

Program Structure
BBA (Entrepreneurship)
SBS0119
Academic Session 2018-2021

1. Standard Structure of the Program at University Level

1.1 Vision, Mission and Core Values of the University

Vision of the University

To serve the society by being a global University of higher learning in pursuit of academic excellence, innovation and nurturing entrepreneurship.

Mission of the University

**Transformative educational experience
Enrichment by educational initiatives that encourage global outlook
Develop research, support disruptive innovations and accelerate entrepreneurship
Seeking beyond boundaries**

Core Values

**Integrity
Leadership
Diversity
Community**

1.2 Vision and Mission of the School

School of Business Studies, Sharda University

Vision

To be centre of excellence of global repute in business education to foster learning attitude, professional prudence, creativity, entrepreneurship, and leadership accountable to the society.

Mission

- M1. Creating a stimulating learning environment**
- M2. Consolidating professional attitude and skills**
- M3. Growing our research acumen, teaching, and industry linkages**
- M4. Delivering leading-edge knowledge in management, business development, leadership and global economy for society.**

Core Values

Integrity, Leadership, Diversity and Community

Programme: (BBA Entrepreneurship)

1.3 Programme Educational Objectives (PEO)

1.3.1 Writing Programme Educational Objectives (PEO)

The Programme Educational Objective of the **BBA (Entrepreneurship)** program of SBS are:

Program Educational Objectives (PEO)

The educational objective of the BBA program of SBS is:

- PEO1 :To provide students with a basic theoretical knowledge and understanding of organizations, their management and the environment in which they operate
- PEO2 :To provide students with first-hand experience of a managerial and/or management-related role and of how organizations operate in practice.
- PEO3 :To provide students with an integrated understanding of the important functions within management and the way in which they interact and acquire new skills.
- PEO4 :To develop students' critical analysis of and reflection upon management issues and their ability to undertake serious, deep and well-rounded research in selected areas.
- PEO5 :To prepare students for a career in management or management-related fields and develop their capability to contribute to society at large.
- PEO6 :To enhance students' lifelong learning skills, communication skills and personal development.

PEO Statements	School Mission 1	School Mission 2	School Mission 3	School Mission 4
PEO1:	3	1	1	3
PEO2:	3	3	2	1
PEO3:	3	2	1	2
PEO4:	2	1	3	2

PEO5:	1	3	1	1
PEO6:	3	1	1	2

1.3.2 Map PEOs with Mission Statements:

Enter correlation levels 1, 2, or 3 as defined below:

- 1. Slight (Low) 2. Moderate (Medium) 3. Substantial (High)**

1.3.3 Program Outcomes (PO's)

PO1 : Ability to apply the knowledge of business and management concepts to address the various managerial issues and complex problems by investigating and analyzing the problem's situation and context.

PO2 : Understand the impact of professional business decisions and solutions in the societal and environmental context and also demonstrate knowledge towards sustainability.

PO3 : Demonstrate thinking skills, creativity and innovation orientation in understanding and addressing the issues relating to the global business environment.

PO4 : Apply ethical policies and practices of the profession to be a socially responsible and ethical management professional.

PO5 : Exhibit leadership behavior, interpersonal & cross-cultural skills, communication skills and a commitment towards lifelong learning.

PO6 : Apply and practice their entrepreneurial knowledge, skills and traits to become self-employed and job creator.

PSO1 : Graduates will be able to address and resolve the various administrative and Managerial

Issues of innovative and entrepreneurial firms.

PSO2 : Graduates will exhibit professional and entrepreneurial competence to do their higher studies, research, and lifelong learning in the area of management and entrepreneurship.

PSO3 :Demonstrate knowledge, skills and competence to successfully address the various issues relating to Start-up/MSMEs management and growth in the complex dynamic business environment.

1.3.4 Mapping of Program Outcome Vs Program Educational Objectives

PO/PSO/PEO	PEO1	PEO2	PEO3	PEO4	PEO5	PEO6
PO1	3	1	3	1	3	2
PO2	2	3	2	3	1	1
PO3	2	2	1	3	3	3
PO4	3	3	3	2	3	1
PO5	2	2	1	2	1	3
PO6	3	3	2	3	1	2
PSO1	2	2	3	1	2	2
PSO2	2	3	2	2	1	2
PSO3	3	2	3	2	1	2

1. Slight (Low)

2. Moderate (Medium)

3. Substantial (High)

1.3.5 Program Outcome Vs Courses Mapping Table¹:

	Course/PO's	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSP3
	<u>Sem.-1: Core Courses</u>									
BBA 142	Business Economics	3	2	3	3	2	1	2	3	2
BBA 156	Financial Accounting	1	1	1	1	-	1	2	2	1
BBA 143	Principles of Management	2	3	2	1	-	-	1	2	1
	Ability enhancement									
FEN101	Functional English-I	-	1	2	1	3	1	1	-	-
	Generic interdisciplinary									
MTH 129	Basic Business Maths	3	2	1	-	-	1	2	-	2
	<u>Sem.2: Core Courses</u>									
BBA 147	Economic environment of Business	2	3	2	1	-	1	3	3	2
BBA 157	Cost Accounting & Managerial Accounting	2	3	1	1	-	-	2	1	2
BBA 148	Organizational Behavior	3	1	1	2	3	2	2	2	2

¹ Cel value will contain the correlation value of respective course with PO.

BBP 252	Total Personality Development	1	-	1	1	3	2	1	2	2
BEC 203	E-Business	2	3	1	2	1	2	2	2	3
BBA275	Cross Cultural Management	2	2	1	-	3	1	2	1	2
BBA270	Entrepreneurship	2	2	3	1	1	3	3	3	3
BBA259	Production and Operations Management	2	3	1	1	-	2	2	1	3
BCM 211	Corporate Law	3	2	3	2	-	2	2	2	3
	<u>Sem.5: Core Courses</u>									
BBA 339	Corporate Strategy	2	3	2	-	1	1	2	2	1
	<u>DSE</u>									
BBA 335	Leadership and Change Management	2	1	2	1	3	2	2	3	1
BBA 073	Financing for Expansion and New Ventures	2	2	2	1	-	3	3	3	3
BBA 074	Social Entrepreneurship	-	1	2	3	2	3	2	3	3
BBA 075	MSME and Family Business	1	2	2	2	-	3	3	2	3
BBA 354	Summer Training Report and Presentation	2	2	1	2	1	2	1	2	2
	<u>Sem.6: Core Courses</u>									
BCM 310	Corporate Governance and Business Ethics	1	1	-	3	1	2	2	1	2
	<u>DSE</u>									
BBA 076	Working Capital Management	2	3	-	1	-	1	2	2	3
BBA 077	Project Management	3	1	1	2	-	3	3	2	3
BBA 078	Innovation and Creativity	2	1	3	-	-	3	3	3	3

BBA 079	Launching a New Venture	3	3	1	2	-	3	3	3	3
BBA 356	Research Project Report	1	1	1	1	1	3	2	2	2

1. Slight (Low)

2. Moderate (Medium)

3. Substantial (High)

School of Business Studies
Program / Branch: BBA (Entrepreneurship)
Batch: 2018-2021
TERM: I

S. No.	Paper ID	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course ² : 1. CC 2. AECC 3. SEC 4. DSE
				L	T	P			
THEORY SUBJECTS									
1.		BBA 142	Business Economics	4	0	0	4	Core	CC
2.		BBA 156	Financial Accounting	4	0	0	4	Core	CC
3.		BBA 143	Principles of Management	4	0	0	4	Core	CC
4.		FEN101	Functional English-I	1	0	2	2	Elective	AECC
5.		MTH 129	Basic Business Maths	4	0	0	4	Elective	GE
6.									
Practical/Viva-Voce/Jury									
7.									
8.									

² CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

TOTAL CREDITS	18		
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School of Business Studies
Program / Branch: BBA (Entrepreneurship)
Batch: 2018-2021
TERM: II

S. No.	Paper ID	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course ³ : 5. CC 6. AECC 7. SEC 8. DSE
				L	T	P			
THEORY SUBJECTS									
9.		BBA 147	Economic Environment of Business	4	0	0	4	Core	CC
10		BBA 157	Cost Accounting & Managerial Accounting	4	0	0	4	Core	CC
11.		BBA 148	Organizational Behavior	4	0	0	4	Core	CC
12.		BBA 144	Marketing Management	4	0	0	4	Core	CC
13.		FEN 103	Functional English-II	1	0	2	2	Elective	AECC
14.									

³ CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

Practical/Viva-Voce/Jury									
15.		BBP 152	Computer Application in Business	0	0	4	2	Elective	GE(Practical)
16.									
TOTAL CREDITS							20		

School of Business Studies
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TERM: III

S. No.	Paper ID	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course ⁴ : 9. CC 10. AECC 11. SEC 12. DSE
				L	T	P			
THEORY SUBJECTS									
17.		BBA 267	Business Law	4	0	0	4	Core	CC
18.		BBA 214	Human Resource Management	4	0	0	4	Core	CC

⁴ CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

19.		BBA 258	Business Research Methods	4	0	0	4	Core	CC
20.		BBA 268	Business Communication	4	0	0	4	Elective (GE)	GE
21.		BBA 274	Business Statistics	4	0	0	4	Elective (GE)	GE
22.		EVS 105	Environmental Studies	2	0	0	2	Elective	AECC
Practical/Viva-Voce/Jury									
23.									
24.									
TOTAL CREDITS							22		

School of Business Studies
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TERM: IV

S. No.	Paper ID	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course ⁵ : 13. CC 14. AECC 15. SEC 16. DSE
				L	T	P			
THEORY SUBJECTS									
25		BCM 216	International Business	4	0	0	4		
26		BBA 210	Financial Management	4	0	0	4		
27									
28		BEC 203/ BBA275 / BBA270 / BBA259 /BCM 211	E Business/Cross Cultural Management/Entrepreneurship /Production and Operation Management/Corporate Law *(Any one to be chosen)	4	0	0	4	GE	GE
29		BBA 238	Computerized Accounting System	0	0	6	3		SEC

⁵ CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

30.									
Practical/Viva-Voce/Jury									
31.		BBP 252	Total Personality Development	0	0	8	4	GE(Practical)	GE(Practical)
32.									
TOTAL CREDITS							19		

School of Business Studies
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TERM: V

S. No.	Paper ID	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course ⁶ : 17. CC 18. AECC 19. SEC 20. DSE
				L	T	P			
THEORY SUBJECTS									
33		BBA 339	Corporate Strategy	4	0	0	4	Core	CC
34		BBA 335	Leadership and Change Management	4	0	0	4	Elective	DSE

⁶ CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

35.		BBA 073	Financing for Expansion and new Ventures	4	0	0	4	Elective	DSE
36.		BBA 074	Social Entrepreneurship	4	0	0	4	Elective	DSE
37.		BBA 075	MSME and Family Business	4	0	0	4	Elective	DSE
38.									
Practical/Viva-Voce/Jury									
39.		BBA 354	Summer Training	0	0	8	4	P	
40.									
TOTAL CREDITS							24		

School of Business Studies
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Batch: 2018-2021
TERM: VI

S. No.	Paper ID	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course ⁷ : 21. CC 22. AECC 23. SEC 24. DSE
				L	T	P			
THEORY SUBJECTS									

