

ANNEXURE-59

Scheme & Syllabus
of
4 Year Bachelor of Business Administration (BBA)
(Honours/Honours with Research) Programme
(As per NEP-2020)
(Interdisciplinary)



Department of Management Studies
BHAGAT PHOOL SINGH MAHILA VISHWAVIDYALAYA
KHANPUR KALAN
(2024)

**Scheme of 4 Year Bachelor of Business Administration (BBA)
(Honours/Honours with Research) Programme
(Interdisciplinary)**

S. No.	Course Code	First Semester								
		Course Type	Course Title	Workload			No. of Credit	Division of Marks		
				L	P	T		Internal Marks	External Marks	Total Marks
1	B-BBA - 101	DSC	Principles of Management	3	0	1	4	30	70	100
2	B-BBA - 103	DSC	Fundamentals of Accounting	3	0	1	4	30	70	100
3	B-BBA - 105	DSC	Business Organisation	3	0	1	4	30	70	100
4	B-BBA - 107	MIC	Corporate Office Management	2	0	0	2	15	35	50
5	B-BBA-109	MDC	Micro Economics-I	2	0	1	3	25	50	75
6	AEC-1	AEC	Choose any one from the common pool of courses offered by the University				2			50
7	SEC-1	SEC	Choose any one from the common pool of courses offered by the University				3			75
8	VAC -1	VAC	Choose any one from the common pool of courses offered by the University				2			50
		Total Hours/Credit					24			600

S r . N o	Course Code	Cou rse Typ e	Course Title	Second Semester						
				Worklo ad			No. of Credi t	Division of Marks		
				L	P	T		Inter nal Mark s	Extern al Marks	Total Marks
1	B-BBA -102	DSC	Understanding Human Behaviour	3	0	1	4	30	70	100
2	B-BBA -104	DSC	Entrepreneurial Development	3	0	1	4	30	70	100
3	B-BBA -106	DSC	Business Statistics-I	3	0	1	4	30	70	100
4	B-BBA -108	MIC	Management Lessons from Indian leaders	2	0	0	2	15	35	50
5	B-BBA-110	MDC	Micro Economics-II	2	0	1	3	25	50	75
6	AEC-2	AEC	Choose any one from the common pool of courses offered by the University				2			50
7	SEC-2	SEC	Choose any one from the common pool of courses offered by the University				3			75
8	VAC -2	VAC	Choose any one from the common pool of courses offered by the University				2			50
			Total Hours/Credit				24			600

Students who opt to exit after completion of first year and have secured 52 credits including 4 credits of summer internship will be awarded a UG Certificate in the relevant Discipline/Subject.

S r . N o	Course Code	Cou rse Typ e	Course Title	Third Semester						
				Worklo ad			No. of Credi t	Division of Marks		
				L	P	T		Inter nal Mark s	Extern al Marks	Total Marks
1	B-BBA -201	DSC	Business Environment	3	0	1	4	30	70	100
2	B-BBA -203	DSC	Financial Accounting & Auditing	3	0	1	4	30	70	100
3	B-BBA -205	DSC	Business law	3	0	1	4	30	70	100
4	B-BBA -207	MIC	Human Resource Management	3	0	1	4	30	70	100
5	B-BBA-209	MDC	MSME Management	2	0	1	3	25	50	75
6	AEC-3	AEC	Choose any one from the common pool of courses offered by the University				2			50
7	SEC-3	SEC	Choose any one from the common pool of courses offered by the University				3			75
			Total Hours/Credit				24			600

[Handwritten Signature]
 Department of Management Studies
 The Vignette Institute

Fourth Semester										
S r . N o	Course Code	Cours e Type	Course Title	Workl oad			No. of Credit	Division of Marks		
				L	P	T		Inter nal Mark s	Extern al Marks	Total Marks
1	B-BBA -202	DSC	Marketing Management	3	0	1	4	30	70	100
2	B-BBA -204	DSC	Statistical Methods for Managerial Decisions	3	0	1	4	30	70	100
3	B-BBA -206	DSC	Company Law	3	0	1	4	30	70	100
4	B-BBA -208	MIC (VOC)	Personality & Soft Skills Development	3	2	0	4	30	35(P) 35(T)	100
6	AEC-4	AEC	Choose any one from the common pool of courses offered by the University				2			50
8	VAC-3	VAC	Choose any one from the common pool of courses offered by the University				2			50
		Total Hours/Credit					20			500

Students who opt to exit after completion of second and have secured 96 credits including 4 credits of summer internship will be awarded a UG Certificate in the relevant Discipline/Subject.

