trade balance.
- Explain the IS and LM curves and how they combine to generate the aggregate demand curve.
- Explain the aggregate supply curve in the short run and long run, explain causes of movements along and shifts in aggregate demand and supply curves.
- Describe how fluctuations in aggregate demand and aggregate supply cause short-run changes in the economy and the business cycle.

- Distinguish between the following types of macroeconomic equilibria: long-run full employment, short-run recessionary gap, short-run inflationary gap, and short-run stagflation; explain how a short-run macroeconomic equilibrium may occur at a level above or below full employment.
- Analyze the effect of combined changes in aggregate supply and demand on the economy.
- Describe sources, measurement, and sustainability of economic growth.
- Describe the production function approach to analyzing the sources of economic growth, distinguish between input growth and growth of total factor productivity as components of economic growth.

## **UNIT 4**

### **Understanding Business Cycle:**

- Describe the business cycle and its phases.
- Describe how resource use, housing sector activity, and external trade sector activity vary as an economy moves through the business cycle.
- Describe theories of the business cycle; describe types of unemployment and compare measures of unemployment.
- Explain inflation, hyperinflation, disinflation, and deflation; explain the construction of indexes used to measure inflation, compare inflation measures, including their uses and limitations.
- Distinguish between cost-push and demand-pull inflation; interpret a set of economic indicators and describe their uses and limitations.

## **UNIT 5**

### **Monetary and Fiscal Policy**

- Compare monetary and fiscal policy.
- Describe functions and definitions of money.
- Explain the money creation process; describe theories of the demand for and supply of money.
- Describe roles and objectives of central banks; contrast the costs of expected and unexpected inflation; describe tools used to implement monetary policy.
- Describe the monetary transmission mechanism; describe qualities of effective central banks.
- Explain the relationships between monetary policy and economic growth, inflation, interest, and exchange rates; contrast the use of inflation, interest rate, and exchange rate targeting by central banks.
- Determine whether a monetary policy is expansionary or contractionary.
- Describe limitations of monetary policy; describe roles and objectives of fiscal policy.
- Describe tools of fiscal policy, including their advantages and disadvantages and describe the arguments about whether the size of a national debt relative to GDP matters.
- Explain the implementation of fiscal policy and difficulties of implementation.
- Determine whether a fiscal policy is expansionary or contractionary.
- Explain the interaction of monetary and fiscal policy.

### **Text Book**

- D N Dwivedi, Managerial Economics, Vikas Publishing House

### **Reference Books**

- H L Ahuja, Managerial Economics, S Chand
- Curriculum (CBoK) for CFA<sup>®</sup> Level 1 provided by the CFA Institute, USA
- Christopher Thomas & S. Charles Maurice, Managerial Economics, McGraw Hill education
- IC Dhingra, Principles of Microeconomics, Sultan Chand & Sons
- Gupta G.S.- Managerial Economics, Browning & Browning
- Samuelson & Nordhaus – Economics, Tata Mc-Graw Hill Publishing Co. Ltd

## **105. STATISTICS FOR BUSINESS MANAGEMENT**

**COURSE OBJECTIVE:** To help students build an understanding of problem-solving methods, and analysis, thus enabling them to develop the required skills and apply statistical techniques to decision-making problems.

### **LEARNING OUTCOME:**

Student should be able to:

- Comprehend different measures of central tendency and dispersion – mean, median, mode, standard deviation. Understand the concept of normal distribution, skewness and kurtosis.
- Understand the fundamentals of Probability and Probability Distribution, Sampling and Sampling Distribution
- Learn Parametric tests, Hypothesis testing, and Non-parametric tests like chi-square tests
- Learn the concept and application of correlation analysis and regression analysis
- Learn the basics, fundamentals and methodology of Statistical Quality Control and use of Statistical Decision Theory

### **COURSE CONTENT:**

#### **UNIT 1**

**Statistics: an Overview:** Statistics defined, importance & scope of statistics, limitations of statistics, sources of data, data classification, tabulation and presentation

**Measures of central tendency:** Arithmetic Mean, Weighted Arithmetic Mean, Median and Mode and their implications

**Measures of Dispersion:** Range, Mean Deviation, Standard Deviation, Coefficient of Variation ( C.V.)

**Skewness, Moments, Kurtosis**

#### **UNIT 2**

**Correlation Analysis:** Meaning and types of correlation, Methods of Correlation: Karl Pearson's Correlation coefficient and Spearman's Rank Correlation Coefficient

**Regression Analysis:** Meaning, Methods to determine regression coefficients: Least Squares Normal Equations, Deviations Method

#### **UNIT 3**

**Forecasting and Time Series Analysis:** Define Forecast, Types of Forecasts, Timing of Forecasts, Forecasting Methods, Time Series Analysis: Components of time series, Quantitative Forecasting Methods: Time Series Methods – Freehand Method, Moving Averages Method, Trend Projection Method – Linear Trend Model

#### **UNIT 4**

**Fundamentals of Probability:** Concept of probability and its uses in business decision-making; Addition and multiplication theorems; Bayes' Theorem and its applications.

#### **UNIT 5**

**Sampling and Sampling Distributions:** Introduction, Sample Survey, Sampling methods, Estimation Theory, Hypothesis Testing, Introduction and application of Z-test, t-test, F-test and Chi-Square test.

### **Text Book**

- Business Statistics, JK Sharma, Vikas Publishing

### **Reference Books**

- Business Statistics, SP Gupta & MP Gupta, Sultan Chand & Sons

- Business Statistics, SC Gupta & Indra Gupta, Himalaya Publishing House
- Business Statistics, TR Jain & SC Aggarwal, VK Gpyal Publications

## **106. ENTREPRENEURIAL BUSINESS MANAGEMENT:**

### **COURSE OBJECTIVE:**

This subject is intended to provide and insight into the fundamentals of Business and its types. The students after reading this paper will able to understand the different forms of businesses and will able to make decisions in more judicious way.

### **LEARNING OUTCOME:**

On completion of the course student should:

- Know and understand different forms of business organizations and Ownership, their distinct characteristics and their merits & demerits
- Understand importance of planning, planning process and strategies, organizational structure, process of decision making and staffing.
- Understand motivation concepts and their application, Leadership styles along with meaning, nature, process, requirements of an effective control system.
- Comprehend the concept and evaluate the business environment, economic trends and role of government in the economic development and growth.
- Understand and evaluate the international trade environment and role of international economic institutions in the growth of developing countries.

### **COURSE CONTENT:**

#### **UNIT 1**

**Forms of Business organization & ownership:** Sole proprietorship, Partnership & Joint Stock Companies

**Planning:** Nature, Scope and Objective of planning, Types of plans; Planning Process, Process of setting objectives, MBO, Decision Making Function

**Organising:** Introduction, Formal and Informal Organizations; Orgnaizational Structure, benefits of good organizational structure, Determinants of organizational structure, Types of organizational structures, Span of Control, Delegation of Authority, Authority-Responsibility, Delegation and Decentralization

#### **UNIT 2**

**Directing:** Introduction, Principles of Direction, Communication – Importance and Process, Interpersonal Communication Vs Intrapersonal Communication, Communication process, Communication in organization, Barriers to communication

**Staffing:** Introduction to staffing function, Forecasting, Staffing Process, Selection, Performance Appraisal

**Controlling:** Nature and Scope of control; Requirements of effective controls, Control Process; Control techniques – Budgetary Traditional and Non-Budgetary Control

#### **UNIT 3**

**HRM Introduction:** Complexities in managing people, HRM – Meaning, scope, objectives, importance, The changing role of HR Management, HRM in India – Evolution, Practices, Growth and obstacles



**Acquisition of Human Resources:** HR Planning; Job analysis – job description and job specification; recruitment – sources and process; selection process – tests and interviews; placement and induction. Job changes – transfers, promotions/demotions, separations

#### **UNIT 4**

**Training and Development:** Concept and importance of training; types of training; methods of training; design of training programme; evaluation of training effectiveness; executive development – process and techniques; career planning and development

#### **UNIT 5**

**Compensation and Maintenance:** Compensation: job evaluation – concept, process and significance; components of employee remuneration – base and supplementary; Performance and Potential appraisal – concept and objectives; traditional and modern methods, limitations of performance appraisal methods, 360 degree appraisal technique; Maintenance: overview of employee welfare, health and safety, social security

#### **Text Book**

- Harold Koontz, Heinz Weihrich, Essentials of Management, Tata McGraw Hill
- VSP Rao, Human Resource Management, Excel Books

#### **Reference Books**

- Gupta, C.B.; Management Concepts and Practices, Sultan Chand and Sons, New Delhi
- Dessler, Gary, Fundamentals of Human Resource Management, Pearson Education.
- Bhushan, Y.K., “Fundamentals of Business Organisation of Management”, Sultan Chand & Sons, Latest Edition.
- Robbins; Fundamentals of Management 9<sup>th</sup> edition.

## **107. INFORMATION TECHNOLOGY APPLICATION**

### **Final Assessment Pattern (C3 Evaluation):** Practical Examination

(Course contains the Practical training; therefore C3 evaluation would be done based on Practical Examination)

### **COURSE OBJECTIVE:**

Objective of the course is to provide hands on experience to students in using MS Office software for improving their employability.

### **LEARNING OUTCOME:**

On completion of the course student should:

- Demonstrate basic level understanding of MS Excel by using different tools and functions of the software
- Demonstrate basic level understanding of MS PowerPoint by using different tools and functions which are part of the software
- Demonstrate basic level understanding of MS Word by using different tools and functions that are part of the software

### **COURSE CONTENT:**

#### **UNIT 1**

**Introduction to MS-Word:** Introduction to Word Processing, it's Features, Formatting Documents, Paragraph Formatting, Indents, Page Formatting, Header and Footer, Bullets and Numbering, Tabs, Tables, Formatting the Tables, Finding and Replacing Text, Mail Merging etc.

#### **UNIT 2**

**Introduction to MS-Excel:** Introduction to Electronic Spreadsheets, Feature of MS-Excel, Entering Data, Entering Series, Editing Data, Cell Referencing, ranges, Formulae, Functions, Auto sum, Copying Formula, Formatting Data, Creating Charts, Creating Database, Sorting Data, Filtering etc.

#### **UNIT 3**

**Introduction to MS-Powerpoint:** Creating presentations, working with graphics, tables and charts, adding multimedia and Smart Art presentations: Using and applying animation schemes, custom animation, understanding sound file formats and video types, adding music and video clips.

**Final Presentation:** Applying transition to slides, controlling transition speed, using hidden slides, using custom shows, using of screen pen and adding and accessing notes during a presentation.

Live training on MS Word, MS Excel and MS PowerPoint

### **Text Book**

- Senn, JA: Information Technology in Business, Prentice Hall
- Muthukumaran B, Information Technology in Management, Oxford

### **Reference Books**

- Perry G, Microsoft Office 2007, Pearson

- Manuals for MS-Office, excel, word
- Mansfield R, Complete Guide to MS-Office, BPB Publications

# **BBA (Entrepreneurship)**

## **SEMESTER II**

## **201. MARKETING MANAGEMENT - II**

### **COURSE OBJECTIVE:**

The aim of this course is to guide student in applying the marketing concepts learnt in the first semester. By evaluating different marketing case studies, student needs to evaluate Marketing Strategy and Sales & Distribution strategy of any Indian business to internalize marketing knowledge.