⁷ CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

C. Course Templates

TERM: I

Business Economics

School: School of Business Studies		Batch : BBA (2018 – 21)
Program: BBA		Current Academic Year: 2018- 19
Branch: Entrepreneurship		Semester: I
1	Course Code	BBA 142
2	Course Title	Business Economics
3	Credits	04
4	Contact Hours	4-0-0
	Course Status	Core
5	Course Description	<i>Business Economics</i> is an introductory course that teaches the fundamentals of microeconomics. This course introduces microeconomic concepts, supply and demand analysis, theories of the firm, Perfect competition and Imperfect Competition. The course attempts to develop a student's ability to think about the economic forces at work in society and give detailed knowledge of microeconomics.
6	Course Objective	<ul style="list-style-type: none"> - To make students understand the basic idea behind business economics. - To make students illustrate various market forces of demand, and supply. - Describe various approaches to production decisions and processes. - To make students examine the significance of costs, and identify these costs in a given economic decision. - Real life examples with illustrations of different market structures under which businesses are undertaken, pertinent regulatory laws, applications of such laws in case of market failure with case studies
7	Course Outcomes	<p>On completion of this course the learners will be able to</p> <p>CO 1 Understand that economics is about the allocation of scarce resources, that scarcity forces choice, tradeoffs exist and that every choice has an opportunity cost</p> <p>CO 2 List the determinants of the demand and supply for a good in a competitive market and explain how that demand and supply together determine equilibrium price.</p>

		CO 3 Describe the general concept of elasticity for different variables in the demand or supply function and the effect of a given elasticity on economic outcomes CO 4 To define opportunity costs, demonstrate how they affect economic decisions, and identify these costs in a given economic decision CO 5 Distinguish between and identify the key characteristics of perfect competition and imperfect competition	
8	Outline syllabus		CO Map ping
	Unit A	The Central Concepts of Economics	
	A 1	Introduction to business , Relevance of economics in business	CO1
	A 2	Definition of economics, Scarcity & efficiency: The twin themes of economics Microeconomics vs. Macroeconomics	CO1
	A 3	The Three problems of economic organization	CO1
	Unit B	Basic Elements of Demand and Supply	
	B 1	Demand Schedule, determinants of demand, demand curve, market demand, shifts in demand	CO2
	B 2	Supply Schedule, determinants of supply, supply curve, shifts in supply	CO2
	B 3	Equilibrium of Supply and Demand	CO2
	Unit C	Supply and Demand : elasticity and Applications	
	C 1	Price elasticity of Demand, Income elasticity of Demand & Cross price elasticity of demand	CO3
	C 2	Price Elasticity of Supply	CO3
	C 3	Applications to major business issues	CO3
	Unit D	Production and Cost	
	D 1	Introduction to Inputs and Production Function, Total, Average & marginal product	CO4
	D 2	Economic analysis of Costs, Fixed Cost and variable cost, marginal cost	CO4
	D 3	Opportunity costs	CO4
	Unit E	Market	

	E 1	Revenue Concept, Perfect Competition : Features, Price and output determination			CO5
	E 2	Monopoly, Monopolistic Competition: Features, Price and output determination			CO5
	E 3	Oligopoly : concept of cartel			CO5
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30% One quiz and one assignment due after completion of every unit	20%	50%	
	Text book/s*	1. Principles of Managerial Economics (available for free download a. http://www.saylor.org/site/textbooks/Principles%20of%20Managerial%20Economics.pdf) 2. Microeconomics: Theory and Applications Dominick Salvatore 3. Harris Neil, Business Economics – Theory and Application, 2001, Butterworth-Heinemann 4. D. Salvatore : Schaum’s Outline: Principles of Economics: TMH, (latest edition)			
	Other References	Guided study will include text readings, articles on contemporary issues in business economics, assignments, case analysis and power point presentations			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	3	2	1	1	2	-	-	-	-
CO2	2	3	2	1	1	1	-	-	-	-
CO3	2	2	2	2	1	2	-	-	-	-
CO4	3	1	1	2	1	2	-	-	-	-
CO5	2	3	2	1	1	1	-	-	-	-

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

FINANCIAL ACCOUNTING

School: SBS		Batch : 2018 -21	
Program: BBA		Current Academic Year: 2018-19	
Branch: Entrepreneurship		Semester: I	
1	Course Code	BBA 156	
2	Course Title	FINANCIAL ACCOUNTING	
3	Credits	4	
4	Contact Hours (L-T-P)	4-0-0	
	Course Type	Core	
5	Course Objective	1.To acquaint the students with the concept, significance and principles of Financial Accounting. 2. To highlight the necessity of accounting process and basic structure of financial statement. 3. To appreciate the relevance of accounting treatment of depreciation and financial statements with respect to its impact on profitability of the firm.	
6	Course Outcomes	Upon successful completion of this paper, students will be able to CO1: Describe the basic concepts and key terms used in Financial Accounting. CO2: Explain and recognise elements of financial statements and record transactions. CO3: Prepare and critically analyse financial statements CO4: Apply the accounting concepts, techniques and analytical skills at an organization level.	
7	Course Description	This course introduces the basic concepts and principles of accounting for preparing the financial statements such as income statement (financial performance) and balance Sheet (financial position). Several important concepts will be studied in detail including accounting cycle, recording of transactions, treatment of depreciation and preparation of financial statements.	
8	Outline syllabus		CO Mapping
	Unit 1	Introduction to Accounting	
	A	Basics of Accounting: Meaning, Definition, Need, Objectives and Functions, Book keeping and Accounting, Users of Accounting Information.	CO1
	B	Basic Accounting Terms: Assets, Liability, Capital, Equity, Expense, Income, Expenditure, Revenue, Debtors, Creditors, Goods, Cost, Stock, Purchases, Sales, Profit, Loss, Discount, Drawings.	CO1
	C	Classification of Capital Expenditure, Revenue	CO1,CO2

		Expenditure, Deferred Revenue Expenditure, Capital Receipt, Revenue Receipt.	
	Unit 2	Accounting Rules	
	A	Accounting Principles: Accounting Concepts and Conventions.	CO4
	B	Accounting Equation	CO1, CO4
	C	Classification of Accounts: Rules of Debit and Credit	CO2, CO4
	Unit 3	Accounting Process	
	A	Preparation of Journal	CO1
	B	Preparation of Subsidiary Books I – Cash Book	CO1
	C	Preparation of Subsidiary Books II –Other Books and Trial Balance.	CO1, CO4
	Unit 4	Financial Statements	
	A	Meaning of Financial Statements, Usefulness, Elements of Financial Statements –Trading Account, Profit & Loss Account and Balance Sheet, Methods of Presenting the Final Account;	CO2
	B	Treatment of Items of Adjustments Appearing in the Trial Balance and Outside the Trial Balance. Practical Problems on Various Adjustments.	CO2, CO3
	C	Preparation of Trading, Profit & Loss Account and Balance Sheet (with or without adjustments)	CO2, CO3
	Unit 5	Depreciation Accounting, Provisions & Reserves	
	A	Concept of Depreciation; Meaning, Causes and Objectives, Difference in Depreciation, Depletion, Amortization, and Dilapidations	CO1
	B	Methods of providing Depreciation- Fixed Installment Method, Diminishing Balance Method.	CO1, CO4
	C	Meaning and Objective of Provisions, Reserves & Types of Reserves, Distinction between Provision and Reserve’.	CO1, CO4
	Mode of examination	Theory	
	Weightage Distribution	CA 30%	MTE 20%
			ETE 50%
	Text book/s*	Dr. A.K.Singhal, Dr. H.J. Ghosh Roy, VAYU Education of India	
	Other References	1. Basic Accounting- Rajni Sofat & Preeti Hiro, Eastern Economy Edition 2. A textbook of Accounting for Management - S.N. Maheshwari and S.K. Maheshwari, Vikas Publishing House Pvt. Limited 3. Accounting and Financial Analysis & Management – Agarwal & Agarwal, Pragati Prakashan, Meerut. 4. Fundamentals of Accounting- V.P. Patti, Excel Books New Delhi. 5. Financial Accounting- R.S. Singhal (Anand)	

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POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	1	1	2	1	2			
CO2	2	3	2	1	1	2			
CO3	2	3	2	1	1	2			
CO4	3	3	3	3	1	3			

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

Principles of Management

School: SBS		Batch : 2018-21
Program: BBA		Current Academic Year: 2018-19
Branch: Entrepreneurship		Semester: I
1	Course Code	BBA 143
2	Course Title	Principles of Management
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Type	Core
5	Course Objective	1.To understand the concepts of management as and how it can be applied to current environment of the workplace. 2.To describe planning process and its importance, evaluation and limitations. 3.To know basic organizational structure and levels of hierarchy. 4.To understand how managers direct, communicate and motivate employees through leadership.
6	Course Outcomes	CO1: The student will be able to describe various functions of management.

Beyond Boundaries

		CO2: The student will be able to explain the various theories and principles related to management. CO3: The student will be able to apply the elements of organizing and directing in taking managerial decisions. CO4: The student will be able to analyse various organizational designs and challenges for managing the organization effectively.
7	Course Description	The main aim of this course is to develop the understanding about the basic concepts, principles and various theories of management for the benefit of the students aspiring for acquiring managerial positions in national or international organizations in the upcoming future. The course delivers the deep knowledge about the essential functions of management i.e. Planning, Organising, Staffing, Directing & Controlling. It also provides the awareness the nature and evolution of management. This course also emphasises on conceptual clarity, working of business processes and applications of basic management concepts in the organizations.
8	Outline syllabus	
	Unit 1	Introduction to Management and Evolution of Management Theories
	A	Management: Concept and Function, Levelsof Management, Managerial roles and skills
	B	Management Science or Art, Managementas Profession, Administration Vs Management
	C	Classical Management theory: F. W. Taylor, Fayol’s principles
	Unit 2	Managing Contemporary Planning
	A	Introduction of planning, Types of Plan: Budget, Policy, Procedure, methods, and rules
	B	Introduction to strategic, operational, and tactical planning
	C	Planning process and limitations
	Unit 3	Managing Contemporary Organization
	A	Defining organization structure- Division of work, Departmentalization, Hierarchy (Chain of command and Span of Control)
	B	Authority, Responsibility and Delegation, Centralization and Decentralization
	C	Common organizational Designs- Traditional Designs (Simple, Functional, divisional), Contemporary Designs (Team structures, Matrix/project structures, boundary less organization)
	Unit 4	Directing
	A	Meaning and Significance of Directing
	B	Meaning and Importance of Communication, Motivation
	C	Meaning and Importance of Leadership, Supervision

	Unit 5	Controlling			
	A	Concept and process of control in organisation			CO1
	B	Types of control - Feedback, Feed forward, Concurrent			CO1
	C	Challenges before future Managers			CO4
	Mode of examination	Theory/Jury/Practical/Viva			
	Weightage Distribution	CA		ETE	
		30%		50%	
	Text book/s*	L M Prasad, Principles & Practices of Management, Sultan Chand & Sons, 2007			
	Other References	Koontz O'Donnel – Principles of Management Management by VSP Rao, Excel Publications Robbins & Coulter – Management, Prentice Hall of India, 9th edition			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	1	1	1	1	1			
CO2	1	1	1	1	2	1			
CO3	2	1	1	1	2	1			
CO4	1	1	1	2	2	1			

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

Functional English-1 FEN101: FUNCTIONAL ENGLISH BEGINNER – I

1	Course number	FEN101
2	Course Title	Functional English Beginner-1
3	Credits	1
4	Contact Hours (L-T-P)	0-0-2
5	Course Pre-requisite	A skill-based course designed for undergraduate students with basic understanding of English language