Fifth Semester										
S r . N o	Course Code	Cour se Type	Course Title	Worklo ad			No. of Credi t	Division of Marks		
				L	P	T		Inter nal Mark s	Extern al Marks	Total Marks
1	B-BBA -301	DSC	International Business	3	0	1	4	30	70	100
2	B-BBA -303	DSC	Basics of Cost Accounting	3	0	1	4	30	70	100
3	B-BBA -305	DSC	Indian Management	3	0	1	4	30	70	100
4	B-BBA -307	MIC (VOC)	Business Research Methods	3	2	0	4	30	35(P) 35(T)	100
5	B-BBA -309		Internship				4			100
Total Hours/Credit							20			500

Sixth Semester										
S r . N o	Course Code	Cour se Type	Course Title	Worklo ad			No. of Credi t	Division of Marks		
				L	P	T		Intern al Marks	Extern al Marks	Total Marks
1	B-BBA -302	DSC	Business Ethics	3	0	1	4	30	70	100
2	B-BBA -304	DSC	Financial Management	3	0	1	4	30	70	100
3	B-BBA -306	DSC	Taxation Laws	3	0	1	4	30	70	100
4	B-BBA -308	MIC	Indian Economy	3	0	1	4	30	70	100
5	B-BBA -310	MIC (VOC)	Quantitative Techniques through Computers	3	2	0	4	30	35(P) 35(T)	100
Total Hours/Credit				15		5	20	150	350	500

Students who wish to undergo a 3 years UG Programme will be awarded UG Degree in the Major Discipline after successful completion of three years, securing 132 credits

[Signature]
 Head of the Department
 Department of Management Studies
 K. J. Somaiya Institute of Management Studies and Research

Seventh Semester										
Sr No	Course Code	Course Type	Course Title	Workload			No. of Credits	Division of Marks		
				L	P	T		Internal Marks	External Marks	Total Marks
1		DSC	Elective – Finance* Or Elective –Marketing* Or Elective -Human Resources* Or Elective- International Business*	3	0	1	4	30	70	100
2		DSC	Elective – Finance* Or Elective –Marketing* Or Elective -Human Resources* Or Elective- International Business *	3	0	1	4	30	70	100
3		DSC	Elective – Finance* Or Elective –Marketing* Or Elective -Human Resources* Or Elective- International Business *	3	0	1	4	30	70	100
		DSC	Elective – Finance* Or Elective –Marketing* Or Elective -Human Resources* Or Elective- International Business *	3	0	1	4	30	70	100
4	B-BBA -401	MIC	Tourism and Hospitality	3	0	1	4	30	70	100

		Management						
		Total Hours/Credit	15	5	20	150	350	500

*Students need to choose any one elective as major elective. List of all electives are given below-

Elective - Finance

B-BBA -403	Principles of Banking	7 th Semester
B-BBA -405	Financial Market	7 th Semester
B-BBA -407	Financial Statement Analysis	7 th Semester
B-BBA -409	Working Capital Management	7 th Semester

Elective - Marketing

B-BBA -411	Product and Brand Management	7 th Semester
B-BBA -413	Marketing Research	7 th Semester
B-BBA -415	Retail Marketing	7 th Semester
B-BBA -417	Supply Chain Management	7 th Semester

Elective - Human Resources

B-BBA -419	Training and Development	7 th Semester
B-BBA -421	Employee Legislation	7 th Semester
B-BBA -423	Group Dynamics	7 th Semester
B-BBA -425	Compensation management	7 th Semester

Elective - International Business

B-BBA -425	International Aspects Of Business Operations	7 th Semester
B-BBA -427	Foreign Exchange Management	7 th Semester
B-BBA -429	WTO & International Trade Policy	7 th Semester
B-BBA -431	International Marketing	7 th Semester

[Signature]
 Head of Department
 Department of Management Studies
 Anna University, Chennai