The course aims to help the student evaluate different marketing strategies and see their relevance and applicability in his business idea/venture.

### **LEARNING OUTCOME:**

On completion of the course student should:

- Be able to evaluate and comment on successful marketing strategies adopted by different companies.
- Understand the concepts related to market segmentation and targeting and market positioning
- Learn the fundamentals of brand management
- Understand the important decisions related to product/service distribution
- Get foundation level understanding of advertising concepts
- Understand and evaluate competitive marketing strategies based on real world case studies
- Understand different marketing strategies

### **COURSE CONTENT:**

#### **UNIT 1**

**Identifying Market Segments and Targets:** Levels of market segmentation, segmenting consumer markets, Bases for segmenting business markets, Market Targeting

**Brand Positioning:** Developing and communicating a positioning strategy, Differentiation strategies, product-life cycle marketing strategies

#### **UNIT 2**

**Brand Equity:** What is Brand Equity?, Building Brand Equity, Measuring Brand Equity, Managing Brand Equity, Devising Branding Strategy

#### **UNIT 3**

**Distribution Decisions:** The importance of channels, Channel development, Role of marketing channels, Factors affecting channel distribution, Channel levels.

**Retailing:** Introduction to retailing: Definition and scope, evolution of retailing, types of retail, trends in retailing industry, benefits of retailing, retailing environment, Wholesaling – Growth and types of wholesaling, trends in wholesaling

#### **UNIT 4**

**Communication Decisions:** Role of marketing communications, developing effective communications, Marketing communication mix

**Promotion:** Promotion-mix - Advertising, Sales Promotion – objectives, advertising Vs. sales promotion, Direct Marketing – Benefits of direct marketing, direct mail, catalog marketing, telemarketing, Designing the sales force, managing the sales force, principles of personal sellings

#### **UNIT 5**

A Brief Account of Marketing of Services, Rural Marketing, CRM, Electronic Marketing; B2C, B2B and C2C, Direct Marketing through Internet, International Marketing etc.

**Socially Responsible Marketing:** Corporate social responsibility, Cause – related marketing, social marketing

**Text Book**

- Philip Kotler, Kevin Lane Keller, Abraham Koshy and Mithileswar Jha, Marketing Management – A South Asian Perspective, Pearson Education

**Reference Books**

- Ramaswamy V.S. and Namakumari S - Marketing Management: Planning, Implementation and Control, Macmillian
- Arun Kumar and N Meenakshi, Marketing Management, Vikas Publishing
- Philip Kotler, Gary Armstrong, Prafulla Y. Agnihotri and Ehsan ul Haque, Principles of Marketing South Asian Perspective, Pearson Education
- Edmund Jerome McCarthy, William D Perreault, Irwin, Essentials of Marketing
- Kenneth E Clow, Donald Baack, Cases in Marketing Management, Sage Publications India
- Syed Saad Andaleeb & Khalid Hasan, Strategic Marketing Management in Asia – Case Studies and Lessons across Industries, Emerald Publishing

## **202. COST AND MANAGEMENT ACCOUNTING**

### **COURSE OBJECTIVE:**

This paper will acquaint the students with cost and management accounting concepts and its application for decision making.

### **LEARNING OUTCOME:**

Students who complete this course will be able to:

- Understand the scope and importance of cost accounting, cost control and reduction;
- Understand the process of preparation of cost sheet
- Understand different classifications of costs
- Learn the process of costing for material, labour and overheads
- Learn to use cost-volume-profit analysis and BEP analysis for decision making
- Understand standard costing and variance analysis techniques
- Learn the concepts of Tactical Decision Making, Responsibility Accounting and Transfer Pricing;

### **COURSE CONTENT:**

#### **UNIT 1**

**Cost Concept:** Meaning, Scope, Objectives and importance of cost accounting, Costing, Cost Centre, Cost control and reduction, elements of cost, Cost sheet.

**Classification of costs:** Fixed, Variable, Semi – variable, costs, Product and period costs, Direct and Indirect costs, Relevant and Irrelevant costs, Shut down cost, controllable and uncontrollable costs, Avoidable and unavoidable costs, Imputed hypothetical costs / out of pocket costs, opportunity costs, Expired and unexpired costs, Conversion cost.

#### **UNIT 2**

**Costing for Material, Labour and overheads:** Need and definition for material control, concept and treatment of holiday pay, Idle time and overtime. Meaning, classification and distribution of overheads. Product Costing (Single / output costing), Job costing, Process costing, Normal and Abnormal losses, Joint and by products.

#### **UNIT 3**

**Break-even and CVP Analysis:** Break-even Analysis, P/V ratio, Margin of safety, Angle of incidence, relationship between BEP, MOS and angle of incidence, CVP analysis

#### **UNIT 4**

**Budgetary Control:** Essentials of Effective Budgeting, Classification of Budgets, Revision of Budgets, Steps In Budgetary Control, Fixed And Flexible Budgeting, Zero-Based Budgeting, Performance Budgeting.

#### **UNIT 5**

**Standard costing and variance analysis:** Meaning and objective of standard costing, Variance Analysis – material Variances, Labour Variances, Overhead Variances

### **Text Book**

- Ravi M Kishore, Cost & Management Accounting, Taxmann

### **Reference Books**

- Bhattacharya, S.K., and Dearden John Revised by Sridharan, V.G. (2002), Costing for Management, Vikas Publishing House Pvt. Ltd
- VK Saxena, CD Vashisht, Essentials of Cost Accounting, Sultan Chand & Sons
- MC Shukla, TS Grewal, Dr. M P Gupta, Cost Accounting – Texts and Problems, S Chand
- Arora MN, Textbook of Cost and Management Accounting, Vikas Publishing House Pvt Ltd

## **203. LAW FOR ENTREPRENEURS**

### **COURSE OBJECTIVE:**

To gain knowledge of the branches of law which relate to business transactions, certain corporate bodies and related matters and also to understand the applications of these laws to practical commercial situations

### **LEARNING OUTCOME:**

Students who complete this course should understand the fundamentals and applicability of:

- The Indian Contract Act 1872
- Sale of Goods Act 1930
- Negotiable Instruments Act 1881
- The Limited Liability Partnership Act 2008
- Consumer Protection Act 1986
- The Right to Information Act 2005
- Information Technology Act 2010
- Labour Laws Compliance

### **COURSE CONTENT:**

#### **UNIT 1**

**The Indian Contract Act 1872:** Meaning and Essentials of contract; Kinds of contract-Based on: validity, formation & performance, law relating to offer and acceptance, consideration, competency to contract, free consent, Void agreements, performance of contracts, discharge of contracts, breach of contracts and quasi contract, Special contracts: contract of indemnity and guarantee, bailment and pledge, and agency.

#### **UNIT 2**

**Sale of Goods Act 1930:** Sale and agreement to sell, implied conditions and warranties, sale by non-owners, rights of unpaid seller.

**Negotiable Instruments Act 1881:** Meaning of negotiable instruments, type of negotiable instruments, promissory note, bill of exchange, cheque and bouncing of cheques.

#### **UNIT 3**

**The Companies Act 2013:** Meaning and types, Incorporation, Memorandum & Articles of association, Prospectus, Issue of shares and bonus shares, rights issue, sweat equity, role of directors, share qualification, company meetings.

**The Limited Liability Partnership Act 2008:** Meaning and nature of limited partnership, formation, partners & their relations, extent and limitation of liability.

#### **UNIT 4**

**Consumer Protection Act 1986:** Objectives and machinery for consumer protection, defects and deficiency removal, rights of consumers.

#### **UNIT 5**

**Law of Information Technology (Cyber Law):** Information Technology Act, 2000

### **Text Book**

- M.C.Kucchal & Vivek Kucchal: Business Legislation for Management, Vikas Publishing House (P) Ltd.

### **Reference Books**

- Pathak Akhileshwar, Legal Aspects of Business, McGraw Hill
- M.C.Kucchal: Business Law/Mercantile Law, Vikas Publishing House (P) Ltd.
- Dr. G. K. Kapoor & Sanjay Dhamija: Company Law and Practice-A comprehensive textbook on Companies Act 2013, latest edition, Taxmann
- Gulshan Kapoor: Business Law, New Age International Pvt Ltd Publishers
- Avtar Singh, Principles of Mercantile Law, Eastern Book Company



## **204. ENVIRONMENTAL SCIENCE**

**COURSE OBJECTIVE:** There are three reasons for studying the state of the environment.

- Need for information that clarifies modern environmental concepts such as the need to conserve biodiversity, the need to lead more sustainable lifestyles and the need to use resources more equitably.
- Need to change the way in which we view our own environment by a practical approach based on observation and self-learning.
- Need to create a concern for our environment that will trigger pro-environmental action, including activities, we can do in our daily life to protect it.

### **COURSE CONTENT:**

#### **UNIT 1**

Multidisciplinary nature of environmental studies

- Definition, scope and importance
- Need for public awareness.

#### **UNIT 2**

Natural Resources:

Renewable and non-renewable resources:

Natural resources and associated problems.

- Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people.
- Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.
- Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources.
- Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.
  - Role of an individual in conservation of natural resources.
  - Equitable use of resources for sustainable lifestyles.

#### **UNIT 3**

Ecosystems

- Concept of an ecosystem.
- Structure and function of an ecosystem.
- Producers, consumers and decomposers.
- Energy flow in the ecosystem.
- Ecological succession.
- Food chains, food webs and ecological pyramids.

- Introduction, types, characteristic features, structure and function of the following ecosystem
  - a. Forest ecosystem
  - b. Grassland ecosystem
  - c. Desert ecosystem
  - d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

#### **UNIT 4**

##### Biodiversity and its conservation

- Introduction – Definition: genetic, species and ecosystem diversity.
- Biogeographically classification of India
- Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values
- Biodiversity at global, National and local levels.
- India as a mega-diversity nation
- Hot-spots of biodiversity.
- Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts.
- Endangered and endemic species of India
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

#### **UNIT 5**

##### Environmental Pollution

##### Definition,

- Cause, effects and control measures of:-
  - a. Air pollution
  - b. Water pollution
  - c. Soil pollution
  - d. Marine pollution
  - e. Noise pollution
  - f. Thermal pollution
  - g. Nuclear hazards
- Solid waste Management: Causes, effects and control measures of urban and industrial wastes.
- Role of an individual in prevention of pollution.
- Pollution case studies.
- Disaster management: floods, earthquake, cyclone and landslides.

#### **UNIT 6**

##### Social Issues and the Environment

- From Unsustainable to Sustainable development
- Urban problems related to energy
- Water conservation, rain water harvesting, watershed management
- Resettlement and rehabilitation of people; its problems and concerns.
- Environmental ethics: Issues and possible solutions.
- Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust.
- Wasteland reclamation.
- Consumerism and waste products.
- Environment Protection Act.
- Air (Prevention and Control of Pollution) Act.
- Water (Prevention and control of Pollution) Act
- Wildlife Protection Act
- Forest Conservation Act
- Issues involved in enforcement of environmental legislation.

- Public awareness.

## **UNIT 7**

### Human Population and the Environment

- Population growth, variation among nations.
- Population explosion – Family Welfare Programme.
- Environment and human health.
- Human Rights.
- Value Education.
- HIV/AIDS.
- Women and Child Welfare.
- Role of Information Technology in Environment and human health.