Beyond Boundaries

6	Course Objective	To guide students to hone the basic communication skills: listening, speaking, reading and writing. To equip students to minimize the linguistic and socio-cultural barriers emerging in a different environment. To help students to understand different accents and standardise their existing English.		
7	Course Outcomes	CO1 : Students will able to recognise stress patterns in pronunciation of the English sentences. CO2 : Students will be able to understand the grammatical concepts and use new words. CO3 : Students will be able to speak confidently in the English language. CO4 : Students will be able to analyse the paragraphs and identify parts of speech. CO5 : Students will be able to evaluate and interpret main ideas to differentiate between opinions and facts. CO6 : Students will be able to construct correct sentences and punctuation.		
8	Outline syllabus: Functional English Beginner-1 (FEN103)			
			TOPICS	Ref. & Chapter
	FEN101.A	UNIT A	Sentence Structure	
8.01	FEN101.A1	Topic1	Activities based on Subject Verb Agreement	Ref 1, Ref 2
8.02	FEN101.A2	Topic2	Activities based on parts of speech	Ref 1, Ref 2
8.03	FEN101.A3	Topic3	Writing well-formed sentences	Ref 1, Ref 2
	FEN101.B	UNIT B	Vocabulary Building and Punctuation	
8.04	FEN101.B1	Topic1	Homonyms/ homophones	Ref 1, Ref 2
8.05	FEN101.B2	Topic2	Synonyms/Antonyms	Ref 1, Ref 2
8.06	FEN101.B3	Topic3	Punctuation	Ref 1, Ref 2
	FEN101.C	UNIT C	Reading Comprehension	
8.07	FEN101.C1	Topic1	Scanning based passages	Ref 4
8.08	FEN101.C2	Topic2	Skimming based passages	Ref 4
8.09	FEN101.C3	Topic3	Comprehension and Vocabulary based exercises	Ref 4
	FEN101.D	UNIT D	Speaking Skills	

8.10	FEN101.D1	Topic1	Presentation	Ref 1	C O 3
8.11	FEN101.D2	Topic2	Extempore		
8.12	FEN101.D3	Topic3	Role-play of different situations		
	FEN101.E	UNIT E	Reading texts		
8.13	FEN101.E1	Topic1	The Thief by Ruskin Bond (short story)		C O 4 , C O 5
8.14	FEN101.E2	Topic2	The Hack Driver By Sinclair Lewis (short story)		
			Texts based discussions		
8.15	FEN101.E3	Topic3			
9	Course Evaluation				
9.1	Course work: 30%				
9.2	Attendance	None			
9.3	Homework	10 assignments, no weight			
9.4	Quizzes	6 best quizzes (based on assignments); 20 marks			
9.5	Lab	Separate			
9.6	Presentation s	None			
9.7	Any other	None			
9.9	MTE	One, 20%			
9.10	End-term Examination: One, 50%				
10	Reference Books, Videos and Internet:				
	Text book	<div>1. Communication Skills by Sanjay Kumar and PushpLata, OUP Publications.</div> <div>2. Professional Communication by Meenakshi Raman and Sangeeta Sharma, OUP Publications.</div> <div>3. Functional English Workbook Beginner I</div>			
	Reference Books	<div>• Wren, P.C.&Martin H. <i>High English Grammar and Composition</i>, S.Chand& Company Ltd, New Delhi.</div> <div>• <i>Murphy's English Grammar</i> with CD, Cambridge University Press.</div> <div>•</div>			

Outcome no. → Syllabus topic↓	CO1	CO2	CO3	CO4	CO5	CO6
FEN101.A		X				
FEN101.A1		X				
FEN101.A2		X				
FEN101.A3		X				
FEN101.B	X	X				X
FEN101.B1	X	X				X
FEN101.B2	X	X				X
FEN101.B3	X	X				X
FEN101.C				X	X	
FEN101.C1				X	X	
FEN101.C2				X	X	
FEN101.C3				X	X	

FEN101.D			X			
FEN101.D1			X			
FEN101.D2			X			
FEN101.D3			X			
FEN101.E				X	X	
FEN101.E1				X	X	
FEN101.E2				X	X	
FEN101.E3				X	X	

Basic Business Mathematics

School: SBS		Batch : 2018-2021	
Program: BBA		Current Academic Year: 2018-19	
Branch: Entrepreneurship		Semester: I	
1	Course Code	MTH 129	
2	Course Title	Basic Business Mathematics	
3	Credits	4	
4	Contact Hours (L-T-P)	4-0-0	
	Course Type	GE	
5	Course Objective	1. To introduce the concept of business mathematics 2. This course helps to make awareness of the utility of mathematical concepts. 3. This course leads student to develop quantitative ability. 4. This course would expose the students to have the mathematical skills needed to pursue careers in education, business, and/or industry.	
6	Course Outcomes	CO1: The student will be able to identify applications of mathematics. CO2: The student will be able to demonstrate mathematical skills required in mathematically intensive areas in commerce such as Finance. CO3: The student will be able to use equations, formulae, and mathematical expressions and relationships in a variety of contexts. CO4: The student will be able to analyze business problems which can be solved mathematically. CO5: The student will be able to choose mathematical tools accordingly. CO6: The student will be able to develop mathematical ideas from basic axioms.	
7	Course Description	People in business, economic and social sciences are increasingly aware of the need to be able to handle a range of mathematical tools. This modules includes analytical and critical thinking skills.	
8	Outline syllabus		CO Mapping
	Unit 1	Basic Review	

	A	Percentages- Application ofpercentage			CO1, CO2
	B	Profit & Loss			CO1, CO2
	C	Problems based on percentages, profit & loss			CO1, CO2
	Unit 2	Data Interpretation			
	A	Ratio and proportions.			CO1, CO2
	B	Data Interpretation : Tabulation			CO2, CO4
	C	Problems based on Ratio, Proportion &Tables.			CO2, CO4
	Unit 3	System of Linear Equations			
	A	Linear equation, Slope of line, intercepts of linear equation.			CO1, CO3
	B	Solve the system of linear equations graphically, substitution and elimination method			CO3,CO4
	C	Formulation & Application of system of equations- Word Problem			CO3, CO6
	Unit 4	Quantitative Ability			
	A	Time & Distance: Speed problems; Average speed problems			CO1,CO3, CO4
	B	Time & Work: Problems related to work with respect to time.			CO1,CO3, CO4
	C	Problems based on Time			CO4,CO6
	Unit 5	Interest Calculations			
	A	Simple Interest: Definition , Formula of S.I ,Problems based on simple interest			CO5,CO6
	B	Compound Interest: Definition, Formula for C.I, problems based on compound interest			CO5,CO6
	C	Difference between Simple and Compound Interest. Problems based on Interest			CO5,CO6
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	R.S Aggarwal, Quantitative Aptitude, S Chand.			
	Other References	1. Eugene Don, Joel J. Lerner, “Schaum's Outline of Basic Business Mathematics”, Tata McGraw-Hill 2. M.Raghavachari, Mathematics for Management, Tata McGraw-Hill			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	2	1	1	1	2			
CO2	2	2	1	1	1	2			
CO3	2	3	2	1	1	2			
CO4	2	3	1	1	1	2			

CO5	1	2	1	1	1	2			
CO6	2	3	1	1	1	2			

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

TERM: II

School: SBS		Batch : 2018 -21
Program: BBA		Current Academic Year: 2018-19
Branch: Entrepreneurship		Semester: II
1	Course Code	BBA 147
2	Course Title	ECONOMIC ENVIRONMENT OF BUSINESS
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Type	Core
5	Course Objective	The objective of this course is to familiarize the students with the concepts of the macro-economic environment of business. This course systematically explores the external environment in which businesses operate – legal & regulatory, macroeconomic, cultural, political, technological and natural. Attention will be more on some of the recent changes in the economic environment particularly in the Indian context.
6	Course Outcomes	On successful completion of this module students will be able to: CO1: Understand the concept, significance and changing dimensions of Business Environment. CO2: Identify various types of Business Environment and tools for scanning the Environment. CO3: To interpret the role of economic systems, economic planning, government policies and its impact on business. CO4: Analyze the importance of Multinational corporations, foreign investment and international institutions in business.
7	Course Description	This course helps learners to understand how the economic environment affects businesses and how government policies, especially financial and monetary policies, impact on business. Learners will increase their awareness of how international economic events and organizations influence business.
8	Outline syllabus	
	UNIT A	Nature and Dynamics of Business Environment
		CO Mapping

	Topic 1	The concept of Business Environment			CO1,CO2
	Topic 2	Significance of Business Environment			CO1,CO2
	Topic 3	Impact of Environment on Business and strategic decisions (PESTEL and SWOT analysis)			CO1,CO2
	UNIT B	Political Environment and Economic Systems			
	Topic 1	Market Economy or Capitalism(Evolution of capitalism and its features)			CO1, CO2
	Topic 2	Planned Economy or Command Economy			CO1,CO2
	Topic 3	Mixed Economy			CO1,CO2
	UNIT C	Economic Growth and Development			
	Topic 1	Economic Growth and Development			CO1, CO3
	Topic 2	Methods to Calculate National Income			CO1, CO3
	Topic 3	Real Income and Nominal Income			CO1, CO3
	UNIT D	MACRO ECONOMIC POLICIES			
	Topic 1	Monetary Policy			CO3
	Topic 2	Fiscal Policy			CO3
	Topic 3	India's Import –Export Policies			CO3
	UNIT E	GLOBAL/ INTERNATIONAL ENVIRONMENT			
	Topic 1	Globalisation			CO4
	Topic 2	Foreign Investment			CO4
	Topic 3	Multinational Corporations			CO4
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	Justin Paul. Business Environment: Text and cases.			
	Other References	1.Mishra S K & Puri V K - Economic Environment of Business (Himalaya Publishing House, 3 rd Edition). 2. Adhikari M- Economic Environment of Business (Excel Books), 2000, 8th ed, Sultan Chand 3. Francis Cherunilam – Business Environment, Text and Cases (Himalaya Publishing House, 8 th Edition). 4. N. Gregory Mankiw- Principles of MacroEconomics, Cengage Learning			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	3	2	1	1	2			
CO2	2	3	2	1	1	1			
CO3	2	2	2	2	1	2			
CO4	3	1	1	2	1	2			

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SBS		Batch : 2018-21
Program: BBA/MBA Int/BBA LLB		Current Academic Year: 2018-19
Branch: Entrepreneurship		Semester: II
1	Course Code	BBA 157
2	Course Title	Cost & Managerial Accounting
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Status	Core
5	Course Objective	1. Cost and management accounting is the internal mechanism of reporting within the modern business. 2. This module enables to understand the basic concepts and processes used to determine product costs. 3. Budgeting, Cost Control, Variance and its analysis are the other major aspects of this course. 4. It also helps to analyse and evaluate information for cost ascertainment, planning, control and decision making.
6	Course Outcomes	On successful completion of this module, students will be able to: CO1. Identify among the different branches of accounting, objectives & limitations of accounting and different elements of cost. CO2. Understand cost sheet, various concepts of costing and overheads. CO3. Apply the relation among Cost, Volume and Profits of a business. CO4. Point out and analyze of various budgets, standard costing & variance analysis.
7	Course	