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Eighth Semester without Research										
Sr. No	Course Code	Course Type	Course Title	Workload			No. of Credits	Division of Marks		
				L	P	T		Internal Marks	External Marks	Total Marks
1		DSC	Elective – Finance* Or Elective –Marketing* Or Elective -Human Resources* Or Elective-International Business	3	0	1	4	30	70	100
2		DSC	Elective – Finance* Or Elective –Marketing* Or Elective -Human Resources* Or Elective-International Business *	3	0	1	4	30	70	100
3		DSC	Elective – Finance* Or Elective –Marketing* Or Elective -Human Resources* Or Elective-International Business*	3	0	1	4	30	70	100
		DSC	Elective – Finance* Or Elective –Marketing* Or Elective -Human Resources* Or Elective-International Business *	3	0	1	4	30	70	100
4	B-BBA	MIC	Healthcare	3	0	1	4	30	70	100

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-402	Management							
	Total Hours/Credit	15	5	20	150	350	500	

*Students need to choose any one elective as major elective. List of all electives are given below

Elective - Finance

B-BBA -404	Financial Derivatives	8 th Semester
B-BBA -406	Risk and Insurance	8 th Semester
B-BBA -408	Investment Management	8 th Semester
B-BBA -410	Behavioural Finance	8 th Semester

Elective - Marketing

B-BBA -412	Digital Marketing	8 th Semester
B-BBA -414	Customer Relationship Management	8 th Semester
B-BBA -416	Consumer Behaviour	8 th Semester
B-BBA -418	Advertising and Public Relations	8 th Semester

Elective - Human Resources

B-BBA -420	Organisational Development	8 th Semester
B-BBA -422	Knowledge Management	8 th Semester
B-BBA -424	Performance Management	8 th Semester
B-BBA -426	Global HR Practices	8 th Semester

Elective - International Business

B-BBA -428	Management of Cross Cultural Issues	8 th Semester
B-BBA -430	International Regulatory Framework	8 th Semester
B-BBA -432	International Strategic Management	8 th Semester
B-BBA -434	Global Supply Chain Management	8 th Semester

Eighth Semester with Research										
Sr No	Course Code	Course Type	Course Title	Workload			No. of Credits	Division of Marks		
				L	P	T		Internal Marks	External Marks	Total Marks
1		DSC	Elective – Finance Or Elective - Marketing Or Elective -Human Resources Or Elective- International Business	3	0	1	4	30	70	100
2	B-BBA - 402	MIC	Data Analytics	3	0	1	4	30	70	100
3	B-BBA - 436		Dissertation				12			300
		Total Hours/Credit					20			500

A four year UG Honours degree in the major discipline will be awarded to those who complete a four year degree programme with 172 credits

Elective - Finance

B-BBA -404	Financial Derivatives	8 th Semester
B-BBA -406	Risk and Insurance	8 th Semester
B-BBA -408	Investment Management	8 th Semester
B-BBA -410	Behavioural Finance	8 th Semester

Elective - Marketing

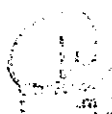
B-BBA -412	Digital Marketing	8 th Semester
B-BBA -414	Customer Relationship Management	8 th Semester
B-BBA -416	Consumer Behaviour	8 th Semester
B-BBA -418	Advertising and Public Relations	8 th Semester

Elective - Human Resources

B-BBA -420	Organisational Development	8 th Semester
B-BBA -422	Knowledge Management	8 th Semester
B-BBA -424	Performance Management	8 th Semester
B-BBA -426	Global HR Practices	8 th Semester

Elective - International Business

B-BBA -428	Management of Cross Cultural Issues	8 th Semester
B-BBA -430	International Regulatory Framework	8 th Semester
B-BBA -432	International Strategic Management	8 th Semester
B-BBA -434	Global Supply Chain Management	8 th Semester


Department of Management Studies
K. J. Somaiya Institute of Management Studies
Mumbai

PRINCIPLES OF MANAGEMENT

Course Code: B-BBA -101

Total Credits: 4

L - T - P

3 - 1 - 0

External Theory Marks: 70

Internal Assessment Marks: 30

Time allowed: 3 hrs

Course Outcomes:

CO1: Students will be able to have clear understanding of managerial functions like planning, and have some basic knowledge on international aspect of management

Students will able to

CO2: Students will be able to understand the concept of organization

CO3: Students will be able to demonstrate the ability to directing, leadership and communicate effectively

CO4: Students will be able to demonstrate the ability to understand the requirement of good control system and control techniques.