## **UNIT 8**

### Field work

- Visit to a local area to document environmental assets river / forest / grassland / hill / mountain
- Visit to a local polluted site-Urban/Rural/Industrial/Agricultural
- Study of common plants, insects, birds.
- Study of simple ecosystems-pond, river, hill slopes, etc. (Field work Equal to 5 lecture hours)

### **Text Book**

- Environmental Studies for Undergraduate Courses, Erach Bharucha

### **Reference Books**

- Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
- Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad – 380 013, India, Email:mapin@icenet.net (R)
- Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480p
- Clark R.S., Marine Pollution, Clarendon Press Oxford (TB)
- Cunningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, M.T. 2001, Environmental Encyclopedia, Jaico Publ. House, Mumabai, 1196p

## **205. TAXATION**

### **COURSE OBJECTIVE:**

This module would cover the knowledge requirements of Indian Tax System, specifically related to Direct Taxes and GST. The tax treatment of the types of income such as agricultural, business, salary and the attendant exemptions and benefits need to be discerned. Different aspects of Goods and Services tax applicable to business' needs to be thoroughly understood. Knowledge of direct tax laws and GST regulation and their compliance procedures is a rigid requirement of this module.

### **LEARNING OUTCOME:**

At the end of this module, a student should be able to:

- Understand the incidence of tax on various incomes, transactions, residency status, individual status and various business forms.
- Compute client's eligibility for various tax deductions from gross salary income, tax treatment of various allowances and perquisites, income from house property and other income, tax admissible expenses from business or profession income.
- Understand and analyze the taxable event under GST – Supply – its meaning and scope
- Identify the transactions that will amount to supply without any consideration, classify the transactions either as supply of goods or supply of services and pinpoint the transactions that will be neither
- Identify the services in which tax is payable under reverse charge mechanism
- Provide an overview of goods and services exempt from GST.
- Describe what are inputs, input services, capital goods and other relevant terms in relation to Input Tax Credit. Also explain various conditions, timelines, restrictions and processes for taking ITC on goods and services in general and special circumstances.
- Identify the items on which Input Tax credit is available as also the blocked items on which ITC is not available.
- Have a basic understanding of GST registration process, E-Way Bill, GST Payment and returns etc.

### **COURSE CONTENT:**

#### **UNIT 1**

##### **Tax Compliance Matters**

- Tax Returns and Procedure of Assessment
- ITR Forms, Filing dates and Documentation
- E-filing of Income Tax Returns
- Advance tax and due dates
- Tax Deducted at Source (TDS)
- Interest and Penalties

- Fraud/concealment penalties
- Tax Refund

## **UNIT 2**

### **Personal Taxation and Business Taxation- Computation and Tax Efficiency**

#### **2.1 Salary Income**

- Gross Salary Income - Basic pay, Bonus, Allowances, Retirement benefits and Perquisites
- Treatment of various Allowances
- Perquisites - Valuation and Taxability
- Treatment of Retirement Benefits and Voluntary Retirement Scheme (VRS)
- Profit in lieu of Salary
- Deductions from Salary

#### **2.2 Income from Business or Profession**

- Scope of Income and its computation
- Deductible and Inadmissible Expenses
- Deemed Income and Special Provisions
- Tax Shelter and Tax Holidays

#### **2.3 Capital Gains in Transfer of Capital Assets**

- Nature of Capital Gain - Short Term or Long Term depending on capital asset and holding period
- Application of Cost Inflation Index (CII) in computing indexed cost of acquisition/renovation
- Computation of Capital Gains/Losses
- Netting rules and carry forward of capital losses
- Exemptions in Capital Gains

#### **2.4 Tax Characteristics of Business Forms**

- Sole Proprietorship
- Partnership Firm
- Hindu Undivided Family (HUF)
- Association of persons (AOP)
- Cooperative Societies
- Trusts
- Companies
- Others

## **UNIT 3**

### **GST**

- GST in India – An Introduction
- Supply under GST
- Charge of GST
- Exemptions from GST
- Input Tax Credit
- GST registration process, E-Way Bill, GST Payment and GST Returns etc.

#### **Text Book:**

- ICoFP (2016 Edition), Tax Planning and Estate Planning (TPEP) Textbook
- ICoFP (2016 Edition), Tax Planning and Estate Planning (TPEP) Workbook

#### **Reference Book:**

- Ahuja, Dr. Girish; Gupta, Dr. Ravi, (16th Edition, 2015-16), Direct Taxes Ready Reckoner, Bharat Law House Pvt. Ltd.
- Singhanian, Vinod, (38th Edition (AY 2015-16 & 2016-17), Direct Taxes Ready Reckoner, Taxmann Publications Pvt. Ltd
- Evolution of Goods and Services Tax in India, R Kavita Rao & Sacchidananda Mukherjee, Cambridge University Press
- GST reading material, Taxation Subject, ICAI

## **206. BUSINESS COMMUNICATION**

### **COURSE OBJECTIVE:**

The objective of this paper is to develop effective communication skills of the students. This will enable the students to communicate effectively across all areas of business and management.

### **LEARNING OUTCOME:**

On completion of the course student should:

- Understand different forms of business communication and importance of choosing the right communication medium.
- Become familiar with aspects of good writing, by evaluating different reports and articles.
- Marketing/Advertising Communication with the masses.
- Understanding how to do digital PR.

### **COURSE CONTENT:**

#### **UNIT 1**

- **Introduction to Business Communication**-Basic form of Communication – Downward, upward and Horizontal communication, Process of communication.
- **Corporate Communication** – Formal and informal communication network, Grapevine – gossip, cluster, Probability, Importance of Grapevine, Miscommunication or Barrier to communication – Wrong choice of medium, Physics barriers, Semantic barriers, different Comprehension of reality, Socio psychological barriers. Principles of Communication - 7c's concept

#### **UNIT 2**

- **Writing Skills** – Planning business messages, Business letters, Memo formats, Request letters, Good news letters, Bad newsletters, Persuasive letters – AIDA, Sales letters, collection letters
- **Report writing** – Contents of report writing claims, p. contribution, Employer reference, Profit appraisal -change in performance

#### **UNIT 3**

- **Oral Presentation** – Principles of oral presentations, Factors effecting presentations
- **Non – Verbal communication** – Appearance, Body language, Para language, Time, Space, Silence.
- **Effective Listening** – factors affecting listening, Improving listening

#### **UNIT 4**

- **Interviewing Skills** – Interviewer's preparation, Interviewee's preparation, Types of interview
- **International Communication** – Cultural sensitiveness, Cultural context
- **Negotiation Skills** – Process, Strategies, Issue in Negotiation – Collective bargaining, Process & Essentials of effective Business Communication.

### **Text Book**

- Ronald E. Dulek, John S. Fielden, “Principles of Business Communication”, Macmillan Publishing Co., Latest Edition

### **Reference Book**

- Murphy, Hiderbrandt and Thomas, “Effective Business Communication”, Tata Mcgraw Hill. Latest Edition

## **207. CORPORATE FINANCE**

**Final Assessment Pattern (C3 Evaluation):** Written Examination  
(Course contains the Lecture component therefore C3 evaluation would be done on the basis of Written Examination)

### **COURSE OBJECTIVE:**

The basic objective of the course is to equip the students with the understanding time value of money & use it for decision making. To evaluate projects and investments is the basic objective of the course.

The course is designed so that the students are aware of various sources of finance and can evaluate the capital budgeting decisions of different organizations.

### **LEARNING OUTCOME:**

Students who complete this course will be able understand the use of finance for decision making

- Students will be able to describe time value of money, how a project is made and appraised.
- Differentiate between the various sources of finance and their pros & cons.
- Students will be able to outline capital requirements for starting a business & management of working capital
- They will able to recommend whether and why an investment should be accepted or rejected
- Students will also understand the concept, motivation, rationale and valuation fundamentals related to Mergers and Acquisition.

### **COURSE CONTENT:**

#### **UNIT 1**

**Concept of Financial Management:** Definition, nature, objectives, function and scope of financial management, Financial Goal – Profit maximization Vs wealth Maximization

Concept of Risk and Return, Time value of Money

#### **UNIT 2**

**Investment Decision:** Introduction, Nature of investment decisions, Types of investment decisions, Capital Budgeting Techniques – Discounted cash Flow and Non-Discounted Cash Flow Techniques, Discounted Cash Flow Techniques – NPV, Profitability Index, IRR, Discounted Payback Period, Non-Discounted Cash Flow Techniques – Payback Period (PBP)

Estimating cash flows for project appraisal, Concept of Capital Rationing

#### **UNIT 3**

**Cost of Capital:** Introduction, Determining component of cost of capital – Cost of Debt), Cost of Preference Capital, Cost of Equity and Cost of Retained earnings, Computation of WACC using book value and market value weights

## UNIT 4

**Financing Decision:** Leverage: Financial Leverage, Operating Leverage and combined Leverage

Capital Structure Theory and Practice: Relevance of Capital Structure – Net Income Approach, NOI Approach, Irrelevance of Capital Structure - MM Hypothesis

## UNIT 5

**Dividend Decisions:** Dividend Relevance – Walter’s Model, Gordon’s Model, Dividend Irrelevance – The Miller – Modigliani Hypothesis

## UNIT 6

**Mergers and Acquisition:** Introduction to Merger and Acquisition: Meaning of mergers and acquisitions (M & A), motives behind the M & A, advantages and disadvantages of M & A, types of mergers and steps for a successful merger.

**Corporate Restructuring:** meaning of corporate restructuring, need for corporate restructuring, methods of corporate restructuring.

**Demergers:** Meaning of demerger, characteristics of demerger, structure of demerger, and tax implication of demergers

**LBOs, MBOs, MLPs and ESOPs:** - meaning of LBO, MBO, MLP , ESOP, governance and mode of purchase in LBO, key motives behind an MBO, structure of MBO, types of MLP and ESOP, regulations that govern ESOPs.

**Takeover Defences:** Types of takeovers, techniques of bidding for a takeover, defences against takeover bids, regulations and amendments, and guidelines for takeovers

**Valuation:** valuation approaches, basis of valuation, different methods of valuation, valuation of synergy, corporate control and LBO

**ILLUSTRATIONS OF NOTED M&A’S: Prominent Cases of Mergers and Acquisitions - examples of M & A in the Indian and international contexts**

### Text Book

- IM Pandey, Financial Management, Vikas Publishing House

### Reference Books

- MY Khan, Financial Management: Text, Problems and Cases, McGraw Hill Education
- MY Khan, PK Jain, Financial Management: Text, Problems and Cases, McGraw Hill Education
- Prasanna Chandra, Fundamentals of Financial Management, McGraw Hill Education
- Ravi M Kishore, Financial Management: Theory, Problems, Cases, Taxmann Publication
- Rabi Narayan Kar, Minakshi, Mergers Acquisitions & Corporate Restructuring - Strategies & Practices, Taxmann Publication
- Michael E S Frankel, Larry H Forman, Mergers and Acquisitions Basics, John Wiley & Sons
- CFA® level I curriculum – Corporate Finance
- CFA® level II curriculum – Corporate Finance



**BBA (Entrepreneurship)**

**SEMESTER III**

## **301. BUSINESS ETHICS & CORPORATE GOVERNANCE**

### **COURSE OBJECTIVE:**

The objective of this paper is to make the students understand the importance of ethics in business and practices of good corporate governance.