	Description	The course is designed to help students to understand the costing process and how to determine costs. It also covers the management of funds by means of budgets and the use of management accounting information to make informed and accountable decisions.		
8	Outline syllabus			CO Mapping
	Unit 1	Introduction to Cost & Managerial Accounting		
	A	Meaning, objectives and advantages of cost accounting, Cost Accounting V/s Financial accounting.		CO1
	B	Meaning and objectives of management accounting, Cost Accounting V/s Management accounting,		CO1
	C	Different elements of costs		CO1, CO2
	Unit 2	Cost Classification And Cost sheet		
	A	Introduction to various types of overheads, classification of cost.		CO1,CO2
	B	Various concepts of costing		CO1,CO2
	C	Preparation of cost sheet		CO2
	Unit 3	Marginal Costing		
	A	Marginal costing meaning and advantage, assumption of marginal costing		CO2, CO3
	B	Cost volume Profit (CVP) analysis, Techniques of CVP analysis-contribution, Profit volume ratio analysis and implications.		CO3
	C	Breakeven point and its analysis, margin of safety.		CO3
	Unit 4	Budgeting		
	A	Concept of Budget, Budgeting and Budgetary Control, Advantages and Limitations of Budgetary Control		CO3,CO4
	B	Different types of Budget		CO3,CO4
	C	Preparation of Cash Budget		CO3,CO4
	Unit 5	Standard Costing & Variance Analysis		
	A	Standard Costing- Concept, Meaning, Objective and difference between standard costing & budgetary control.		CO3,CO4
	B	Variance Analysis- Material Variances- Meaning, types- material cost variance, material price variance, material usage variance & its application.		CO3,CO4
	C	Labour Variances- Meaning, types – labour cost variance, labour rate variance &its application.		CO3,CO4
	Mode of examination	Theory/Viva		
	Weightage Distribution	CA 30%	MTE 20%	ETE 50%
	Text book/s*	M.N.Arora – ‘Cost and Management Accounting’, (Vikas Publication)		
	Other References	[1]S.N.Maheshwari- ‘Cost and Management Accounting’ (Sultan Chand & Sons)		

		[2] Debarshi Bhattacharyya-‘Management Accounting’ (Pearson) [3] Khan and Jain – ‘Management Accounting’ (Tata McGraw Hill) [4] Pandey I.M –‘Management Accounting’ (Vikas) [5] R.S.Singhal – ‘Management Accounting’ –(Anand)	
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Pos/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	1	1	2	-	-	-	-	-	-
CO2	2	1	-	-	2	-	-	-	-
CO3	2	-	-	-	1	-	-	-	-
CO4	2	-	-	1	-	-	-	-	-

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

ORGANIZATIONAL BEHAVIOUR

School: SBS		Batch : 2018-21
Program: BBA		Current Academic Year: 2018-19
Branch: Entrepreneurship		Semester: II
1	Course Code	BBA148
2	Course Title	ORGANIZATIONAL BEHAVIOUR
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Status	Core
5	Course Objective	<p>This course aims to improve students understanding of human behaviour in organization and the ability to lead people to achieve more effectively toward increased organizational performance and effectiveness.</p> <p>After completing this course, students should be able to:</p> <ul style="list-style-type: none"> Understand individual behavior in organizations, including diversity, attitudes, job satisfaction, emotions, moods, personality, values, perception, decision making, and motivational theories. Understand group behavior in organizations, including communication,

		leadership, power and politics, conflict, and negotiations. <ul style="list-style-type: none"> Understand the organizational system, including organizational structures, human resources, and change. 	
6	Course Outcomes	CO1: To list and define basic organizational behaviour principles, and describe how these influence behaviour in the workplace. CO2: To understand the concepts of OB to influence and manage behaviour in the organization systems. CO3: To demonstrate development of essential people management and good team working skills. CO4: To analyse the behaviour of individuals and groups in organisations in terms of organisational behaviour theories, models and concepts	
7	Course Description	This course provides a comprehensive analysis of individual and group behaviour in organizations. Its purpose is to provide an understanding of how organizations can be managed more effectively and at the same time enhance the quality of employees work life.	
8	Outline syllabus		CO Mapping
	Unit 1	Introduction to OB	
	A	Concept, Meaning, nature and significance of OB	CO1
	B	Contributing Disciplines, Models of OB	CO1
	C	Challenges and limitations of OB	CO1
	Unit 2	Individual Differences	
	A	Perception – Meaning, Factors influencing perception, Errors- Halo Effect, Stereotype, Projection	CO2, CO4
	B	Attitudes- components, functions and job related attitude	CO2, CO4
	C	Personality- Determinants, Trait Theory- Big 5 Model, MBTI, Freudian Theory of personality	CO2, CO4
	Unit 3	Learning and Motivation	
	A	Learning Concepts and Theories- Classical, Operant, and social learning theory	CO2, CO4
	B	Motivation– Concept, types and importance	CO2, CO4
	C	Theories of Motivation- Hierarchy of needs, Two factor theory	CO2, CO4
	Unit 4	Groups and Teams	
	A	Group: Concept, Types of Groups, Group Development Process (Tuckman),	CO2, CO4
	B	Team: Meaning, Difference between groups and teams, types of teams	CO2, CO3
	C	Group Decision Making process and Techniques- Brainstorming, Nominal Group Technique, Delphi Technique, Social Loafing and Group think	CO2, CO3
	Unit 5	Leadership and Organizational Change	
	A	Leadership Theories- Trait theory, Behavioral theory (Ohio, Michigan, Managerial Grid)	CO2, CO4
	B	Situational (path goal theory); Difference between leader and manager	CO2, CO4
	C	Change: Concept, Kurt Lewin's Model, Resistance to	CO2, CO4

		change, Overcoming resistance to change			
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	Aswathappa K. - Organizational Behavior, Himalaya Publishing House			
	Other References	1. Kavita Singh, "Organization Behavior", Pearson ed. 2010 2. L. M. Prasad "Organizational Behavior", Sultan Chand and Sons			

PO COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	1	2	1	2	1	3	2	1	2
CO2	3	3	3	1	3	2	1	2	2	1
CO3	3	2	3	2	3	2	2	1	2	1
CO4	2	2	3	1	3	2	2	1	1	1

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

Marketing Management

School: School of Business Studies		Batch: 2018-21
Program: B.Com./BBA		Current Academic Year: 2018-19
Branch: Entrepreneurship		Semester: II
1	Course Code	BBA144
2	Course Title	Marketing Management
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Status	Core
5	Course Description	This course is aimed at imparting to the students a broad-based understanding of the principles and practices of the marketing function in business organizations
6	Course Objectives	1. To help the students understand marketing concepts and principles in the light of real-life marketing practices in the contemporary world 2. To familiarize the students with the marketing environment and the

		elements of the marketing-mix for making effective marketing plans		
7	Course Outcomes	CO1: The student will be able to identify the different components of the prevailing marketing environment. CO2: The student will be able to explain the different steps in the consumer decision process. CO3: The student will be able to prepare the market segmentation plan and positioning strategy for a given product. CO4: The student will be able to explain the components of marketing mix for a given product. CO5: The student will be able to decide the promotional tools for a given product.		
8	Outline Syllabus			CO Mapping
	Unit A			
	A1	Core concepts of marketing; selling versus marketing		CO1
	A2	Marketing environment		CO1
	A3	Value chain		CO1
	Unit B			
	B1	Consumer versus customer		CO2
	B2	Factors influencing consumer behaviour		CO2
	B3	Consumer decision-making		CO2
	Unit C			
	C1	Market segmentation – geographic, demographic, psychographic, behavioural		CO3
	C2	Targeting		CO3
	C3	Positioning and repositioning of products		CO3
	Unit D			
	D1	Product versus brand; classification of products; new product development; product life cycle; packaging and labeling		CO4
	D2	Product-mix decisions		CO4
	D3	Factors influencing pricing; types of pricing		CO4
	Unit E			
	E1	Channels of distribution; types of marketing intermediaries		CO5
	E2	Advertising, publicity and public relations		CO5
	E3	Sales promotion, direct marketing and personal selling		CO5
	Mode of Examination	Theory		
	Weightage distribution	CA	MTE	ETE
		30%	20%	50%
	Textbook/s	<ul style="list-style-type: none"> 'Marketing Management – A South Asian Perspective' by Philip Kotler, Kevin Lane Keller, Abraham Koshy and Mithileshwar Jha (Pearson) 		
	Other References	<ul style="list-style-type: none"> 'Marketing Management – Global Perspective, Indian Context' by V. S. Ramaswamy and S. Namakumari (Om Books) 		

		<ul style="list-style-type: none"> • 'Marketing Management' by Rajan Saxena (McGraw-Hill) 	
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POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
2	1	1	1	1	1	2	2	1	2	1
2	2	2	1	1	1	2	2	2	2	1
2	2	2	1	1	1	2	2	1	2	1
2	2	2	1	1	1	2	2	1	2	1
2	2	2	1	1	1	2	2	1	2	1

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

Functional English – II

1	Course number	FEN103
2	Course Title	Functional English Intermediate-1
3	Credits	1
4	Contact Hours (L-T-P)	0-0-2
5	Course Pre-requisite	A skill-based course designed for undergraduate students with basic understanding of English language
6	Course Objective	<p>To guide students to hone the basic communication skills: listening, speaking, reading and writing.</p> <p>To equip students to minimize the linguistic and socio-cultural barriers emerging in a different environment.</p> <p>To help students to understand different accents and standardise their existing English.</p>
7	Course Outcomes	<p>Students would be able to:</p> <p>CO1: Recognize and apply vocabulary and grammatical knowledge to express thoughts and actions</p> <p>CO2: Identify and express relevant information</p> <p>CO3: Demonstrate effective communication skills through listening, speaking, reading and writing</p> <p>CO4: Exhibit and analyse comprehension ability</p> <p>CO5: Critically evaluate arguments in terms of the strength of evidence and reasoning for creative writing</p>

Beyond Boundaries

		CO6: Formulate correct sentence structure to develop technical/creative writing skills			
8	Outline syllabus: Functional English Intermediate-1 (FEN103)				
			TOPICS	Ref. & Chapter	Cos
	FEN103.A	UNIT A	LISTENING		
8.01	FEN103.A1	Topic1	Appreciative Listening and Pronunciation: "Jabborwocky" by Lewis Carrol (audio)	Ref 1: Chapter 9 (pp 248 to 255); Ref 4	CO 1,
8.02	FEN103.A2	Topic2	Informative Listening (Comprehension): TEDGlobal 2010 · Filmed July 2010 · 18:10 (Lecture by Johan Rockstrom: Let the environment guide our development)	Ref 1: Chapter 9 (pp 248 to 255); Ref 5	CO 3, CO 4
8.03	FEN103.A3	Topic3	Critical Listening: President Obama Delivers the Commencement Address at Harvard University	Ref 1: Chapter 9 (pp 248 to 255); Ref 6	
	FEN103.B	UNIT B	READING AND DISCUSSION		
8.04	FEN103.B1	Topic1	Reading the script: Lecture by Johan Rockstrom: "Let the Environment Guide our Development"	Ref 1: Chapter 16 (pp 355 to 373); Ref 5	CO 1, CO 3,
8.05	FEN103.B2	Topic2	Reading Text: R. K. Narayan's "An Astrologer's Day" from Malgudi Days.	Ref 1: Chapter 16 (pp 355 to 373); Ref 7	CO 4
8.06	FEN103.B3	Topic3	Reading Essays: <i>Humanistic and Scientific Approaches to Human Activities</i> by Moody E. Prior <i>Mother of Sciences</i> by A.J.Bahm <i>Social Function of Literature</i> by Ian Watt	Ref 2: Chapter 13 (pp 445 to 447); (pp 451 to 453); (pp 456 to 458)	
	FEN103.C	UNIT C	TECHNICAL WRITING		
8.07	FEN103.C1	Topic1	Note-Making (based on A2 & B1)	Ref 1 Chapter 9 (pp 255); Ref 5	CO 1,
8.08	FEN103.C2	Topic2	Paraphrasing (based on A1 & B3)	Ref 1: Chapter 18 (pp 394); Ref 4 & 2	CO 3,
8.09	FEN103.C3	Topic3	Summarising (based on A1, B2 & B3); Précis Writing (based on B3)	Ref 1: Chapter 18 (pp 393); Ref 2; Ref 7	CO 6
	FEN103.D	UNIT D	ESSAY WRITING (THROUGH READING ESSAYS)		
8.10	FEN103.D1	Topic1	Descriptive	Ref 1: Chapter 21 (pp 460 to 465); Ref 2: Chapter 13 (pp 445 to 447); (pp 451 to 453); (pp 456 to 458)	CO 1, CO 5, CO 6
8.11	FEN103.D2	Topic2	Expository		
8.12	FEN103.D3	Topic3	Argumentative		
	FEN103.E	UNIT E	VOCABULARY BUILDING AND GRAMMAR (THROUGH READING AND LISTENING THE TEXTS)		
8.13	FEN103.E1	Topic1	Word Formation; Antonyms and Synonym; One word Substitution; Homophones, Homonyms and Homographs; Adverbs and Adjectives as modifiers; irregular verbs; Prepositions	Ref 3	CO 2
8.14	FEN103.E2	Topic2	Modal; Tenses; Reported speech; Conditional sentences; Passives; Question tags; Giving Opinions; Expressing Likes, Dislikes and Desire;		