Unit-I

Nature, Scope and Significance of Management; Process of Management; Management as an Art, Science and Profession; Management and Administration; Role of Managers; Principles of Management; Levels of Management

Unit-II

Planning : Meaning and Importance of Planning; Planning Process; Making Planning Effective; Types of Plans; Decision Making : Concept, Nature, Types of Decision, Process and Techniques, Creativity in Decision Making . Management by Objectives

Unit-III

Organizing- Nature, Importance, Process and Principles of Organizing Departmentation, Decentralization, Centralization, Delegation, Authority and Responsibility Relationship - Line, Staff and Functional; Formal vs. Informal Organizations, Directing: Concept, Nature and Importance

Unit-IV

Leadership: Meaning, Importance and Characteristics of a Good Leader, Trait Theories, Managerial Grid, Robert House theory, Path Goal theory, Blake & Mouton theory. Control: Nature, Process and Significance, Control Methods: Pre-action Control, Steering Control and Post-action Control, Control Techniques

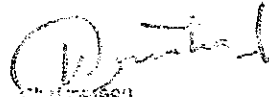
Recommended Readings:

1. Koontz, Harold and Wehrich, Heinz. Essentials of Management. 10th ed. Tata McGraw Hill Education, 2015. Print
2. Robbins, Stephen P. Management, 5th ed. Englewood Cliffs, Prentice Hall Inc. New Jersey.

3. Stoner, James A. F., Freeman, R. Edward, Gilbert, Daniel R. Management, 6e (Revised). Prentice Hall of India, New Delhi. 2018. Print
4. Luthans, Fred. Organizational Behaviour. 12th ed. Mc Graw Hill , New York, 2011. Print
5. Rao, V. S. P. Management. Excel Books, New Delhi, 2012.
6. Prasad, L.M. Principles and Practice of Management. 20th ed. Sultan Chand & Sons. Print

Instruction for External Theory Paper Setter/Examiner:

The question paper will have two sections. Section 'A' shall comprise of 5 small questions of 2 marks each, all are compulsory. Section 'B' will contain 8 questions (2 questions from each unit) of 15 marks each. The students will be required to attempt four questions (one question from each unit).


Chairperson
Department of Management Studies
K. J. Somaiya Institute of Technology
Kirti Nagar, Mumbai

FUNDAMENTALS OF ACCOUNTING

Course Code: B-BBA -103

Total Credits: 4
L - T - P
3 - 1 - 0

External Theory Marks: 70
Internal Assessment Marks: 30
Time allowed: 3 hrs

Course Outcomes:

- CO1:** Students will able to understand about various basic aspects of Accounting
CO2: Students will able to understand about various accounting concepts used in preparing financial statements
CO3: Students will able to understand the steps used in passing journal enteries and ledger accounts
CO4: By the end of the course, students will able to prepare trial balance and final accounts of proprietary concern.

Unit-I

Accounting: Nature, Scope, Functions and Limitations, Types of Accounting and Accounting System, Accounting Concepts and Conventions, Accounting Equation

Unit-II

Accounting Process: Journal and Ledger, Trial Balance including Rectification of Errors, Subsidiary Books

Unit-III

Capital and Revenue, Classification of Income, Expenditure and Receipts. Preparation of Final Accounts: Trading Account, Profit and Loss Account, Balance Sheet

Unit-IV

Depreciation: Concept, Causes, Features, Objectives and Methods. Computer and Accounting: Role of Computer in Accounting

Recommended Readings:

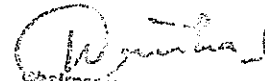
1. Goyal, V. K. Financial Accounting. 3rd ed. Excel Books, 2009. Print
2. Hingorani, N. L. and Ramanathan, A. R. Management Accounting. 5th ed. New Delhi: Sultan Chand & Sons, 2012. Print.
3. Gupta, R. L. and Ramaswamy: Advanced Accounting, Vol.1 & 2, Sultan Chand & Sons, New Delhi.

4. Maheshwari, S.N. and. Maheshwari, S. K. Financial Accounting. Vikas Publishing House, New Delhi.

5. Ghosh, T. P. Financial Accounting for Managers. 4th ed. Taxman Allied Service.

Instruction for External Theory Paper Setter/Examiner:

The question paper will have two sections. Section 'A' shall comprise of 5 small questions of 2 marks each, all are compulsory. Section 'B' will contain 8 questions (2 questions from each unit) of 15 marks each. The students will be required to attempt four questions (one question from each unit).