### **LEARNING OUTCOME:**

Student should be able to:

- Understand the importance of ethics in the business, practices of good governance to encourage moral imagination and heightening sensitivity towards the ethical dimension of managerial problems.
- Derive learning from Real world Case Studies by evaluating corporate governance issues in Indian and Global corporate firms.
- In different case studies and hypothetical and real-world situations, evaluate the ethical dilemmas and recommend an ethical solution.

### **COURSE CONTENT:**

#### **UNIT 1**

**Business ethics:** Meaning of ethics, Introduction: Meaning of ethics, Types of business ethic issues, why ethical problems occur in business

**Ethical principles in business:** Utilitarianism: weighing social cost and benefits, Rights and duties, Justice and fairness, ethics of care, Integrating utility, rights, justice and caring,

**An alternative to moral principles:** Virtue ethics, Moral issues in business: Worker's and employee's rights and responsibilities, Profit maximization vs. social responsibility.

#### **UNIT 2**

**Corporate governance:** concept, Need to improve corporate governance standards, Features of good governance, Role played by regulators to improve corporate governance, accounting standards and corporate governance, corporate disclosure, insider trading. The Board –Quality, Composition and role of Board, Outside Directors on the board (independent, nominee), Executive and Non-Executive directors, SEBI clause 49, directors and financial institutions in enhancing corporate governance, critical issues in governance of board directors, CEO Duality.

#### **UNIT 3**

Role of auditors in enhancing corporate governance, duties and responsibilities of auditors, corporate governance and internal auditors

**Whistle blowing:** Kinds of whistle blowing, precluding the need for whistle blowing. Discrimination, affirmative action, and reverse discrimination: Equal employment opportunity, Affirmative action, Preferential hiring.

**Moral issues in business:** Importance of moral issues and reasoning, Principles of moral reasoning, Quality of work life, implications of moral issues in different functional areas of business like finance, HR and Marketing.

#### **UNIT 4**

**Corporate social responsibility:** Meaning, Evolution of corporate social responsibility, Limits of corporate social responsibility, Profit maximization vs. social responsibility SWOT analysis for evaluating organizational framework for discharging social responsibility, Role of self regulation in discharge of social responsibility.

#### **Text Book**

- A.C. Fernando: Business Ethics & Corporate Governance, Pearson Education

#### **Reference Books**

- A.C. Fernando: Business Ethics - An Indian Perspective, Pearson Education
- N. Gopalswamy: Corporate governance a new paradigm A H Wheeler Publishing Co Ltd.
- A.C. Fernando – Corporate Governance –Principles, Policies, and Practices, Pearson Education
- S Prabakaran, Business Ethics & Corporate Governance, Excel Books
- Financial Newspapers and Research Articles – on Business Ethics and Corporate Governance

## **302. TEAM & CULTURE BUILDING**

### **COURSE OBJECTIVE:**

The objective of this course is to familiarize the students with the behavioral patterns of Human beings at individual and group levels.

### **LEARNING OUTCOMES:**

Students should be able to:

- Learn how to manage employees in their start-up organization
- Develop a grasp of issues and problems and an understanding of practical implications of various theories of human behaviour at work.
- Students should understand basic principles of human behaviour that effective managers use when managing individuals and groups in organizations.
- Students should know theories of behaviour of people in modern organizations.
- Based on the class tutorials, students should be able to evaluate case studies on problems faced by today's organizations and managers in their decision making.
- Tutorials and case studies should bring focus to employee diversity; Women in today workplace; Educational technological sophistication of the workforce and their ambitious.

### **COURSE CONTENT:**

#### **UNIT 1**

**Introduction to Organizational Behaviour:** What is Organizational Behaviour?, Challenges and opportunities in OB, Individual Behaviour: Ability, Biographical characteristics of individuals, Global implications

Attitudes and Job satisfaction, Learning – Theories of Learning, Personality and values – Factors affecting personality

#### **UNIT 2**

**Perception and Individual Decision Making:** What is perception? Person perceptions – making judgements about others, factors influencing perception

**Motivation:** Define motivation?, Early Theories of Motivation – Maslow's Need Hierarchy Theory, McGregor Theory X and Theory Y, Herzberg Two Factor Theory, Contemporary Theories of Motivation – Reinforcement Theory, Equity Theory

#### **UNIT 3**

**Group Behavior:** Characteristics of groups, types of groups, formal and informal groups, stages of group formation, Groups roles, Group tasks, Group cohesiveness, Group conflict

#### **UNIT 4**

**Leadership and Power:** Meaning, Importance, Leadership styles, Theories of leadership, Sources of power, Power and Politics.

#### **UNIT 5**

**Organization Culture:** Characteristics and functions of Organizational culture, kinds of culture, changing the culture in the organisation, organisational change, resistance to change, managing resistance to change.

#### **Text Book**

- Stephen P. Robins, Organisational Behavior, Pearson
- K Aswathappa, Organizational Behaviour, Himalaya Publishing House

#### **Reference Book**

- Udai Pareek, Understanding Organisational Behaviour, 2nd Edition, Oxford Higher Education, 2010
- Schermerhorn, Hunt and Osborn, Organisational behavior, John Wiley, 9th Edition, 2008
- Fred Luthans, Organisational Behavior, McGraw Hill, 11th Edition, 2001
- The Hard Things About Hard Things – Ben Horowitz
- Uma Sekaran, Organisational Behaviour: Text & Cases, Tata Mc Graw-Hill

### **303. INCUBATOR SUPPORT SYSTEM**

#### **COURSE OBJECTIVE:**

The objective of this course is to provide guidance to students on understanding and accessing the Incubator Support System in India.

#### **LEARNING OUTCOME:**

Students who complete this course will be able to:

- familiarize themselves with all the government schemes available that can be accessed by a start-up entrepreneur
- Learn about the Options available in India; How can incubators and accelerator programs help; How does one register their startup with these programs;
- Accessing Seed Funding, Series A Funding using Incubation and Accelerator programs.

#### **COURSE CONTENT:**

##### **UNIT I: Govt MSME Support:**

Start-up India Policy; Registration Process; Benefits under the Companies Act and other Government Policies; Special Schemes for Women Entrepreneur's support

##### **UNIT II: Incubation and Accelerator Programs – Indian Startups can apply to.**

Options available in India; How can incubators and accelerator programs help; How does one register their startup with these programs; Accessing Seed Funding, Series A Funding using such programs.

#### **READING:**

- The Manual for Indian Start-ups: Tools to Start and Scale-up Your New Venture
- ICSI – Setting up of Business Entities and Closure
- Online resources.

## **304. DIGITAL MARKETING**

### **COURSE OBJECTIVE:**

This paper will acquaint the students with fundamental level understanding of Digital Marketing and learn the new age marketing tools which will equip the students with knowledge and skills to market their business digitally.

### **LEARNING OUTCOME:**

Students who complete this course will be able to:

- Create website in PHP using WordPress
- Host the website and database on webserver, managing the C Panel
- Understanding the on-page SEO requirements of the website
- Know the installation of plug-ins on website
- Setting up google search console, google analytics, webmaster for the website
- Understand the trends shaping marketing, How companies can integrate Traditional and Digital Marketing
- Apprise themselves on the frameworks for digital marketing and the major industry archetypes
- Learn the art of Human Centric Marketing for Brand attraction, Content Marketing for Brand Curiosity, Omnichannel Marketing for Brand Commitment, Engagement Marketing for Brand Affinity
- Learn the fundamental of Search Engine Optimization and Search Engine Marketing
- Understand fundamentals of Google Analytics tool.

### **COURSE CONTENT:**

#### **UNIT 1**

##### **FUNDAMENTAL TRENDS SHAPING MARKETING**

- The Paradoxes of Marketing to connected customers –
- The Influential Digital Subcultures –
- Youth: Acquiring the Mind Share; Women: Growing the Market Share; Netizens – Expanding the heart share
- Integrating Traditional and Digital Marketing

#### **UNIT 2**

##### **NEW FRAMEWORKS FOR MARKETING IN THE DIGITAL ECONOMY**

- The New Customer Path: Understanding How People Buy: Moving from Four A's to Five A's; Driving from Awareness to Advocacy
- Marketing Productivity Metrics: Decomposing PAR and BAR; Driving Up Productivity
- Major Industry Archetypes

### **UNIT 3**

#### **TACTICAL MARKETING APPLICATIONS IN THE DIGITAL ECONOMY**

- Human-Centric Marketing for Brand Attraction
- Content Marketing for Brand Curiosity
- Omnichannel Marketing for Brand Commitment
- Engagement Marketing for Brand Affinity

### **UNIT 4**

#### **DIGITAL MARKETING APPLICATION**

- Options of Online Communication, The SOSTAC® Model
- Digital Marketing checklist
- Customer led business
- Reasons for attrition from web page
- Measures for customer engagement
- ROPO & ZMOT
- E-Business Models
- Email Marketing, Social Media Marketing, Mobile Marketing

### **UNIT 5**

#### **SEO**

- What is Search Engine Optimization
- Key Concepts related to SEO
- Organic Vs Paid Listings
- 5 P
- SEO Process

### **UNIT 6**

#### **SEM**

- What is Search Engine Marketing
- Key Concepts
- SEM Process

### **UNIT 7**

#### **ANALYTICS**

- Introduction to google analytics

#### **Text Book**

- Puneet Singh Bhatia, Fundamentals of Digital Marketing, Pearson

#### **Reference Books**

- Swaminathan T. N., Karthik Kumar, Digital Marketing: From Fundamentals to Future, Cengage Learning
- Marketing 4.0, Moving from Traditional to Digital – Philip Kotler, Wiley Publications
- The Art of Digital Marketing, Ian Dodson, Wiley Publications
- Internet Marketing and e-commerce, Hanson and Kalyanam, Cengage India
- They Ask You Answer – Marcus Sheridan, Wiley Publications
- WordPress for Beginners, Imagine Publishing



## **305. BUSINESS PLAN CREATION**

### **COURSE OBJECTIVE:**

Objective of the course is to provide hands on experience to students/budding entrepreneurs in setting up

### **LEARNING OUTCOME:**

On completion of the course student should:

- Learn how to identify a business opportunity
- Learn to Design, Build and Adapt business ideas that thrive
- Evaluate an idea, define the product market, identify the potential end user
- Learn to make a foundation plan for the venture
- Understand the START-UP JOURNEY from **Idea – Proof of Concept – Minimum Viable Product – Go to Market**
- Learn how to pitch the idea, test it and create a prototype.

### **COURSE CONTENT:**

#### **UNIT 1**

**Business Plan:** What is business plan, Entrepreneurial opportunities and Business Plan. Preparing business plan. (Practical Exercises on preparation of business plan)

**Components of Business Plan:** Confidentiality Agreement, Executive summary, other components.

#### **UNIT 2**

**Market Analysis and Planning:** Undertaking Market Research, Importance, Industry Analysis, Competitor analysis, defining the target market, market segmentation, market positioning, building a marketing plan, marketing mix, critical factors for devising a market strategy.