			Explaining Advantages and Disadvantages
8.15	FEN103.E3	Topic3	Spellings and Punctuation
9	Course Evaluation		
9.1	Course work:	30%	
9.2	Attendance	None	
9.3	Homework	10 assignments, no weight	
9.4	Quizzes	6 best quizzes (based on assignments); 20 marks	
9.5	Lab	Separate	
9.6	Presentations	None	
9.7	Any other	None	
9.9	MTE	One, 20%	
9.10	End-term Examination: One, 50%		
10	Reference Books, Videos and Internet:		
	Text book	4. Communication Skills by Sanjay Kumar and PushpLata, OUP Publications. 5. Professional Communication by Meenakshi Raman and Sangeeta Sharma, OUP Publications. 6. Functional English Workbook (Intermediate)1	
	Videos and Internet	4. THE POEM "JABBERWOCKY" (https://www.youtube.com/watch?v=Q_Um3787fSY) 5. TEDGlobal 2010 (http://www.ted.com/talks/johan_rockstrom_let_the_environment_guide_our_development) 6. Critical Listening: President Obama Delivers the Commencement Address at Harvard University (https://www.youtube.com/watch?v=K4MctEmkml) 7. An astrologer's day by R.K. Narayanan (http://danielleharms.wikispaces.com/file/view/%2522An+Astrologer%27s+Day%2522.p df)	
	Reference Books	<ul style="list-style-type: none"> Wren, P.C.&Martin H. <i>High English Grammar and Composition</i>, S.Chand& Company Ltd, New Delhi. <i>Murphy's English Grammar</i> with CD, Cambridge University Press. 	

Outcome no. → Syllabus topic↓	CO1	CO2	CO3	CO4	CO5	CO6
FEN103.A	X		X	X		
FEN103.A1	X		X	X		
FEN103.A2	X		X	X		
FEN103.A3	X		X	X		
FEN103.B	X		X	X		
FEN103.B1	X		X	X		
FEN103.B2	X		X	X		
FEN103.B3	X		X	X		
FEN103.C	X		X			X
FEN103.C1	X		X			X
FEN103.C2	X		X			X
FEN103.C3	X		X			X

FEN103.D	X				X	X
FEN103.D1	X				X	X
FEN103.D2	X				X	X
FEN103.D3	X				X	X
FEN103.E		X				
FEN103.E1		X				
FEN103.E2		X				
FEN103.E3		X				

Computer Applications in Business

School: SBS		Batch : 2018-21
Program: BBA		Current Academic Year: 2018-19
Branch: Entrepreneurship		Semester: II
1	Course Code	BBP 152
2	Course Title	Computer Applications in Business
3	Credits	2
4	Contact Hours (L-T-P)	0-0-4
	Course Type	GE (Practical)
5	Course Objective	<ol style="list-style-type: none"> 1. To provide students an in-depth understanding of why computers are essential components in business, education and society. 2. To introduce the fundamentals of computing devices and reinforce computer vocabulary, particularly with respect to personal use of computer hardware and software, the Internet, networking and mobile computing. 3. To gain a working knowledge of Microsoft Office Suite ; Word, Excel, Access and PowerPoint. 4. To give an insight into Internet and its usage.
6	Course Outcomes	<p>CO1 : The student will be able to identify various programs, system software and applications.</p> <p>CO2 : The student will be able to describe the utility of computers in business and society.</p> <p>CO3 : The student will be able to solve common business problems using appropriate Information Technology applications and systems.</p> <p>CO4: The student will be able to classify various types of networks, network standards and communication software.</p> <p>CO5: The student will be able to evaluate on-line e-business system through internet web resources</p>

		CO6 : The student will be able to organize and work with files and folders.	
7	Course Description	In this introductory course, students will become familiar with the basic principles of a computer, including the internal hardware, the operating system, and software applications. Students will gain practice in using key applications, such as word processors, spreadsheets, and presentation software, as well as understand social and ethical issues around the Internet, information, and security.	
8	Outline syllabus		CO Mapping
	Unit 1	Basic Concepts	
	A	Definition and Characteristics of a Computer; Advantages of Computers; Limitation of Computers; Types of Computers; Applications of computers, Hardware, Software; Input Output Devices. Data and Information. Concept of File and Folder in a computer	CO1, CO2
	B	System Software: Operating system, Translators, interpreter, compiler; Overview of operating system, function of operating system. Microsoft Windows	CO1, CO2
	C	Application software: General Purpose Packaged Software and tailormade software, Saving data in a secondary storage device	CO1, CO2
	Unit 2	Microsoft Word	
	A	Introduction to word Processing; Working with word document, Opening an existing document/creating a new document; Saving, Selecting text, Editing text, Finding and replacing text.	CO2, CO3
	B	Formatting text, Bullets and numbering, Tabs, Paragraph Formatting, Page Setup, Inserting a table, wrap text, Insert a flow chart or shape in a word document	CO2, CO3
	C	Perform Mail Merge in a word document ; envelopes and labels in mail merge ; How to convert table to text and Vice Versa	CO2, CO3, CO6
	Unit 3	Spreadsheet Ms Excel	
	A	Spreadsheet Concepts; Copying formulas, Operators, Relative & Absolute cell referencing within formulas Common functions, Sum / Average / Max / Min etc.	CO2, CO3, CO6
	B	Count / COUNTA / COUNTBLANK function. Presenting Chart Inserting Charts- LINE, PIE, BAR. How to change chart layout and other chart options.	CO2, CO3, CO6
	C	Insert various Arithmetic Operators and Formulas, Logical Operations (If and other Functions. Sorting and Filtering of data. HLookup and VLookup functions	CO2, CO3, CO6
	Unit 4	MS Powerpoint	
	A	What is importance of creating presentation? Opening a new presentation, inserting slides and formats, numbering of slides, slide sorter	CO2, CO3
	B	Slide Transition, slide show, setting up slide show using animation. Inserting picture and video in a powerpoint slide	CO2, CO3
	C	Changing position of slides in a presentation. Changing the design of slides. Inserting sound in powerpoint slide. How to print handouts from a powerpoint presentation?	CO2, CO3, CO6
	Unit 5	Internet	

	A	Definition and basics of Internet: Owner of Internet, Usage of Internet and benefits to the society. Anatomy of Internet, World Wide Web; Internet Protocols, search Engines, URL , Browser, Social Media and Networking. HTTP & HTTPS			CO4, CO5
	B	Important terms associated with Internet: Modem, Router, IP Address, Wi-fi, Gateway, Internet Service Provider, Firewall , Malware, Difference between website and webpages. Meaning of different extensions of website address			CO4,CO5
	C	Emailing , Creating email addresses. How to write an email? How to attach files in an email? What are spam mails? Encryption and Authentication of data.			CO4,CO5
	Mode of examination	Practical			
	Weightage Distribution	CA	MTE	ETE	
		60 %	N/A	40 %	
	Text book/s*	1: Pradeep K.Sinha; Priti Sinha; Information Technology; PHI 2: Poonam Yadav, Praveen Kumar; Computer Fundamentals 3: Microsoft Excel Bible by John Walkenbach, Wiley India.			
	Other References	1. Turban, Rainer, Potter, Introduction to Information Technology, John Wiley. 2. Information Technology for Management: Ramesh Behl (Tata Mc Graw Hill).			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO 1	PSO2	PSO3
CO1	1	1	1	1	1	1	1	2	1
CO2	2	1	2	2	1	2	2	2	2
CO3	2	2	1	2	1	3	2	2	2
CO4	1	1	2	1	2	1	1	2	2
CO5	2	1	2	2	1	2	2	1	2
CO6	1	1	2	2	2	3	2	2	2

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

TERM: III

Business Law

School: School of Business Studies		Batch : 2018-21	
Program: BBA		Academic Year: 2019-20	
Branch: Entrepreneurship		Semester: III	
1	Course Code	BBA 267	
2	Course Title	Business Law	
3	Credits	4	
4	Contact Hours (L-T-P)	4-0-0	
	Course Status	Core	
5	Course Description	This course introduces the student to the concept of Law and basics of the Indian Legal System. It further covers Laws that govern business transactions like Contract, Sale of Goods, Negotiable Instruments and Consumer Protection.	
6	Course Objective	The purpose of the course is to enable students:- 1. Acquaint with the Indian Legal System. 2. Describe how the legal framework affects both businesses as well as individuals 3. Prepare them to apply the various laws to a given situation (case studies) 4. Develop concise legal arguments in a logical manner and improve upon communication and interpersonal skills.	
7	Course Outcomes	CO1: To appreciate the Indian Legal System. CO2: To demonstrate the relationship between law and economic activity by developing in the student an awareness of legal principles involved in economic relationships and business transactions. CO3: To distinguish between various kinds of negotiable instruments. CO4: To identify the rights available to a consumer and describe the process of filing a consumer complaint.	
8	Outline syllabus		CO Mapping
	Unit A	Introduction to Law	
	A 1	What is law? What are the institutions that enforce law? Hierarchy of Courts in India	CO1
	A 2	Understanding The Indian Constitution: Fundamental Rights and Duties, Writs, Public Interest litigation	CO1
	A 3	What is Alternate Dispute Resolution? Its importance	CO1
	Unit B	Indian Contract Act 1872	
	B 1	What is a contract? Social vs. Business Agreements. How is a contract made?	CO2,
	B 2	Types of contracts, Essentials of a valid contract,	CO2
	B 3	Quasi contract. Discharge of contract, Breach of contract and its remedies, Special Contract(Brief overview) - Contract of Indemnity, Guarantee, Bailment, Pledge,	CO2