Chairperson
Department of Management Studies
Dr. B. R. Ambedkar Vishwavidyalaya
Kharagpur, Jharkhand

BUSINESS ORGANISATION
Course Code: B-BBA -105

Total Credits: 4

L - T - P

3 - 1 - 0

External Theory Marks: 70

Internal Assessment Marks: 30

Time allowed: 3 hrs

Course Outcomes:

CO1: Students will be able to understand the different types of business organisation

CO2: Students will come to know that how they can set up their own enterprise

CO3: Students will come to know the procedure of preparing business plan

CO4: Students will be able to know the interface between government and business

Unit- I

Business-Concept, nature and scope, business as a system, business objectives, business and environment interface, distinction between business, commerce and trade

Unit- II

Forms of business organization - Sole proprietorship, partnership, joint stock company, types of company co-operative societies; multinational corporations

Unit- III

Entrepreneurship –Concept and nature; entrepreneurial opportunities in contemporary business environment; process of setting up a business enterprise; choice of a suitable form of business organization, feasibility and preparation business plan

Unit- IV

Government and business interface; stock exchange in India; business combination- concept and causes; chambers of commerce and industries in India. FICCI, CII Association

Recommended Readings:

1. Vasishth, Neeru. Business Organisation, , New Delhi : Taxmann
2. Talloo, Thelman J. Business Organisational and Management, New Delhi: TMH.
3. Tulsian, P.C., Business Organisation, New Delhi: Pearson Education.
4. Prakash, J., Business Organisation and Management, Kitab Mahal Distributors.
5. Singh, B.P. and Chhabra, T.N. Business Organisation and Management, Delhi : Dhanpat Rai & Co. (P) Ltd., 2002.

Instruction for External Theory Paper Setter/Examiner:

The question paper will have two sections. Section 'A' shall comprise of 5 small questions of 2 marks each, all are compulsory. Section 'B' will contain 8 questions (2 questions from each unit) of 15 marks each. The students will be required to attempt four questions (one question from each unit).

8

Corporate Office Management
Course Code: B-BBA -107

Total Credits: 2
L - T - P
2 - 0 - 0

External Theory Marks: 35
Internal Assessment Marks: 15
Time allowed: 1.5 hrs

Course Outcomes:

CO1: Students will be able to understand the different types of office functions and how they relate with other departments'

CO2: Students will be able to understand the skills and competencies of an office manager.

CO3: Students will come to know about the concept of filing and indexing

CO4: Students will be able to know about the types of office forms

Unit- I

Office and Office Management: Meaning of office, functions of office-primary and administrative functions, importance of office, Relation of office with other departments of Organization, Concept of paperless office, virtual office, back and front office, Definition and elements of office management, duties of an OfficeManager.

Unit- II

Filing and Indexing: Meaning and importance of filing, essential of good filing system. Centralized and decentralized filing system. Meaning, need and types of indexing used in the business organization. **Office Forms:** Meaning and types of forms used in business organization, advantages, formscontrols, objectives, form designing, principles of forms designing and specimens used in office.

Recommended Readings:

1. Chhabra, T.N. Modern Business Organization. New Delhi: Dhanpat Rai & Sons.
2. Duggal, Balraj. Office Management and Commercial Correspondence. New Delhi: Kitab Mahal.

Instruction for External Theory Paper Setter/Examiner:

The question paper will have two sections. Section 'A' shall comprise of 5 small questions of 3 marks each, all are compulsory. Section 'B' will contain 6 questions (3 questions from each unit) of 5 marks each. The students will be required to attempt any four questions (two questions from each unit).

MICRO ECONOMICS-I
Course Code: B-BBA-109

Total Credits: 3
L - T - P
2 - 1 - 0

External Theory Marks: 50
Internal Assessment Marks: 25
Time allowed: 2 hrs

Course Outcomes:

CO10: Students will be able to understand the fundamentals of microeconomics

CO2: Students will be able to get an introduction about supply and demand and the basic forces that determine equilibrium in a market

CO3: Students will be able to get an introduction about consumer behaviour and analysing consumer decisions

CO4: Students will be able to understand about firms and their decisions about optimal production

Unit-I

The concept of demand and the elasticity of demand and supply: Demand curves: individual's curve, market demand curve. Movements along versus shifts in the demand curve. Elasticity of demand: price, income and cross

Unit-II

Concept of revenue; Marginal and Average; Revenue and elasticity of demand. Consumer Equilibrium: Utility Analysis, Indifference curve analysis: Consumer's equilibrium (necessary and sufficient conditions). Price change and income and substitution effects. Revealed Preference