#### **UNIT 3**

**Canvas:** Definition of a Business Model, The 9 Building Blocks, The Business Model Canvas

#### **UNIT 4**

**Patterns:** Unbundling Business Models, The Long tail

#### **UNIT 5**

**Design:** Customer Insights, Ideation, Visual Thinking, Prototyping, Storytelling

### **READINGS:**

- Business Model Generation, Alexander Osterwalder's
- Lean Startup, Eric Ries

- Value Proposition Design: How to Create Products and Services Customers Want, Alexander Osterwalder
- The business model book: Adam J Bock and Gerard George
- Dwivedi, A.K.: Industrial Project and Entrepreneurship Development, Vikas Publishing
- O'Donnell, M., The Business Plan: Step by Step, UND Center for Innovation

## **305. BRAND “I”**

### **COURSE OBJECTIVE:**

The course is purely a project based and the objective of the course is to make students aware about Brand where they would learn to adopt a creative approach to empower themselves as a brand.

Students will go through a journey that starts with understanding what a brand is and how they can build their own brand, whilst simultaneously segmenting their consumers appropriately. The course explores positioning and will culminate in development of real brand houses, which can be applied to the working world, and how picking the right name, colors and logo can be instrumental to a brand's success.

### **LEARNING OUTCOME:**

- The meaning of brand
- The concept like brand positioning, brand identity
- The creative approach to brand themselves

### **UNIT 1**

#### **Introduction to branding: Segmentation.**

In this the students will be welcomed to the course and introduced to what makes a brand and how they are built. They will explore how we decide upon which brands we love and hate and how that affects our perception of the brand. Finally they will look at segmentation and the iceberg model and how they can zero in on the correct consumer.

### **UNIT 2**

#### **DEFINING THE VALUE**

In this students will learn what positioning is and how they can use positioning statements to attract consumers to their brand. They will learn what a good and bad positioning statement is and how they can build a strong perceptual map.

### **UNIT 3**

#### **BUILDING A BRAND HOUSE**

In this the students will gain an introduction to brand houses and be shown examples of some of the most interesting ones available to the public. They will start to explore brand personality and image and finally begin to create their own brand.

### **UNIT 4**

#### **BRAND MARKS AND VISUAL EXPRESSIONS**

In this we look in detail at the more visual aspects of a brand: the logo, name and colors. By understanding the nuances between different types of fonts, colors or logotypes, we start to see how brand identity is crafted, through some of the most well-known examples.

## **UNIT 5**

THE CAPSTONE PROJECT: Presentation and Viva-voce

# **BBA-Entrepreneurship**

## **SEMESTER IV**

## **401. INTRODUCTION TO BUSINESS STRATEGY**

### **COURSE OBJECTIVE:**

The course is designed to expand the student's capacity to integrate and appreciate the changes in the environment that shape the strategy of a business and lead to developing a competitive edge.

Being an integrative course, it aims to develop the perspective of students towards understanding the culmination of different functional areas into building up of a corporate strategy.

The purpose is to expose the students to the various approaches in crafting business strategy, tools that aid in reasoning carefully about strategic options, and learning how companies use what-if analysis to evaluate action alternatives and make sound strategic decisions.

### **LEARNING OUTCOME:**

Students who complete this course will be able understand the use of finance for decision making

- Identify and recognise the various levels at which strategic decision making happens in an organization.
- Discuss and define the factors that shape the SWOT analysis of a firm and develop an environment appraisal that will lead to formulation of strategic plans.
- Analyse the suitability of strategies that firms have developed in the real world scenario to achieve valuable outcomes.

### **COURSE CONTENT:**

#### **UNIT 1**

##### **Introduction to Strategic Management**

- Introduction to Strategic Management
- Overview of Strategic Management Process
- Levels of Strategy
- Strategic direction-Vision and Mission
- Process & formulation of the mission statement

#### **UNIT 2**

##### **Environmental Appraisal**

- Concept of environment, characteristics of environment
- SWOT Analysis
- External Environment Appraisal using PESTEL
- Competitor Analysis using Michael E Porter's 5-Forces model
- Environmental Threat and Opportunity Profile (ETOP)
- Value chain Analysis

- Industry Analysis: verticals, Sunshine Industries, Product / Industry Life Cycle, Cyclical Industries

### **UNIT 3**

#### **Strategic Formulation**

- Corporate Level Strategies: Expansion Strategies, Stability Strategies, Retrenchment Strategies, Combination strategies, Horizontal and Vertical Integration, Diversification Strategies
- Strategic choice models - BCG, GE Nine Cell Matrix
- Strategic alternatives at business level:  
Michael Porter's Generic competitive strategies, types of renewal strategies – retrenchment and turnaround, International expansion: Importance and reasons, types – multi-domestic, franchising, licensing and joint ventures.

### **UNIT 4**

#### **Strategic Implementation**

- Strategic Implementation: Developing short-term objectives and policies, functional tactics, and rewards
- Structural Implementation: An overview of Structural Considerations
- Behavioral Implementation: An overview of Leadership and Corporate Culture Mc Kinsey 7-S Framework
- Establishing Strategic Control

### **UNIT 5**

#### **Applying Strategic Management through Case Studies**

Evaluating Red Ocean and Blue Ocean Strategies through case studies

Evaluating different Business strategies – Product Segmentation strategy, Pricing strategy etc. that worked well for a company and strategies that flopped.

#### **Text Book**

- Azhar Kazmi, Strategic Management and Business Policy, McGraw Hill

#### **Reference Books**

- Robinson and Mittal, McGraw Hill, Strategic Management, Formulation, Implementation & Control, Pearce,
- Upendra Kachru, Strategic Management, Excel Books
- Wheelen and Hunger, Concepts in Strategic Management & Business Policy, Pearson
- Wheelen and Hunger, Wheelen and Hunger, Crafting & Executing Strategy, The Quest for Competitive Advantage, McGraw Hill
- David Fred, Strategic Management: Concept and cases, Prentice Hall of India
- Lynch, Corporate Strategy, Pearson

## **402. BUSINESS REGISTRATION AND COMPLIANCE**

### **COURSE OBJECTIVE:**

The objective of this course is to provide knowledge to student on Process for Setting Up and running of a business i.e. the process of registration, licenses and compliance. Students will also be provided practical guidance on alternatives for financing available with new organisations.

### **LEARNING OUTCOME:**

Students who complete this course will be able to understand:

- Different forms of business organizations (Partnerships, HUF, Sole Proprietorship, LLP, Pvt Ltd Co. and Public Limited Company.) company structure and charter documents of companies
- Various initial registrations and licenses
- Maintenance of registers and records
- Overview of Intellectual Property Laws
- Compliance under labour laws and environmental laws

### **COURSE CONTENT:**

#### **UNIT 1**

##### **Choice of Business Organization**

- Private Company
- Public Company
- One Person Company
- Nidhi Company
- Producer Company
- Foreign Company- Liaison Offices
- Branch Office & Project Office
- Formation and Registration and Charter Documents of Companies

#### **UNIT 2**

##### **Mandatory Registration –**

- PAN
- TAN
- GST Registration
- Shops & Establishments
- SSI/MSME
- 1 Additional Registration/License - ESI/PF
- FCRA
- Pollution
- Other registration as per requirement of sector; IE Code
- Drug License; FSSAI
- Trademark; Copyright; Patent; Design
- RBI
- Banking
- IRDA
- Telecom
- I & B
- MSME Registration
- Udyog Aadhar Memorandum
- Industrial License, Industrial Entrepreneurs Memorandum (IEM)
- 1 State Level Approval from the respective State Industrial Department.

## **UNIT 3**

### **Compliance under Labour Laws and Environmental Laws**

- Overview of Factories Act, 1948
- Minimum Wages Act, 1948
- Payment of Wages Act, 1936
- Equal Remuneration Act, 1976; Employees' State Insurance Act, 1948
- Employees' Provident Funds and Miscellaneous Provisions Act, 1952
- Payment of Bonus Act, 1965
- Payment of Gratuity Act, 1972; Employees Compensation Act, 1923
- Contract Labour (Regulation and Abolition) Act, 1970; Industrial Disputes Act, 1947
- Trade Unions Act, 1926
- Maternity Relief Act, 1961
- Child and Adolescent Labour (Prohibition and Regulation) Act, 1986;
- [Persons with Disabilities (Equal Opportunities; Protection of Rights and Full Participation) Act, 1995]\* replaced with Right of Persons with Disabilities Act, 2016 | Prevention of Sexual Harassment of Women at Workplace (Prevention
- Prohibition and Redressal) Act, 2013., Prevention and Control of Pollution Act 1974, 1981
- Environmental Protection Act, 1986; National Green Tribunal Act 2010; Public Liability Insurance Act 1991.

### **Text Book**

- Charantimath, Poornima M; Entrepreneurship Development Small Business Enterprises; Dorling Kindersley (India) Pvt. Ltd.

### **Reference Books**

- Rajnish Kumar, Setting Up Of Business Entities And Closure, Commercial Law Publishers
- Setting up of Business Entities & Closure, Sangeet Kedia
- ICSI Study material on Setting Up of Business Entities and Closure

## **403. FUNDRAISING FOR STARTUP**

### **COURSE OBJECTIVE:**

The objective of this course is to provide practical guidance on alternatives for financing available with new organisations.

### **UNIT 1**

#### **Financing a New Venture**

- Raising Angel Capital – Why Angels Invest, Benefits of working with Organized Angels, Downsides of working with Organized Angel Groups, Angels vs. VCs, Finding Angel Investors, Exit Expectation, Vetting Prospective Angel Investors.
- What Attributes Do Angels Want in a Startup – Great Teams, Large Target Market Size, Disruptive Tech or Ideas, Customer Traction, Defensible IP or Market Position, High Growth Potential, Scalable Models
- Startup Stages and Angel Investment

### **UNIT 2**

Funding Target and Plan – Determining how much to raise, Raising amount from Multiple angels

#### **Text Book**

- Alejandro Cremades and Barbara Corcoran, The Art of Startup Fundraising: Pitching Investors, Negotiating the Deal, and Everything Else Entrepreneurs Need to Know, John Wiley & Sons

#### **READINGS:**

- Vijaya Kumar Ivaturi, Meena Ganesh, Alok Mittal, Sriram Subramanya, Sadagopan, The Manual for Indian Start-ups: Tools to Start and Scale-up Your New Venture, Penguin Random House
- Mehul Darooka & Vikas Kumar, Startups! Finding Funding, Vishwakarma Publications
- Founder's Pocket Guide: Raising Angel Capital, Stephen R Poland



## **404. WORKING CAPITAL MANAGEMENT**

**Final Assessment Pattern (C3 Evaluation):** Practical Examination  
(Course learning outcome will be delivered using tutorials based on case studies therefore C3 evaluation would be done based on Practical Examination)

### **COURSE OBJECTIVE:**

The objective of this course is to provide knowledge to student on Process for Setting Up and running of a business i.e. the process of registration, licenses and compliance. Students will also be provided practical guidance on alternatives for financing available with new organisations.

### **LEARNING OUTCOME:**

Students who complete this course will be able to:

- Assess areas within an organization where working capital improvements can be translated to the bottom line
- Suggest scope for Improvement in cash flow and liquidity by following a process of working capital assessment
- Determine and develop Optimal Level of Current Assets; Working Capital Financing Policy; Operating Cycle and Cash Cycle; Operating Cycle Analysis
- Interpret cash flow statements and ratios, and identify positive and negative corporate performance Appreciate why cash flow analysis is more important than balance sheet and income statement analysis
- Learn the cash management techniques, management of credit, management of inventories. Student should understand both ST and LT sources of working capital finance & merits and demerits of both.