		Agency			
	Unit C	Sale of Goods Act 1930			
	C 1	What is a contract for sale of goods? Similarities with and modification to general contract law provisions.			CO2
	C 2	Transfer of property. Conditions and warranties - caveat emptor. Performance of contract of sale.			CO2
	C 3	Rights of unpaid seller. Remedies for breach of contract for sale.			CO2
	Unit D	Negotiable Instruments Act 1881			
	D 1	What are negotiable instruments? Types of negotiable instruments. Parties to instruments.			CO2,CO 3
	D 2	Holder and Holder in due course,			CO2,CO 3
	D 3	Dishonor of Negotiable Instruments			CO2, CO 3
	Unit E	Consumer Protection Act 1986			
	E 1	Important definitions under the Act. Rights of consumers. Who can file complaints?			CO2, CO4
	E 2	Consumer Courts: District Forum, State Commission, National Commission			CO2, CO4
	E 3	How to file complaints? Remedies available under the Act.			CO2, CO4
	Mode of examination	End Term Examination			
	Weightage Distribution	CA 30%	MTE 20%	ETE 50%	
	Text book/s*	• Business Law, PC Tulsian & Bharat Tulsian, Third edition, McGraw Hill Education (Pvt) Ltd			
	Other References	• Business and Corporate Laws, Dr Harpreet Kaur, LexisNexis • Singh, Avtar, <i>Mercantile Law</i> , 8 th ed., 2006, Reprinted 2008, Eastern Book Company • Kuchhal, M.C., <i>Mercantile Law</i> , 7 th ed., 2009, Vikas Publishing House • Gulshan, S.S., <i>Business Law</i> , 3 rd ed., 2006, Excel Books			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	1	1	2	2	-	2	1	2
CO2	2	1	1	2	1	-	2	2	2
CO3	3	2	2	2	2	1	1	1	1
CO4	2	1	1	1	1	2	1	1	1

- 1-Slight (Low)
 2-Moderate (Medium)
 3-Substantial (High)

Human Resource Management

School: SBS		Batch: 2018-21
Program: BBA		Current Academic Year: 2019-20
Branch: Entrepreneurship		Semester: III
1	Course Code	BBA 214
2	Course Title	Human Resource Management
3	Credits	04
4	Contact Hours (L-T-P)	4-0-0
	Course Status	Core
5	Course Objective	<ol style="list-style-type: none"> 1. To impart basic knowledge about HRM concepts. 2. To build students' interest and capability to perform basic HRM functions and tasks. 3. To familiarize students with the different aspects of managing people in the organization through the process of acquisition, development and retention. 4. To apply the principles and techniques of human resource management gained through this course.
6	Course Outcomes	<p>The student will be able to:</p> <p>CO1: Identify current issues and challenges, emerging trends, key concepts and terminologies of human resource management.</p> <p>CO2: Describe each of the major HRM functions and processes of manpower planning, job analysis, recruitment, selection, training and development, compensation and benefits, and performance appraisal.</p> <p>CO3: Apply the various functions and techniques of human resource management.</p> <p>CO4: Analyse the dynamics of how the human resource department and the company strategically work together to improve employee' job satisfaction and return on investment.</p>

7	Course Description	The course has been designed to enable the students to learn about the exciting world of today's Human Resources Management. This course also focuses at providing the students the inputs on how to link the HRM functions to the corporate strategies, to understand HR as a strategic resource, to learn the concept and functions of human resource management. Further, this course highlights important HR challenges and Issues that are faced by managers and employees in today's business environment.			
8	Outline syllabus				CO Mapping
	Unit 1	Basics of HRM			
	A	Human Resources- Meaning; Concept & Scope; Evolution of HRM, PM Vs HRM, SHRM Vs HRM			CO1, CO4
	B	HRM: HRM Functions-Managerial & Operative; Current Issues & Challenges, HR as competitive advantage			CO1, CO4
	C	Objectives of HRM, Role of HR Manager, HR Plans & Policies			CO1, CO4
	Unit 2	Manpower Planning & Recruitment			
	A	Job Analysis-meaning-Job Description & Job Specification, Implications of Job Analysis			CO2, CO3
	B	Manpower Planning- Purpose & Process, Demand & Supply Forecasting Techniques			CO2, CO3
	C	Recruitment-Concept, Sources, Process			CO2, CO3
	Unit 3	Selection & Induction			
	A	Selection Concept- Meaning & Purpose			CO2, CO3
	B	Selection Process (From Screening to Induction)			CO2, CO3
	C	Induction / Orientation-Concept & Process			CO2, CO3
	Unit 4	Training			
	A	Training-Importance, objectives & Process (ADDIE Model), Difference b/w Education, Training & Development			CO2, CO3
	B	Methods of Employee Training – On the Job Methods (Apprenticeship, Mentoring & Job Rotation)			CO2, CO3
	C	Training-Off the Job Methods (Lectures, Vestibule Training, Case Analysis)			CO2, CO3
	Unit 5	Performance Appraisal & Compensation			
	A	Job Evaluation, Concept and Objectives of Performance Appraisal, Process of Performance Appraisal			CO2, CO3
	B	Rating & Ranking Method, Forced Distribution, 360 Degree Appraisal, Errors in Performance appraisal			CO2, CO3
	C	Basic concept of Compensation, Direct & Indirect Compensation Components			CO2, CO3
	Mode of examination	Theory			
	Weightage	CA	MTE	ETE	

	Distribution	30%	20%	50%	
	Text book/s*	<ul style="list-style-type: none"> Human Resource Management, K Aswathappa, McGraw Hill, New Delhi 			
	Other References	<ul style="list-style-type: none"> Human Resource Management: Text and Cases, Rao VSP, Second edition, Excel Books, New Delhi. Fundamentals of Human resource Management, Decinzo Robbins, Eleventh Edition, Wiley 			

PO COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	2	2	1	2	2	3	2	2	2
CO2	2	1	1	1	1	1	3	2	2	2
CO3	3	1	2	2	2	3	2	1	1	1
CO4	3	2	1	1	1	2	2	1	1	1

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

Business Research Methods

School: SBS		Batch : 2018-21
Program: BBA		Current Academic Year: 2019-20
Branch: - Entrepreneurship		Semester: III
1	Course Code	BBA 258
2	Course Title	Business Research Methods
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Status	Core
5	Course Description	Business Research Methods equips students with the skills to develop and undertake a research dissertation. It provides the theoretical and practical preparation for business research The course covers the necessary skills and requirements for a literature review, qualitative and quantitative methods, and a research proposal in addition to the pragmatics of ethics and project management. Peer review, skill development workshops and practice exercises are the key learning strategies.

6	Course Objective	1.To Prepare students for conducting an independent study including formulating research questions and selecting a research approach, applying research methodology 2.Designing a study and selecting specific methods and techniques appropriate for answering the questions 3. TO Develop practical skills in developing instruments for both qualitative and quantitative methods 4. To provide deeper knowledge and experience in applying commonly used qualitative and qualitative research methods to the research process		
7	Course Outcomes	CO1: Establish the concept of Business research and research process CO2: Develop a research proposal as the basis for a Research Project CO3:Apply appropriate research design and methods to address a specific research question and acknowledge the ethical implications of the research CO4: Recognize, and take account of, the importance of ethical conduct in undertaking research		
8	Outline syllabus			CO Mapping
	Unit A	Introduction to Research in Business		
	A 1	Reasons to study the Business Research		CO1
	A 2	Planning and Strategy for Business Research		CO1
	A 3	Parameters of Good Research, Working of Research Industry		CO1
	Unit B	The Research Process		
	B 1	Introduction to research process, designing the research Question		CO1
	B 2	Introduction of Designing the Study, Sampling Design		CO2
	B 3	Introduction to Pilot testing, Data Collection , Reporting		CO2
	Unit C	Business Research Requests and Proposals		
	C 1	Types of research proposals		CO2
	C 2	Structuring the Research Proposals		CO2
	C 3	Evaluating the research proposals		CO2
	Unit D	Research Design		
	D 1	Introduction to research design		CO3
	D 2	Exploratory, Descriptive, Causal Studies		CO3
	D 3	Designing Surveys		CO3
	Unit E	Ethics in Business Research		
	E 1	Introduction to Research Ethics		CO4
	E 2	Ethics and the Sponsor		CO4
	E 3	Professional Standards		CO4
	Mode of examination	Theory		
	Weightage Distribution	CA 30%	MTE 20%	ETE 50%
	Text book/s*	Cooper, D. R., Schindler, P. S., & Sun, J. (2006). <i>Business research methods</i> (Vol. 9). New York: McGraw-Hill Irwin.		
	Other	Kothari, C. R. (2004). <i>Research methodology: Methods</i>		

References	<i>and techniques.</i> New Age International.	
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POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	3	2	1	1	1	3	3	1	1
CO2	3	3	2	1	2	3	1	2	1	3
CO3	3	3	2	2	1	3	1	3	2	3
CO4	3	3	3	1	1	3	1	3	3	3

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

Business Communication

School: SBS		Batch: 2018-21
Program: BBA		Current Academic Year: 2019-20
Branch: Entrepreneurship		Semester: III
1	Course Code	BBA 268
2	Course Title	Business Communication
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Status	GE
5	Course Objective	The objectives are: 1.To make students understand basics of Business Communication and their functional relationship with business & management. 2. To hone students' writing skills. 3. To develop their Speaking and listening skills. 4. To enable students to apply various communication skills effectively.
6	Course Outcomes	CO1: The students will be able to understand basics of Business Communication and their relevance to business growth. CO2: The students will be able to develop speaking skills. CO3: The students will be able to draft effective professional documents. CO4: The students will be able to apply various communication skills for

Beyond Boundaries

		business/Professional growth.		
7	Course Description	This course is designed to give students a comprehensive view of communication, its scope and importance in business and professional world. The course aims at developing skills of effective written and oral communication in students. It will provide students the tools necessary to make their way in different business and corporate environments.		
8	Outline syllabus			CO Mapping
	Unit 1	Business Communication		
	A	Introduction of Business Communication		CO1
	B	Forms & Flows of Business Communication		CO1
	C	Process of and Barriers to Communication		CO1
	Unit 2	Non-Verbal Communication		
	A	Role of Non-Verbal Communication		CO1, CO4
	B	Classification of Non-Verbal Communication		CO1, CO4
	C	Practical exposure & guidelines for developing Non-Verbal Communication		CO1, CO4
	Unit 3	Articulation Skills		
	A	Paralinguistic feature. Art of Speaking, Goals of Speaking, Styles of Speaking, Guidelines for developing speaking skills		CO2
	B	Extempore, Speech Delivery		CO2
	C	Debate		CO2
	Unit 4	Writing Skills		
	A	7 Cs of Communication		
	B	Letter Writing: Sales, Order, Complaint, Adjustment, Claim, Enquiry letters		
	C	Email Writing, WhatsApp Messaging in Professional/Formal Environment		
	Unit 5	Listening Skills		
	A	Listening as a management tool		
	B	Barriers to listening		
	C	Guidelines for improving listening skills		
	Mode of examination	Theory/Jury/Practical/Viva		
	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
	Text book/s*	P.D.Chaturvedi & Mukesh Chaturvedi, Business Communication: Concepts, Cases, and Applications. Pearson		
	Other References			

PO COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	2	3	2	2	2	1	1
CO2	2	1	2	1	3	2	--	1	--	1
CO3	3	3	2	3	3	2	1	1	--	1
CO4	3	2	2	2	3	2	2	1	1	1
CO5	2	2	2	2	3	2	2	1	1	1

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

Business Statistics

School: SBS		Batch : 2018-2021
Program: BBA		Current Academic Year: 2019-20
Branch: Entrepreneurship		Semester: III
1	Course Code	BBA 274
2	Course Title	Business Statistics
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Type	GE
5	Course Objective	1. People in business, economic and social sciences are increasingly aware of the need to be able to handle a range of statistical tools. 2. This foundation module is designed to fill this need into several practical and powerful applications of statistics. 3. The idea is to present the basic statistics and emphasis the application of statistics for management problems. 4. The emphasis is on developing competence in using basic statistical methods in understanding and interpreting data. 5. The module also aims on getting students familiarize with the usage of basic tools and techniques in obtaining statistical measure and interpreting the same.
6	Course Outcomes	At the end of the course students will be able to: CO1: The student will be able to identify basic numerical processes within a statistical context. CO2: The student will be able to interpret data in view of evidences. CO3: The student will be able to solve various problems of statistics.