Unit-III

Production: Fixed and variable inputs, production function, total, average and marginal products, law of variable proportions. Production isoquants, marginal rate of technical substitution, economic region of production, optimal combination of resources, the expansion path, isoclines, return to scale

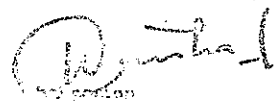
Recommended Readings:

1. Kumar, Raj., Gupta, Kuldip. Business Economics, New Delhi: Publishing & Distributors P. Ltd.
2. Roy, Uddipto. Managerial Economics. New Delhi: Asian Book Private Ltd.
3. Varshney, R.L, Maheshwari, K.L. Managerial Economics. Sultan Chand & Sons.
4. Trivedi, M.L. Managerial Economics. Tata McGraw Hill.
5. Salvatore, D. Microeconomic Theory. New Delhi : Tata McGraw Hill.
6. Hirschey, Mark. Managerial Economics. New Delhi: Thomson, South Western.
7. Mehta, P.L. Managerial Economics. New Delhi: Sultan Chand.



Instruction for External Theory Paper Setter/Examiner:

The question paper will have two sections. Section 'A' shall comprise of 5 questions of 4 marks each, all are compulsory. Section 'B' will contain 6 questions (2 questions from each unit) of 10 marks each. The students will be required to attempt any three questions (one question from each unit).


P. Pruthi
Professor and Head of Department
Department of Management Studies
Indian Institute of Technology
Delhi

Understanding Human Behaviour
Course Code: B-BBA -102

Total Credits: 4

L - T - P

3 - 1 - 0

External Theory Marks: 70

Internal Assessment Marks: 30

Time allowed: 3 hrs

Course Outcomes:

CO1: Students will be able to relate the different aspects of the human behaviour with organisation

CO2: Students will be able to modify their own beliefs, assumptions, and behaviors with respect to how individuals act in order to expand the options of approaches and increase the own effectiveness

CO3: Students will be able to learn about nature and theories of Emotion.

CO4: Students will be able to know about nature and theories of learning and personality.

Unit I

Understanding Human Behaviour: Nature, Meaning, Need to understand human behaviour. Approaches for studying Human Behaviour: Behavioural Approach, Cognitive Approach, Psychoanalytic Approach

Unit II

Individual & Interpersonal Behaviour: Biographical Characteristics; Values; Attitudes Formation, Theories, Organisation related attitude, Relationship between attitude and behaviour; Transactional Analysis – ego states, types of transactions, life positions, applications of T.A

Unit III

Emotions-Nature and Meaning, Physiological responses in emotions, Theories of emotions

Unit IV

Learning-Nature and Meaning, Theories of learning, Personality-Nature and Meaning, Theories of personality

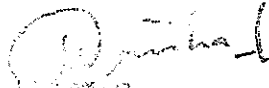
Recommended Readings:

1. Davis, K. Human Behaviour at Work, Organizational Behaviour. New Delhi: Tata McGraw Hill Publishing Co.
2. Luthans, F. Organizational Behaviour. McGraw-Hill Book Company.
3. Robbins, S.P. Organizational Behaviour. New Delhi: Prentice Hall of India.
4. Dwivedi, R.S. Human Relations and Organizational Behaviour.
5. Richard S. and Black, J. Organizational Behaviour. New York: Hrper Collins College Publishers,.
6. Sukla, M. Understanding Organizations: Organization Theory and Practice in India. New Delhi: Prentice Hall.



Instruction for External Theory Paper Setter/Examiner:

The question paper will have two sections. Section 'A' shall comprise of 5 small questions of 2 marks each, all are compulsory. Section 'B' will contain 8 questions (2 questions from each unit) of 15 marks each. The students will be required to attempt four questions (one question from each unit).


Head of the Department of Management Studies
K. J. Somaiya Institute of Management Studies
K. J. Somaiya Institute of Management Studies

Entrepreneurship Development
Course Code: B-BBA -104

Total Credits: 4
L - T - P
3 - 1 - 0

External Theory Marks: 70
Internal Assessment Marks: 30
Time allowed: 3 hrs

Course Outcomes:

- CO1:** Student will be able to understand the concept of Entrepreneurship
CO2: Student will be able to know about the role of entrepreneurship in economic development
CO3: Student will be able to know about the qualities, characteristics and role of an Entrepreneur
CO4: Students will be able to prepare a business plan

Unit-I

Entrepreneurship: Concept, knowledge and skills requirement; characteristics of successful entrepreneurs; role of entrepreneurship in economic development; Need and significance of Entrepreneurship Development in Global contexts

UNIT-II

Entrepreneurship Quality/Motivation: The Entrepreneurship - myths and misconception, qualities, characteristics and role demanded of an Entrepreneur, entrepreneur v/s Professional Managers.