### **COURSE CONTENT:**

#### **UNIT 1**

##### **Working Capital management and Control: An Overview**

- About working capital management
- Rationale for working capital management
- Assessment of Working Capital Requirements
- Formulation of Working Capital Policies; Sources of Working Capital Financing
- Working Capital Financing by Banks; Management of Credit Risk
- Effective Supervision and Follow-up of Advances
- Non-fund based Working Capital Finance

#### **UNIT 2**

##### **Working Capital Policy**

- Gross Working Capital vs. Net Working Capital
- Working Capital Management vs. Project Management
- Optimal Level of Current Assets
- Working Capital Financing Policy
- Operating Cycle and Cash Cycle
- Operating Cycle Analysis

#### **UNIT 3**

##### **Cash Management**

- Cash Budgeting; Long Term Cash Forecasting
- Reports and Statements for Control
- Effective Management and Control of Sundry Debtors

- Current Account vs. Cash Credit Account
- Management and Control of Payments
- Playing the float
- Investment of Surplus Funds

#### **UNIT 4**

##### **Management of Credit**

- Credit Policy; Steps and Strategies
- Causes of High Sundry Debtors and its ramifications
- Cash Discount
- Parameters of Credit Policy
- Decision making for granting credit.

#### **UNIT 5**

##### **Management of Inventories**

- Concept of Economic Order Quantity (EOQ); EOQ Model
- Components of Inventory Carrying Costs
- Lead Time; Order Point
- Safety Stock
- ABC Analysis (or VED Analysis)
- Just-in-Time (JIT) System vs. Just-in-Case (JIC) System

#### **UNIT 6**

##### **Financing of Working Capital Requirements**

- Short Term Sources: Accruals; Trade Credit, ST Loans from Financial Institutions, Rights Debentures, Factoring
- Long Term Sources: Retained Earnings; Equity Share; Preference Share Capital, Debenture Capital
- Term Loans, Pledge hypothecation and Mortgage

##### **Text Book**

- VK Bhalla, Working Capital Management, S Chand
- IM Pandey, Financial Management, Vikas Publishing

##### **Reference Books**

- Hrishikes Bhattacharya, Working Capital Management: Strategies and Techniques, PHI Learning
- Working Capital Management and Control: Principles and Practice, Satish B Mathur, New Age International P Ltd.

## **405. SALES MANAGEMENT & CUSTOMER CENTRICITY**

### **COURSE OBJECTIVE:**

Professional Selling and Sales Management have become more complex and multifaceted than ever before. The objective of this course is to help the student understand various aspects of succeeding in sales along with the basic fundamentals related to organising and effectively managing a sales force.

### **LEARNING OUTCOME:** Student should be able to:

- Understand the sales force organization and deployment
- How to address the ethical issues in sales
- How to motivate the sales force and be an effective leader
- Learn the practical application of tracking and managing sales process using technology
- Learn the art of sales force recruitment and selection
- Understand the methods of training and development of sales staff
- Learn how to control and effectively supervise the sales force.
- Learn Sales Performance Measurement and Monitoring

### **COURSE CONTENT:**

#### **UNIT 1**

- Sales Management, Objectives of sales management, Salesperson's Role: Role of salesperson in Reducing Buyer Dissonance, Sales Objections, Obstacles, Closing the Sale Follow-up
- Buyer-Seller Dyads, Theories of selling
- Types of personal selling objectives, Sales potential and sales forecasting, sales forecasting methods
- Formulating Personal-selling strategy – pure competition, monopolistic competition, oligopolistic competition

#### **UNIT 2**

- Nature of sales management positions, functions of sales executive, qualities of sales executives, relations with top management and with other managers, compensation pattern for sales executives
- Purpose of sales organization, setting up of a sales organizations, basic types of sales organizational structures, centralization Vs decentralization in sales force management
- Recruiting and selecting sales personnel
- Motivating sales personnel
- Compensating sales personnel

#### **UNIT 3**

- Sales Budget
- Quotas: Objectives in using quotas, types of quotas and quota-setting procedures

#### **UNIT 4**

**Introduction to Customer Service:** What Is Customer Service?, Developing a Customer-Centric Mindset Who Are Your Customers?, Internal Customers, External Customers, When & Where Does Customer Service Take Place?, The Need For Customer Service, Rewards, Penalties, What Does Customer Service Mean To You?, Unpleasant Experiences, Satisfying Experiences, Developing a Customer Friendly Attitude, Evaluation, Excitement is Contagious

## **UNIT 5**

Communication Skills: Developing Effective Communication Skills, Presenting a Professional Image, Non-verbal Communication Skills, Body Language, Key Body Language Aspects, Physical Distance, Verbal Communication Skills, Choice of Words, Tone Of Voice, The Choice Of Words, May I, Please, Thank You, The Close, Being Positive, Tone Of Voice, Inflection, Energy, Volume, Pace

## **UNIT 6**

Customer Analysis: Knowing your Customer: Knowing Your Customer, Customer Expectations, Assertive Working Style – Results-Oriented, Analytical – Details-Oriented, Amiable – People-Oriented, Dominant Behavioral Style, Determining Your Level of Service

Calming Upset Customers: What Makes Customers Upset? Avoiding Upsets, What Can You Do To Avoid Upsets?, 5 Key Steps to Calming Upset customers, Accurately identify the problem, Confirm The Customer's Value, Synchronize & Summarize, Conclude By Affirming The Customer's Value Again, What to Do When You Are Upset?

### **Text Book**

- Still, R., Cundiff, E.W. and Govoni, N.A.P., Sales Management: Decisions, Strategies and Cases, Prentice Hall of India
- Robert Lucas, Customer Service Skills for Success, McGraw Hill

### **Reference Books**

- David Jobber , Geoffrey Lancaster, Selling & Sales Management, Pearson education
- Tapan K Panda, Sunil Sahadev Sales & Distribution Management, Oxford
- Anderson, R., Professional Personal Selling, Prentice Hall
- Dalrymple, D. J., Sales Management: Concepts and Cases, John Wiley
- Gupta, V. D., Sales management in Indian perspective, Prentice Hall
- Javier Marcos Cuevas, Bill Donaldson, and Regis Lemmens, Sales Management, Strategy, Process and Practice
- Jim Cathcart, The Eight Competencies of Relationship Selling, Macmillan India
- Alok Kumar et al, Customer Relationship Management: Concepts and applications, Biztantra

## **406. SUPPLY CHAIN MANAGEMENT:**

**COURSE OBJECTIVE:** To help understand the importance of and major decisions in supply chain management for gaining competitive advantage.

**Course Outcome:** Ability to build and manage a competitive supply chain using Strategies, models, techniques and information technology.

### **UNIT 1**

**Introduction:** Supply Chain, Fundamentals, Evolution, Role in Economy, Importance, Decision Phases, Supplier, Manufacturer, Customer chain, Enablers / Drivers of Supply Chain Performance, Supply chain strategy, Supply Chain Performance Measures

### **UNIT 2**

**Strategic Sourcing:** Outsourcing – Make Vs buy, Identifying core processes, Market Vs Hierarchy, Make Vs buy continuum, Sourcing strategy, Supplier Selection and Contract Negotiation. Creating a world class supply base- Supplier Development, World Wide Sourcing

### **UNIT 3**

**Supply Chain Network:** Distribution Network Design, Role, Factors Influencing Options, Value Addition, Distribution Strategies, Models for Facility, Location and Capacity allocation, Distribution Center Location Models. Supply Chain, Network optimization models, Impact of uncertainty on Network Design, Network Design decisions using Decision trees

### **UNIT 4**

**Planning Demand, Inventory and Supply:** Managing supply chain cycle inventory, Uncertainty in the supply chain, Analysing impact of supply chain, redesign on the inventory, Risk Pooling, Managing inventory for short life – cycle products, multiple item - multiple location inventory management, Pricing and Revenue Management

### **UNIT 5**

**Current Trends:** Supply Chain Integration, Building partnership and trust in SC, Value of Information: Bullwhip Effect, Effective forecasting, Coordinating the supply chain, SC Restructuring, SC Mapping, SC process restructuring, Postpone the point of differentiation, IT in Supply Chain, Agile Supply Chains, Reverse Supply chain, Agro Supply Chains

### **Text Book**

- Janat Shah; Supply Chain Management – Text and Cases; Pearson Education

### **Reference Books**

- Sunil Chopra and Peter Meindl, Supply Chain Management - Strategy Planning and Operation, PHI Learning / Pearson Education
- Ballou Ronald H, Business Logistics and Supply Chain Management, Pearson Education
- David Simchi-Levi, Philip Kaminsky, Edith Simchi-Levi, Designing and Managing the Supply Chain: Concepts, Strategies, and Cases, Tata McGraw-Hill
- Altekar Rahul V, Supply Chain Management-Concept and Cases, PHI
- Shapiro Jeremy F, Modeling the Supply Chain, Thomson Learning
- Joel D. Wisner, G. Keong Leong, Keah-Choon Tan, Principles of Supply Chain Management: A Balanced Approach, South-Western, Cengage Learning, 3rd edition, 2011

**BBA (Entrepreneurship)**

**SEMESTER V**

## **501. PROJECT MANAGEMENT**

**COURSE OBJECTIVE:** To explain project management for entrepreneurs

### **UNIT 1**

**Project management:** Concept of a Project, Categories of Project, Project life cycle, Definition of project management, The project as a conversion Process, project environment, complexity of projects, the relationship between project Management and line management, current issues in project management, system approach to project management, Roles and responsibilities of project manager

### **UNIT 2**

**Project planning:** Project planning as a value adding activity, process of project planning, managing the planning process, communicating project plans, dealing with increased complexity through network diagrams, Analyzing the network, Critical Path Analysis, Activity on Nodes diagramming, Dealing with the uncertainty Programme Evaluation and Review Technique, Computerized Project Management, planning with standards

### **UNIT 3**

**Project financing and development banks:** Development banking and western world, debt Equity ratio, Equity and Preference Share Capital, Internal Generation of Funds, Leasing Financing, Public sector bonds, Debentures, All India Development Corporation, Specialized Institution, Investment Institution, means of financing, project financing package, procuring funds

### **UNIT 4**

**Project implementation:** Stages, Bottlenecks in project implementation, Guidelines for effective implementation, Management techniques for project management, project monitoring – essentials, roles, tools and techniques, Project management performance, performance indicators, performance improvement, project management environment, management reporting, report designing, project evaluation, project review

### **UNIT 5**

**Project feasibility study:** Market Feasibility, Technical Feasibility, Financial Feasibility, Economic Feasibility, Critical Success factors, Demand forecasting techniques

### **Text Book**

- Prasanna Chandra, Project Planning, Analysis, Selection, implementation and Review, Tata McGraw Hill Publishing Company Ltd.