		CO4: The student will be able to analyze data make predictions of the future		
7	Course Description	In this course, you will learn how to apply statistical tools to analyze data, draw conclusions, and make predictions of the future. The course will begin with data distributions, followed by probability analysis, sampling, hypothesis testing, inferential statistics, and, finally, regression.		
8	Outline syllabus	CO Mapping		
	Unit 1	Introduction to Statistics and Representation of Data		
	A	Statistics- Definition and functions. Scope and limitations of statistics.		CO1
	B	Collection of data and formulation of frequency distribution. Diagrammatic presentation of data-bar graph and pie charts.		CO1,CO2
	C	Graphical presentation of frequency distribution-Histograms, ogive curves		CO1,CO2, CO3
	Unit 2	Sampling and Probability		
	A	Introduction, concept of population, Sampling, Probability sampling and non Probability Sampling		CO1
	B	Basic Probability, Conditional Probability		CO1, CO3
	C	Applications of Probability		CO2,CO3
	Unit 3	Measures of Central Tendency		
	A	Arithmetic Mean and its properties. Methods of calculating Mean The Weighted Arithmetic Mean, Correcting incorrect mean		CO1,CO2
	B	Median and Mode, Significance of median and mode, Relation among Mean, median and Mode.		CO1.CO2. CO3
	C	Partition values: quartiles ,deciles and percentiles		CO2,CO3
	Unit 4	Measures of Dispersion		
	A	Introduction to Dispersion, range, IQR, quartile deviation.		CO1,CO2
	B	Methods of calculating Mean deviation		CO2,CO3
	C	Methods of calculating standard deviation and coefficient of variance.		CO3,CO4
	Unit 5	Relationship Between Variables		
	A	Basic Linear correlation (Two variables), Karl Pearson's correlation coefficient, Spearman's Rank correlation coefficient.		CO1,CO2
	B	Simple and Multiple Linear regression		CO3,CO4
	C	Problems based on correlation and regression		CO3,CO4
	Mode of examination	Theory		
	Weightage Distribution	CA 30%	MTE 20%	ETE 50%
	Text book/s*	<ul style="list-style-type: none"> Gupta S.P., Gupta, M.P. , Business Statistics, Sultan Chand & Co 		
	Other References	<ul style="list-style-type: none"> Vohra N D ,Business Statistics, Tata McGraw Hill, Sharma J.K , Business Statistics, Pearson 		

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	2	1	1	2	2			
CO2	2	3	2	1	1	2			
CO3	2	1	1	2	2	1			
CO4	2	2	1	1	2	2			

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

Environmental Studies

School: SBS		Batch : 2018-21
Program: BBA		Current Academic Year: 2019-20
Branch: Entrepreneurship		Semester: III
1	Course Code	EVS 105
2	Course Title	Environmental Studies
3	Credits	2
4	Contact Hours (L-T-P)	2-0-0
	Course Type	AECC
5	Course Objective	1. To understand the basic concepts of environment management and the issues faced therein. 2. To provide an understanding of the natural environmental resources, hazards faced and control measures 3. To understand the social issues surrounding environment management. 4. To get an understanding of the various acts ,policies developed to protect the environment.
6	Course Outcomes	CO1:The student will be able to have knowledge about fundamentals of environment and the ecosystem CO2: The student will be able to understand about hazards faced by environment along with the growing energy needs ,environment impact

		assessment green technologies and green design CO3: The student will be able to relate to the various acts for environmental protection and to green solutions CO4: The student will be able to analyse impact of climate change and pollution on environment and green solutions	
7	Course Description	This course enables students to understand their natural environment while also comprehending its conservation and management in a better manner. The course focuses on the natural environmental resources and their effective utilization.	
8	Outline syllabus		CO Mapping
	Unit 1	Fundamentals of environment	
	A	Fundamentals of Environment: Basic concepts on environment, environment management –definition ,importance , environmental degradation, Multidisciplinary nature of environment	CO1, CO2,CO3
	B	Ecosystems ad ecological succession	CO1
	C	Global environmental issues: global warming and climate change, acid rains	CO2 ,CO3 ,CO4
	Unit 2	Energy resources	
	A	Renewable & Non Renewable Resources of energy and Deforestation	CO1 ,CO2,CO4
	B	Water Resources: use and overutilization of surface and ground water, floods & droughts	CO1, CO2 ,CO3
	C	Energy Resources – growing energy needs, energy resources and global development	CO2 ,CO3
	Unit 3	Biodiversity and pollution	
	A	Biodiversity & its conservation	CO2 ,CO3
	B	Environmental Pollution	CO1 , CO4
	C	Control measures for air, water and soil pollution; nuclear hazards	CO3
	Unit 4	Environment protection	
	A	Social Issues in Environment: Environment Protection Act, Ozone layer depletion and nuclear accidents ,approaches with regard to environment protection	CO2 ,CO4
	B	Human Population – human health, human rights and environment	CO3
	C	Wildlife protection act, issues in enforcement of environmental legislations and public awareness	CO4
	Unit 5	Green Solutions	
	A	Environmental Impact Assessment	CO1 ,CO2 ,CO3
	B	Environmental Standards, Green Technologies and green solutions	CO2 CO3 ,CO4

	C	Green architecture and green design			CO2,CO3
	Mode of examination	Theory/Jury/Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	Principles of Environmental Studies: <u>Monoharachary</u> C 2006			
	Other References				

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
C O1	-	-	1	1	1	-	-	-	-	-
C O2	-	-	2	2	2	-	-	-	-	-
C O3	-	-	2	2	2	-	-	-	-	-
C O4	-	-	2	2	1	-	-	-	-	-

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

TERM: IV

International Business

School: SCHOOL OF BUSINESS STUDIES		Batch : 2018-2021
Program: BBA		Current Academic Year: 2019 - 20
Branch: Entrepreneurship		Semester: IV
1	Course Code	BCM 216
2	Course Title	International Business
3	Credits	4
4	Contact Hours	4-0-0

	(L-T-P)	
	Course Type	Core
5	Course Objective	<p>The course objective is to:</p> <ul style="list-style-type: none"> - Make students identify the concepts and scope of International Business environment and PESTLE Framework - Make students explain the cause and effects of BoP fluctuations. - Make students illustrate the importance of Forex Reserves and causes for Exchange rate fluctuations - Make students determine cause and effect of trade and international investment. - To prepare the students so that they are able to categorize various International Institutions for the functions and purpose.
6	Course Outcomes	<p>After the completion of the course, the students will be able to:</p> <p>CO1: Identify the concepts and scope of International Business environment and PESTLE Framework</p> <p>CO2: Explain the cause and effects of BoP fluctuations.</p> <p>CO3: Illustrate the importance of Forex Reserves and causes for Exchange rate fluctuations</p> <p>CO4: Determine cause and effect of trade and international investment.</p> <p>CO5: Categorize various International Institutions for the functions and purpose.</p>
7	Course Description	International Business course is a great mix of theories and practices that will prepare the students for business on a global platform. The course will cover topics such as global environment scanning, BOP, Forex markets, Globalization issues, trade theories, global trade and investment, and international institutions.
8	Outline syllabus	
	Unit 1	International Business environment
	A	Free Trade Vs. Protection, Tariff & Non-Tariff Barriers TRIMS, TRIPS & IPR's. Text book case – Globalization of Pop Culture.
	B	Emerging Trends and Regional Trading Blocks Economic, Political, Cultural and Legal environments in International Business.
	C	Framework for analyzing international business environment. Text book case – The Global Television Industry
	Unit 2	Balance of Payments
	A	Balance of Trade and Balance of Payments, Current and capital account components.
	B	Disequilibrium in BOP, Structural, Cyclical and
		CO Mapping
		CO1
		CO1
		CO1
		CO2
		CO2

		Monetary Disequilibrium			
	C	Financing of BoP deficits & External Assistance. Text book case – South East Asian Economic Crisis .			CO ₂
	Unit 3	Foreign Exchange Markets			
	A	MNC's and International Trade , Merits & De-Merits of MNC's, Strategic alliances. Text book case – Casual Wear Inc.			CO ₃
	B	Determination of Exchange rates , Exchange Rate and Convertibility of Rupee			CO ₃
	C	FEMA Act and Currency Exchange Risks			CO ₃
	Unit 4	Global Trade and Investment Environment:			
	A	Foreign investment in India , Global Sourcing. Text book case – Mahindra and Mahindra.			CO ₄
	B	international trade financing, Institutional finance for export			CO ₄
	C	Export price Quotations and Incoterms ,International Pricing, Dumping & Anti-Dumping measures. Text book case – Quality Furnitures Limited.			CO ₄
	Unit 5	International Economic Institutions & International Liquidity			
	A	Role of IMF,IBRD,UNCTAD, WTO in International Trade			CO ₅
	B	Problems of Liquidity & Role of IMF in Managing International Liquidity			CO ₅
	C	Case study- Text Book: Indian Leather goods exports. A handout will be given - Turmeric Patent			CO ₅
	Mode of examination	Theory/Jury/Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	International Business (Text and Cases) , Fourth Edition Revised, Francis Cherunilam			
	Other References	International Business, Oxford university Press, Rakesh Mohan Joshi International Business, PHI, Sixth edition, Justin Paul International Business, Mc.Graw Hill, 10e, Charles W.L. Hill			

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PS O1	PS O2	PS O3	PS O4
CO2OI. 1		2								
CO2OI. 2	2									
CO2OI. 3			1							
CO2OI. 4			3							
CO2OI. 5	2									