Unit-III

New Venture Development: Meaning and Stages, Sources of Financing Entrepreneurship, Evaluation of Role of Government and Non Government Agencies in Promoting Entrepreneurship in India, Start Up India Schemes, Stand Up India Schemes.

Unit-IV

Business Plan Preparation: Procedure & steps, Market Survey & Demand Analysis, Growth, Modernization & Expansion of Enterprise

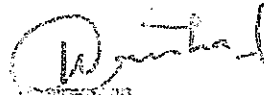
Recommended Readings:

1. Hisrich, Robert D., Peters, Michael and Shepherd, Dean. Entrepreneurship. New Delhi: Tata McGraw Hill.
2. Barringer, Brace R., and Ireland, R. Duane. Entrepreneurship. New Jersey: Pearson Prentice Hall.
3. Lall, Madhurima, and Sahai, Shikha. Entrepreneurship. New Delhi: Excel Books.
4. Poornima, Charantimath. Entrepreneurship Development and Small Business Enterprises. New Delhi: Pearson Education.

5. Khanka, S.S. Entrepreneurial Development. New Delhi: S. Chand.
6. Desai, Vasant. Dynamics of Entrepreneurial Development and Management. Himalaya Publishing House.

Instruction for External Theory Paper Setter/Examiner:

The question paper will have two sections. Section 'A' shall comprise of 5 small questions of 2 marks each, all are compulsory. Section 'B' will contain 8 questions (2 questions from each unit) of 15 marks each. The students will be required to attempt four questions (one question from each unit).


Vasant Desai
Department of Management Studies
Vishwakarma Institute of Technology
Gurgaon, Haryana

BUSINESS STATISTICS -I
Course Code: B-BBA -106

Total Credits: 4
L - T - P
3 - 1 - 0

External Theory Marks: 70
Internal Assessment Marks: 30
Time allowed: 3 hrs

Course Outcomes:

- CO1:** Students will be able to organize, manage and present data.
CO2: Students will be able to learn about various tools and techniques used in business statistical analysis such as Central Tendency, Measures of Dispersion, Skewness and Kurtosis
CO3: Students will be able to know about the degree and nature of relationship between two variables by using techniques like Correlation and Regression
CO4: Students will be able to learn about components of Time Series Analysis

Unit-I

Statistics: Meaning, Scope, Significance, Functions, and Limitations; Collection of Data: Types of Data, Methods of Collecting Primary Data; Sources of Secondary Data; classification and Tabulation of Data; Organizing Numerical Data: Ordered Array, and Frequency Distribution; Cumulative and, Percentage Frequency Distributions; Bi-variate Frequency Distributions; Diagrammatic and Graphic Presentation of Data.

Unit-II

Measures of Central Tendency: Mean Median, Mode, Geometric Mean, and Harmonic Mean; Partition Values - Quartiles, Deciles, and Percentiles. Measures of Dispersion: Range, Mean Deviation, Standard Deviation and Variance, Coefficient of Variation; Measures of Skewness and Kurtosis.

Unit-III

Correlation Analysis: Concept, Types and Significance; Karl Pearson's and Spearman's Coefficients of Correlation. Regression Analysis: Concept, and Significance, Two Lines of Regression

Unit-IV


Multiple Correlation and Regression Analysis: Estimation of Multiple Regression Equation; Calculation of Multiple Correlation Coefficient; Time Series Analysis: Meaning, Components and Trend Analysis; Seasonal Variations.

Recommended Readings:

1. Gupta, B. N. Statistics (Theory & Practice). Agra: Sahitya Bhawan Publishers and Distributors (P) Ltd.
2. Beri, G. C. Statistics for Management. New Delhi: Tata McGraw Hills Publishing Company Ltd.
3. Hooda, R. P. Statistics for Business and Economics. New Delhi: MacMillan India Ltd.
4. Gupta, S. P. and Gupta M. P. Business Statistics. New Delhi: Sultan Chand and Sons,
5. Gupta, S. P. Statistical Methods. New Delhi: Sultan Chand and Sons.
6. Sharma, J. K. Business Statistics. New Delhi : Prentice Hall of India, 2012

Instruction for External Theory Paper Setter/Examiner:

The question paper will have two sections. Section 'A' shall comprise of 5 small questions of 2 marks each, all are compulsory. Section 'B' will contain 8 questions (2 questions from each unit) of 15 marks each. The students will be required to attempt four questions (one question from each unit).