### **Reference Books**

- Harvey Maylor, Project Management, Macmillan India Ltd.
- S Choudhary, Project Management, Tata McGraw Hill publishing
- BB Goel, Project Management Principles & Techniques, Deep & Deep Publications
- Harold Kerzner, Project Management: A systems Approach to Planning Scheduling and Controlling, CBs Publishers & Distributors, New Delhi.
- Bhavesh M Patel, Project Management, Strategic Financial Planning, Evaluation and Control, Vikas Publishing

## **502. START UP VALUATION:**

### **COURSE OBJECTIVE:**

Objective of the course is to help students build their angel investing process knowledge base, and learn about the common valuation methods used by Angel Investors and VCs. Experienced faculty will give an overview of the angel funding & Valuation process, answering the most frequent questions young entrepreneurs face as they build new companies.

### **LEARNING OUTCOME:**

On successful completion of the course student should learn:

- **Valuation Fundamentals**  
Valuation and Funding Terminology, Basic Valuation Equation, Founder Dilution, Early Stage Valuation Pitfalls, Down Round,
- **Early Stage Valuation Methods**  
Market Comparable Valuation Method, Step Up Valuation Method, Risk Mitigation Valuation Method, The VC Quick Valuation Method, The VC Valuation Method
- **Option Pool Impact on Valuation**  
True Pre-Money Valuation along with its Math
- **Understanding Accounting Valuation Methods**  
Quantitative Valuation Models, Accounting Valuations Distilled.

### **COURSE CONTENT:**

Course content covering the above-mentioned Learning Outcomes to be delivered through tutorials and class discussions by experienced industry expert.

### **READINGS:**

- Founder's Pocket Guide: Startup Valuation, (2<sup>nd</sup> Edition), Stephen R Poland
- Online References



## **503. BUSINESS PLAN EXECUTION:**

### **COURSE OBJECTIVE:**

Objective of the course is to help students make and present their final business plan to industry experts, Angel Investors, VCs and industry experts in guidance of their faculty and mentor/s.

### **LEARNING OUTCOME:**

On successful completion of the course student should learn:

- To finalize their business plan in the guidance of their faculty and mentor/s by utilizing all the learning's imparted in the Program.
- Learn to make impactful presentation to convince investors to fund the student's business plan/venture
- Learn to confidently present his/her business idea to a large audience and answer all the queries related to their venture.

### **COURSE CONTENT:**

#### **UNIT 1**

**Technical Feasibility and Analysis:** Operation and Production Plan: Types of production systems, Product design and analysis, New product development, location and layout decisions, project layout, plant and technology choices, product specification and customer needs, production planning and control, Commercializing Technologies

#### **UNIT 2**

**Financial analysis and feasibility testing:** Pro-forma income statements, cash budget, funds flow and Cash flow statements; balance sheet; Break Even Analysis; Ratio Analysis.

#### **UNIT 3**

**Strategy:** Business Model Environment, Evaluating Business Models, Business Model Perspective on Blue Ocean Strategy, Managing Multiple Business Models

#### **UNIT 4**

**Process:** Business Model Design Process

#### **UNIT 5**

**Business Outlook**

### **READINGS:**

- The Lean Startup, Eric Ries, Penguin Publishing
- Dwivedi, A.K.: Industrial Project and Entrepreneurship Development, Vikas Publishing
- O'Donnell, M., The Business Plan: Step by Step, UND Center for Innovation
- Mullins, J. and Komisar R., Getting to Plan B, Harvard Business Press
- Online References

## **504. PSYCHOLOGICAL ASPECT OF ENTREPRENEURSHIP:**

### **COURSE OBJECTIVE:**

Objective of the course is to train the student on – How to deal with Stress, Failures in Business, dealing with employees empathetically and learn all the other psychological traits to become an effective leader.

- To develop appreciation about human behaviour and human mind in the context of learners' immediate society and environment.
- To develop in learners an appreciation of multidisciplinary nature of psychological knowledge and its applications in various aspects of life.
- To enable learners to become perceptive, socially aware and self-reflective.
- To facilitate students' quest for personal growth and effectiveness, and to enable them to become responsive and responsible citizens.

### **LEARNING OBJECTIVE:**

Student should be able to learn how to deal with:

- Stress,
- Failures in Business,
- Dealing with employees empathetically
- Learn all the other psychological traits to become an effective leader.

### **COURSE CONTENT:**

#### **UNIT 1**

**Introduction:** What is psychology?, Understanding mind and behaviour; Evolution of psychology; Psychologists at work; Psychology in everyday life;

**Learning:** Nature of learning; Paradigms of learning: Classical and operant conditioning, Observational learning, Cognitive learning, Verbal learning, Concept learning, Skill learning; Factors facilitating learning; Transfer of learning; The Learner: Learning styles; Learning disabilities; Applications of learning principles.

#### **UNIT 2**

**Thinking:** Nature of thinking; Thought and language; Development of language and language use; Reasoning; Problem-solving; Decision making; Nature and Process of creative thinking; Developing creative thinking

#### **UNIT 3**

**Motivation:** Nature of motivation; Biological motives; Social and psychological motives — Achievement, Affiliation and Power; Maslow's hierarchy of needs; Nature of emotions; Physiological, cognitive and cultural bases of emotions; Expression of emotions; Enhancing positive emotions, e.g. Happiness, Optimism etc.; Managing negative emotions, e.g. anger, fear etc.

#### **UNIT 4**

**Variations in Psychological Attributes:** Individual differences in human functioning; Assessment of psychological attributes; Intelligence: Individual differences in intelligence; Theories of intelligence; Culture and intelligence; Special abilities: Aptitude — nature and measurement; Creativity; Emotional intelligence

**Self and Personality:** Concepts of self, self-esteem, self-efficacy, and self-regulation; Culture and self; Concept of personality; Major approaches — Type and Trait, Psychodynamic, Humanistic, Behavioural, Cultural; Assessment of personality: Self-report measures, behavioural analysis, and projective measures.

## **UNIT 5**

**Meeting Life Challenges:** Nature, types and sources of stress; Effects on psychological functioning and health; Coping with stress; Promoting positive health and well-being

**Psychology and Life:** Human-environment relationship; Environmental effects on human behaviour: Noise, pollution, crowding, natural disasters; Promoting pro-environmental behaviour; Psychology and social concerns: Aggression, Violence and Peace, Discrimination and Poverty, health, impact of television on behaviour.

### **Text Book**

- J. Robert Baum, Michael Frese, Robert A. Baron, The Psychology of Entrepreneurship, Taylor & Francis Group

### **Reference Books**

- Brian H. Ross (2012). The psychology of learning and motivation-volume: 57, ELSEVIER.
- David R. Shaffer and Katherine Kipp (2007), Developmental Psychology, Thomson Wadsworth
- J. C. Aggarwal, (2008) Psychology of Learning and Development, Shipra Publications
- Gini Graham Scott Ph. D (2007) 30 days to a more powerful memory, Gini Graban Scoff, Attention.
- Kincheloe, J.I.(2004).Critical thinking and learning, Rain tree/Greenwood press
- Ifenthaler, Dirk(2011).Multiple Perspectives On Problem Solving And Learning In The Digital Age, Springer
- Jim., Barrett (2005)Test yourself!: Test your aptitude, personality and motivation and plan your career, Kogan Page
- Richard C. maddock, Richard L. Filton(1998). Motivation, emotions, and leadership, Quorum Books.
- Ben Horiwitz, The Hard Things About Hard Things
- Jim Collins, Good to Great: Why Some Companies Make the Leap and Others Don't
- Online References

## **505. PERSONALITY DEVELOPMENT**

### **COURSE OBJECTIVE:**

#### **Course Objectives:**

- 1) To help the students in building interpersonal skills.
  - 2) To develop skill to communicate clearly.
  - 3) To enhance team building and time management skills.
  - 4) To learn active listening and responding skills.
- 

#### **Course Outcomes:** On completion of the course, learner will be able to:

1. Make use of techniques for self-awareness and self-development.
2. Apply the conceptual understanding of communication into everyday practice.
3. Understand the importance of teamwork and group discussions skills.
4. Develop time management and stress management.
5. To get conversant with Team work, Team effectiveness, Group discussion, Decision making.

### **UNIT 1**

#### Self Awareness & Self Development

- Self Assessment
- Self evaluation
- Self discipline
- Self Appraisal
- Self-Awareness
- Self criticism
- Self-Esteem
- Positive thinking
- Thoughtfulness and responsible approach
- Perceptions And Attitudes
- Values And Belief Systems
- General Etiquettes

### **UNIT 2**

#### Personal success factors

- SWOT analysis
- Handling Failure
- Knowing yourself
- Identifying one's strength and failures
- Importance of First Impression

### **UNIT 3**

#### Managing self

- Emotions
- Ego
- Pride
- Stress
- Achievements
- Confidence improvement

- Johari's Window
- Complex problem solving and creativity
- Recognition of one's own limitations and deficiencies
- Determining How Well You Perceive What's Going On Around You
- Interpersonal Skills And
- Communication Skills
- Learning About Commitment And
- How To Move Things Forward
- Making Key Decisions
- Handling Your And Other People's Stress
- Empowering, Motivating And
- Inspiring Others
- Leading By Example
- Effective Feedback

#### **UNIT 4**

##### Soft Skills:

- Body Language– Gesture, posture, facial expression.
- Group Discussion– Giving up of PREP, REP Technique.
- Presentation Skills:
  - (i) How to make power point presentation
  - (ii) Body language during presentation
- Resume writing: Cover letter, career objective, Resume writing (tailor made)
- Interview Skills: Stress Management, Answering skills

#### **UNIT 5**

##### Writing Skills

- Letter writing
- Business letters
- Application letters
- Covering letters
- Report writing
  - Academic report
  - Business report
  - Technical report
  - Technical project report
- Job Application and Resume writing

#### **UNIT 6**

##### Mock Group Discussions & Personal Interviews

##### **Text Books:**

- Communication Skills by Sanjay Kumar and Pushpa Lata, Oxford University Press.
- Developing Communication Skill by Krishna Mohan, Meera Banerji, McMillan India Ltd.
- English for Business Communication by Simon Sweeney, Cambridge University Press.
- Group Discussions and Interview Skills by Priyadarshi Patnaik, Foundation Books Cambridge University Press.
- Basic Managerial Skills by E. H. McGrath, Eastern Economy Edition, Prentice Hall India.

##### **Reference Books:**

- Business Ethics in Practice and Research by Caroline & Whitbeck, Cambridge University Press.
- NASSCOM-Global Business Foundation Skills: Accenture, Convergys, Dell et.al. Foundation Books: Cambridge University Press.
- Think and Grow Rich by Napoleon Hill, Ebury Publishing

- Awaken the Giant Within by Tony Robbins Harper Collins Publishers
- Change Your Thoughts; Change Your Life by Wayne Dyer, Hay House India
- The Power of Your Subconscious Mind by Dr Joseph Murphy Maanu Graphics
- The new Leaders by Daniel Coleman Sphere Books Ltd
- Stephen Covey, “Habits of Highly Effective People”, Pocket Books
- The 80/20 Principal by Richard Koch, Nicholas Brealey Publishings

# **BBA (Entrepreneurship)**

## **SEMESTER VI**

## **601. INDUSTRY INTERNSHIP**

### **Final Assessment Pattern (C3 Evaluation):**

During the VIth semester, each student has to undergo for a six-month internship and shall undertake a project to be pursued by him / her under the supervision of an industry supervisor and an internal supervisor appointed by the HOD. The project should preferably be based on primary data. The Project Report in duplicate along with one soft copy in a floppy will be submitted at least four weeks prior to the commencement of the End Term Examination of the Sixth Semester. Project Report shall carry 100 marks and shall be evaluated by an External Examiner appointed by the institution.