Director
Department of Management Studies
K. J. Somaiya Institute of Management Studies
Vandriwadi, Gandhinagar, Mumbai - 400 072

Management Lessons from Indian leaders
Course Code: B-BBA -108

Total Credits: 2

L - T - P

2 - 0 - 0

External Theory Marks: 35

Internal Assessment Marks: 15

Time allowed: 1.5 hrs

Course Outcomes:

CO1: Students will be able to understand management lessons from different eras of Indian leaders

CO2: Students will be able to develop skills learnt from these leaders and apply them in different situations for solving different problems

Unit-I

Ancient –Shri Ram, Shri Krishna , Chandra Gupt Maurya, Chanakya , Samrat Ashok

Medieval- Maharana Pratap , Chatrapati Shivaji, Jhansi Ki Rani, Ahilya Bai, Jyotiba Phule

Unit-II

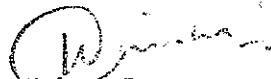
Modern- Swami Vivekanand , Mahatma Gandhi, Vallabh bhai Patel, Atal Bihari Vajpayee, APJ Abdul Kalam

Recommended Readings:

The instructor will provide the reading material and share online sources with the students.

Instruction for External Theory Paper Setter/Examiner:

The question paper will have two sections. Section 'A' shall comprise of 5 small questions of 3 marks each, all are compulsory. Section 'B' will contain 6 questions (3 questions from each unit) of 5 marks each. The students will be required to attempt any four questions (two questions from each unit).


Chairperson
Department Of Management Studies
BPS Ghanta Vighnayayaya
Khanpur Kolar

3

MICRO ECONOMICS-II
Course Code: B-BBA-110

Total Credits: 3
L - T - P
2 - 1 - 0

External Theory Marks: 50
Internal Assessment Marks: 25
Time allowed: 2 hrs

Course Outcomes:

CO1: Students will be able to understand the concepts of cost, nature of production and its relationship to Business operations

CO2: Students will be able to apply marginal analysis to the "firm" under different market conditions

CO3: Students will be able to know about the concept of supply and demand and the basic forces that determine equilibrium in a market economy

CO4: Students will be able to know about the concept of price and output decisions of firms under various market structure

Unit-I

Cost of Production: traditional and modern theory of production (long run and short run costs of production). Economies and diseconomies of scale and the shape of the long run average cost, Learning curve

Unit-II

Perfect Competition: Assumptions, price and output decisions. Equilibrium of the firm and the industry in the short and the long runs, including industry's long run supply, producer surplus

Unit-III

Monopoly competition: Assumptions, price determination, Equilibrium of the firm in the short and the long runs. Monopolistic Competition: Assumptions, price determination, Equilibrium of the firm and the group in the short and the long runs, Stability analysis – Walrasian and Marshallian Demand – supply analysis

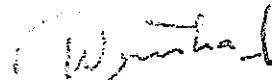
Recommended Readings

1. Kumar, Raj. Gupta, Kuldip. Business Economics, New Delhi: Publishing & Distributors P. Ltd.
2. Roy, Uddipto. Managerial Economics. New Delhi: Asian Book Private Ltd.
3. Varshney, R.L, Maheshwari, K.L. Managerial Economics. Sultan Chand & Sons.
4. Trivedi, M.L. Managerial Economics. Tata Mcgraw Hill.
5. Salvatore, D. Microeconomic Theory. New Delhi: Tata McGraw Hill.

6. Hirschey, Mark. Managerial Economics. New Delhi: Thomson, South Western.
7. Mehta, P.L. Managerial Economics. New Delhi: Sultan Chand.

Instruction for External Theory Paper Setter/Examiner:

The question paper will have two sections. Section 'A' shall comprise of 5 questions of 4 marks each, all are compulsory. Section 'B' will contain 6 questions (2 questions from each unit) of 10 marks each. The students will be required to attempt any three questions (one question from each unit).


P.L. Mehta
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