# INTERNATIONAL COLLEGE OF FINANCIAL PLANNING™

RULE THE WORLD OF FINANCE

Dated: 16th January, 2020

To,  
The Registrar,  
University of Mysore,  
Crawford Hall, Manasgangotri,  
Mysore-570005

Subject: **Submission Of Approved The BOS Proceedings Of The Syllabi For The Specialized Courses Run By International College Of Financial Planning; Code - 5248**

Respected Sir,

This is with reference to the Board of Studies meeting held on the 16th of January, 2020 at International College of Financial Planning (ICoFP), Mysore, in the presence of the respective chairpersons and members for the proposal of the syllabi for the specialized programs.

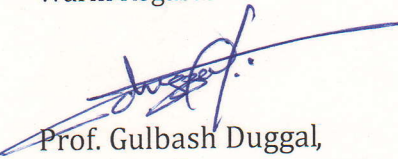
The board discussed the syllabi of BBA (Financial Planning) & BBA (Entrepreneurship) courses in details in terms of the Curriculum, LTP Credits Assigned, Intake eligibility criteria and the Lateral Entry Eligibility Criteria for the said courses and sending the proceeding for the approval of the University of Mysore.

With reference to that, we are hereby presenting the Proceedings for your kind review and approval.

Please find enclosed herewith the approved BOS Proceedings.

Request you to kindly approve the same to be implemented for the batch of 2020 onwards.

Warm Regards

  
Prof. Gulbash Duggal,  
Associate Dean,  
International College of Financial Planning,  
#169/1 New No. 29/1, 3rd Stage,  
Industrial Suburb, Fort Mohalla,  
Manandhavadi Road, Mysore-570008

|                          |  |
|--------------------------|--|
| <b>REGISTERED OFFICE</b> | Bajaj Capital, 5 <sup>th</sup> Floor Bajaj House, 97, Nehru Place, New Delhi - 110019, India, Tel. 011 67000000.   |
| <b>DELHI HEAD OFFICE</b> | ICoFP™, 3rd Floor, Gulab Bhawan, 6, Bahadur Shah Zafar Marg, Near ITO Metro Station Gate no. 4, New Delhi - 110002, India, Tel: 011-61601212   |
| <b>MUMBAI CAMPUS</b>     | ICoFP™, C/O Kiran Devi Saraf Institute of Complete Learning(KSICL), 3RD Floor, R S Campus, Opposite Bajaj Hall, S V Road Malad (West), Mumbai - 400064, India, Tel: 8655040220, 9819901004 |
| <b>MYSORE CAMPUS</b>     | ICoFP™, 169/1, New no 29/1, 3rd stage, Industrail suburb, Fort Mohalla, Manandhavadi Road, Mysore - 570008, India.   |
| <b>LUCKNOW CAMPUS</b>    | ICoFPTM, 1/16 Vinamra Khand, Above Health Plus Diagnostic Center, Opposite ICICI Bank, Gomti Nagar Extension, Lucknow - 226010, India Tel: 98999 04117                                     |







# INTERNATIONAL COLLEGE OF FINANCIAL PLANNING™

SUPER SPECIALITY  
PROFESSIONAL EDUCATION

RULE THE WORLD OF FINANCE

## Proceedings Of The Board Of Studies For The Syllabi Of The Specialized Programs In BBA (Financial Planning) & BBA (Entrepreneurship) - Meeting Held On The 16<sup>th</sup> Of January, 2020 At International College Of Financial Planning, Mysore For Board Of Studies

### List Of Members Present

| S. No. | List Of Members      | Designation |
|--------|----------------------|-------------|
| 1      | Prof. Anand D        | Chairperson |
| 2      | Prof. Gulbash Duggal | Convener    |
| 3      | Mr. Aditya Vij       | Member      |
| 4      | Mr. Neeraj Gupta     | Member      |
| 5      | Ms. Bharti Mishra    | Member      |
| 6      | Ms. Sonia Ambwani    | Member      |

In reference with the presentation and proposal of the syllabi for the specialized programmes in BBA (Financial Planning & BBA (Entrepreneurship) Dated 16<sup>th</sup> January, 2020, the Chairperson, Prof. D. Anand, welcomed the Board of Studies members present for the Board of Study Meeting held at International College of Financial Planning (ICoFP), Mysore on the 16<sup>th</sup> of January, 2020 in the honorable presence of the approved BOS members.

The Board of studies examined the above agenda in due consultation of the syllabi presented for the above mentioned programs, the syllabi was reviewed and okayed in the meeting.

The detailed syllabi is enclosed as Annexure

The Board discussed in detail and resolved to approve the syllabi and the intake criteria.

Prof. Anand

Prof. Gulbash Duggal

Mr. Aditya Vij

Mr. Neeraj Gupta

Ms. Bharti Mishra

Ms. Sonia Ambwani

|                          |   |
|--------------------------|---|
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## PROCEEDINGS OF THE MEETING

### Presentation and proposal of the syllabi for the Specialized Programs:

- a) BBA (Financial Planning) - Approved by the Board  
b) BBA (Entrepreneurship) - Approved by the Board

The Board of Studies examined the above agenda in due consultation of the syllabi presented for the above mentioned programs. The syllabi was reviewed and approved in the meeting, for the new academic year 2020 onwards.

The syllabi has been approved for BBA (Financial Planning) and BBA (Entrepreneurship) keeping in mind the industry requirement, as these are super specialized courses and the same has been enclosed as Regulations in Annexure I & II

- a) BBA (Financial Planning) (BBA-FP): **Approved by the Board**

#### **Eligibility**

A candidate whose age is above 17 years is eligible to apply. A candidate who has completed +2 or equivalent successfully for admission to B.B.A. (Financial Planning) (BBA-FP).

#### **Lateral Exit**

The candidates can exercise their option to exit at the end of completing stipulated credits amounting to the awarding degree as shown in the table below.

| CREDITS     | COVERAGE                              | AWARD            |
|-------------|---------------------------------------|------------------|
| 40 Credits  | Corresponding To First Two Semesters  | Diploma          |
| 80 Credits  | Corresponding To First Four Semesters | Advanced Diploma |
| 120 Credits | Corresponding To All Six Semesters    | Degree           |

#### **Lateral Entry**

With the Lateral Exit in place, seats that fall vacant during the Second Year and the Third year can be filled up with the candidates opting for Lateral Admission directly to Third / Fifth Semester. For BBA (Financial Planning), a candidate with a 1 year Diploma in the related field of Finance and Management, recognized by the state/Central govt. of India OR authorities established under the laws of any state/ central govt. of India Or equivalent in Fashion related stream shall be eligible to the Lateral Admission to Third Semester & 2 year Diploma recognized by the state/Central govt. of India OR authorities established under the laws of any state/ central govt. of India Or equivalent in Finance and Management related stream shall be eligible to the Lateral Admission to Fifth Semester.

**Intake/Calendar:** The classes will commence as per the approved calendar of event issued by the university. *and the intake fixed by the university*

*V. V. V.*

*[Signature]*

*[Signature]*

*Abhinav*

*Shanti Bhusan*

### **Scheme of Instructions**

A Bachelor's degree program is of 6 semesters-3 years duration of 120 credits. A candidate can avail a maximum of 12 semesters-6 years as per double duration norm, in one stretch to complete Bachelor's degree, including blank semesters.

The Bachelor's Degree program is of 6 semesters-three year duration. A candidate can avail a maximum of 12 semesters-6 year (in one stretch) to complete Bachelor's degree (including Blank Semesters/Drop Courses/Make-Up Courses, if any). Whenever a candidate re-registers for Dropped Course(s) semesters, he/she has to study as per the prevailing regulations and courses. In case of Make-Up examinations, also the norm of prevailing regulations and courses would be applicable.

### **Continuous Assessment, Earning of Credits and Award of Grades**

The evaluation of the candidate shall be based on continuous assessment. The structure for evaluation is enclosed as Annexure II

**Examination:** It has been proposed and agreed upon in the BOS, that the examination would be held after the completion of each semester for any/all lecture components of the delivery mode, hence the student will be assessed through projects and practical work assigned to the students and as written examination for the theory subjects as defined in the Regulations, Annexure I & II enclosed.

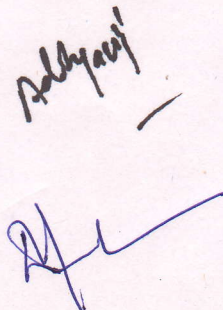
**Assessment Procedure:** Proposed scheme of examination was presented to the Board of Studies and it was mentioned that each subject has a variable percentage of internal and external assessment depending on the amount of practical work required to be done in each subject. The proposed scheme is as enclosed in Annexure.

### Timeline to receive back original documents from Mysore University after verification:

It was advised in the BOS that the depending upon how the documents are submitted the return process is almost instant. In case someone carries the original documents to the University, they are verified and returned then and there.

### Sample formats for University enrollment form / Student ID card / Admission Fee/Exam fee deposit etc.

The above point was discussed in the Board of Studies and it was advised that the University does not issue any Identity Cards to the students. ICoFP could design an identity card stating University of Mysore on it and using the logo. THE University would only issue a hall ticket / examination ticket which allows for the student to appear for the exam, and hence serves as proof that the student is enrolled under the specialized program as authorized by the University of Mysore .



Zoni Ambani

Bhakti Mishra

University Fee structure applicable for 2020 for our specialized programs

The point was reviewed by the BOS and it was suggested that the Fee structure for the Specialized programs would have to be proposed by ICoFP, 25% of which would go to the University as the fee.

**b) BBA (Entrepreneurship) (BBA-EP): Approved by the Board**

**Eligibility**

A candidate whose age is above 17 years is eligible to apply. A candidate who has completed +2 or equivalent successfully for admission to B.B.A. (Entrepreneurship) (BBA-EP).

**Lateral Exit**

The candidates can exercise their option to exit at the end of completing stipulated credits amounting to the awarding degree as shown in the table below.

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|-------------|---------------------------------------|------------------|
| 40 Credits  | Corresponding To First Two Semesters  | Diploma          |
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| 120 Credits | Corresponding To All Six Semesters    | Degree           |

**Lateral Entry**

With the Lateral Exit in place, seats that fall vacant during the Second Year and the Third year can be filled up with the candidates opting for Lateral Admission directly to Third / Fifth Semester. For BBA (Entrepreneurship) a candidate with a 1 year Diploma in the related field of Finance and Management, recognized by the state/Central govt. of India OR authorities established under the laws of any state/ central govt. of India Or equivalent in Fashion related stream shall be eligible to the Lateral Admission to Third Semester & 2 year Diploma recognized by the state/Central govt. of India OR authorities established under the laws of any state/ central govt. of India Or equivalent in Finance and Management related streams shall be eligible to the Lateral Admission to Fifth Semester.

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**Scheme of Instructions**

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*[Handwritten signatures and initials]*

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### University Fee structure applicable for 2020 for our specialized programs

The point was reviewed by the BOS and it was suggested that the Fee structure for the Specialized programs would have to be proposed by ICoFP, 25% of which would go to the University as the fee.