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

FINANCIAL MANAGEMENT

School: SBS		Batch : 2018 -21
Program: BBA		Current Academic Year: 2019-20
Branch: Entrepreneurship		Semester: IV
1	Course Code	BBA 210
2	Course Title	FINANCIAL MANAGEMENT
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Type	Core
5	Course Objective	1.To acquaint the students with the concepts of Financial Management and the significance of decision making in finance. 2.To highlight the necessity of managing current assets and current liabilities 3. To appreciate the relevance of capital structure and dividend decisions with respect to its impact on valuation of the firm.
6	Course Outcomes	On completion of this module, the students will be able to CO1:describe the basic concepts and key terms used in Financial Management. CO2:infer the relevance of decision making under various available alternatives. CO3: apply the various tools and techniques used in financial decision making for shareholders' wealth maximization. CO4:distinguish amongst the various alternatives in the view of valuation

		of firm.	
7	Course Description	This is an introductory course in Financial Management, focusing on the major decisions made by financial managers of an organization. The course will develop students' analytical and decision-making skills in finance through the use of theory questions and practical problems.	
8	Outline syllabus		CO Mapping
	Unit 1	Introduction of Financial Management	
	A	Nature, concept and functions of financial management	CO1
	B	Finance vs. accounting, Objective of financial management; Profit maximization vs. wealth maximization	CO1
	C	Time value of money- Meaning and Objectives, present & future value, simple & comp. interest, annuity (Ordinary Annuity & Annuity Due), Perpetuity .	CO1,CO2
	Unit 2	Capital Budgeting	
	A	Meaning and concepts of capital budgeting, need of capital budgeting,	CO1, CO2
	B	Practical Problems on Discounted Cash Flow Techniques: Discounting Payback period, NPV, PI, IRR	CO3, CO4
	C	Practical Problems on Non Discounted Cash Flow Techniques: Payback period and ARR	CO3, CO4
	Unit 3	Working Capital Management	
	A	Concept and need of working capital management, determinants of working capital requirements, working capital cycle	CO1
	B	Receivable management- meaning and objectives Cash management- meaning and objectives, Motives of Holding cash	CO1
	C	Inventory management- meaning and objectives, Techniques of Inventory management - EOQ, ABC Analysis.	CO1, CO3
	Unit 4	Capital Structure and Cost of Capital	
	A	Meaning and objective of Capital structure, optimum capital structure.	CO1
	B	Capital structure theories- Theoretical concepts of NI, NOI, Traditional.	CO4
	C	Cost of capital- concept and meaning, Cost of Debt, Cost of Equity (Zero-Growth Dividends, Constant Growth in Dividends), Cost of Preference Share, Calculation of WACC.	CO3, CO4
	Unit 5	Dividend decisions	
	A	Dividend policy- meaning & concept, concept of retained earnings, factors influencing dividend policy, concept of Bonus shares and Rights Shares.	CO1, CO2
	B	Walter's model of dividend policy and its application	CO3, CO4
	C	Gordon model of dividend policy and its application	CO3, CO4

	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	R.P. Rustagi- Financial Management- (Taxmann Publication)			
	Other References	Financial Management: I. M. Pandey (Vikas Publication) Financial management: Theory and Practice, Prasanna Chandra (Mc-Graw Hill) Financial Management: Text, Problems and Cases, M Y Khan and P K Jain, Mc Graw Hill Publication			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	2	2	1	1	3	-	-	-
CO2	2	3	1	1	1	3	-	-	-
CO3	2	3	1	1	1	3	-	-	-
CO4	2	3	1	1	1	3	-	-	-

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

E-Business

School: SCHOOL OF BUSINESS STUDIES		Batch: BBA 2018-21
Program: BBA		Current Academic Year: : 2019-20
Branch: - Entrepreneurship		Semester: IV
1	Course Code	BEC 203
2	Course Title	E-Business
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Status	GE

5	Course Description	This undergraduate course is intended to teach and understand to the students the principles and practices of the E-business in industry	
6	Course Objective	The course aims: <ol style="list-style-type: none"> 1. Acquaint students with a fundamental understanding of the environment and strategies in e-business/e-commerce 2. Provide an overview of the hardware, software, servers, and the parts that make up the enabling “railroad” for e-business/e-commerce. 3. Provide a fundamental understanding of the different types and key components on business models in e-business/e-commerce 4. Understand the traditional and new communication/marketing approaches that create competitive advantage in e-business/e-commerce 	
7	Course Outcomes	The student will be able to: CO1: To define the students with an in-depth understanding of the E-business. CO2: To make the students describe an E-Business approach for E-business practices with decision making CO3: The students should interpret the issues relating to the changing global business environment	
8	E-business		CO Mapping
	Unit A	Introduction & Business Models	
	A 1	<ul style="list-style-type: none"> • Early business information interchange efforts – Emergence of the Internet – the emergence of WWW; Advantages and disadvantages of e-commerce. 	CO1
	A 2	<ul style="list-style-type: none"> • E-Business models - C2C, C2B, B2B models. 	CO1, CO2
	A 3	<ul style="list-style-type: none"> • Value Chain model, advertising model, community model manufacturer model. 	CO1, CO2
	Unit B	Network Infrastructure	
	B 1	<ul style="list-style-type: none"> • Network Infrastructure supporting electronic commerce; Role of World Wide Web • 	CO1, CO2,
	B 2	<ul style="list-style-type: none"> • Internet Client-Server Applications; Networks and Internets, Internet Standards and Specifications 	CO1, CO3
	B 3	<ul style="list-style-type: none"> • Client-Server Network Security, Security Threats, Data and Message Security 	CO1, CO2, CO3.
	Unit C	E-Marketing & Advertising	
	C 1	<ul style="list-style-type: none"> • Traditional Marketing Vs. Digital Marketing; Online Marketing 	CO1, CO2

	C 2	<ul style="list-style-type: none"> New Age Information Based Marketing, Advertising on Internet 			CO2,CO3
	C 3	<ul style="list-style-type: none"> The Online Marketing Process 			CO1, CO2
	Unit D	Consumer Oriented Electronic Commerce			
	D 1	<ul style="list-style-type: none"> Consumer-Oriented Applications, Mercantile Process Models – Consumer Perspective, Merchant Perspective 			CO1, CO3
	D 2	<ul style="list-style-type: none"> E-Payment Systems – Types, Digital Token Bases Systems, Smart Cards, Credit Card Based Systems, Risks & Design 			CO1,CO2, CO3
	D 3	<ul style="list-style-type: none"> Main concepts in internet banking, Digital payment requirements, Electronic Cash 			CO1,CO4
	Unit E	E-CRM			
	E 1	<ul style="list-style-type: none"> Customer Relationship Management on the Internet 			CO1, CO3
	E 2	<ul style="list-style-type: none"> Online CRM Capabilities & Its Impact On Business 			CO1, CO2, CO3
	E 3	<ul style="list-style-type: none"> E-SCM – Supply chain management, Ways to Reduce Inventory 			CO1,CO3
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	1. Strauss, J., El-Ansary, A., & Frost, R., <i>E-Marketing</i> , 4 th Edition, Prentice Hall of India 2. Kalakota & Whinston, <i>Frontiers of Electronic Commerce</i> , Pearson Education			
	Other References	Joseph, S.J., P.T., (2012) <i>E-Commerce: An Indian Perspective</i> , (4th edition), New Delhi: PHI Learning			

POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	1	2	-	1	2	3	2	3
CO2	2	1	2	-	2	1	2	2	3
CO3	3	2	3	1	1	1	3	2	2

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

Cross Cultural Management

School: SBS		Batch : 2018-21	
Program: BBA		Current Academic Year: 2019-20	
Branch: Entrepreneurship		Semester: IV	
1	Course Code	BBA 275	
2	Course Title	Cross Cultural Management	
3	Credits	4	
4	Contact Hours (L-T-P)	4-0-0	
	Course Type	GE	
5	Course Objective	1. To introduce the key concepts and main theoretical framework of culture. 2. To introduce how cultural differences may impact the management of individuals, teams and organizations. 3. To introduce effective human resource management practice in multinational organizations. 4. To develop the students' critical thinking and creativity.	
6	Course Outcomes	CO1: The student will be able to define different facets of culture like value beliefs etc. CO2: The student will be able to explain the various models related to culture. CO3: The student will be able to illustrate the role of culture, religion and intercultural communication on business. CO4: The student will be able to analyse the link between different cultural spheres as well as challenges for Multinational Corporations.	
7	Course Description	This Course provides an understanding of culture and its importance for organizational and individual success. The course describes the various facets of culture like values, beliefs, attitudes etc, This course also explains the various cultural models and concept of Industry/corporate and Professional culture.	
8	Outline syllabus		CO Mapping
	Unit 1	Understanding of Culture	
	A	Culture and Importance- concept of culture and cross-cultural management	CO1
	B	Facets of culture: Ethos, values, beliefs, unique history, attitudes	CO1
	C	Impact of culture on International Business.	CO1, CO2
	Unit 2	Cultural Models	
	A	Hofstede cultural dimensions, cross-cultural dimensions	CO1, CO3
	B	Hampden & Trompenaars Model	CO1, CO3
	C	Kluckhohn - Strodtbeck Model	CO1, CO3
	Unit 3	Global Business Environment and Cross Cultural Management	

	A	Major characteristics and challenges of Multinational Corporations.	CO1,CO4
	B	Culture and workforce diversity	CO1
	C	Impact on Expatriates-Repatriation and cross cultural training	CO1,CO4
	Unit 4	Role of regional, industry/corporate culture & professional culture and link between different cultural spheres	
	A	Regional culture and it's role	CO2
	B	Industry/corporate and Professional culture	CO2
	C	Link between different cultural spheres	CO4
	Unit 5	Cross Culture communication and Negotiation	
	A	Barriers to intercultural communication	CO1
	B	Non - verbal communication	CO1
	C	Negotiation in cross cultural environment	CO1,CO4
	Mode of examination	Theory/Jury/Practical/Viva	
	Weightage Distribution	CA	ETE
		30%	50%
	Text book/s*	Browaeys, M.J. 7 Prince, R., Understanding Cross Cultural Management by II edition, Pearson Publication, New Delhi	
	Other References	Luthans, F.& Doh, P.J. (2006), International management: Culture, Strategy and Behaviour, 8 Edition, Tata Mc -Graw Hill	

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	1	1	2	2	1	1	1	1	1	1
CO2	1	1	1	1	1	2	1	1	1	1
CO3	2	1	2	2	1	1	2	1	1	1
CO4	2	1	2	1	1	1	1	1	1	1

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

Entrepreneurship

School: SCHOOL OF BUSINESS STUDIES	Batch : BBA 2018-21
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Program: BBA		Current Academic Year: : 2019-20	
Branch: - Entrepreneurship		Semester: IV	
1	Course Code	BBA 270	
2	Course Title	Entrepreneurship Development	
3	Credits	4	
4	Contact Hours (L-T-P)	4-0-0	
	Course Status	GE	
5	Course Description	The entrepreneurship course aims at developing the entrepreneurial spirit and abilities among the students. This course will broaden a basic understanding obtained in the functional areas as they apply to new venture creation and growth, the business plan, and obtaining funding. The objective is to equip the students with the necessary knowledge, skills and competencies which are required to become a successful entrepreneur.	
6	Course Objective	1. To provide an understanding and necessary knowledge, skills and competencies for becoming a successful entrepreneur. 2. To help in identifying and exploiting opportunities and developing business plans. 3. To give necessary knowledge required to deal with the various issues relating to starting a new enterprise. 4. Equip the necessary knowledge and skill sets required for managing the established enterprise. 5. To help the students in understanding the entrepreneurial development framework available in India along-with Start-Up India and Make in India initiative.	
7	Course Outcomes	The student will be able to: CO1: Describe and demonstrate the knowledge, skills and competencies relating to entrepreneur and entrepreneurship. CO2: Understand, classify and explain entrepreneurship along-with the entrepreneurial development framework available in India including Start-Up India and Make in India initiative. CO3: Demonstrate and apply the knowledge of Idea generation techniques, feasibility analysis,Opportunity identification and selection. CO4: Analyze the given business opportunity, business plan and demonstrate the knowledge of various issues involved in starting and managing growth of a new enterprise. CO5: Assess and evaluate opportunity, business plan and the entrepreneurial environment available to new start-ups and MSMEs. CO6: Create, develop and present the business plan based on an identified opportunity.	
8	Outline syllabus		CO Mapping
	Unit A	Understanding Entrepreneurship and the Entrepreneur	
	A 1	<ul style="list-style-type: none"> Why Entrepreneurship 	CO1, CO2

		<ul style="list-style-type: none"> • The Concept & Process of Entrepreneurship • Exercise/Activity: Identify your entrepreneurial potential 	
	A 2	<ul style="list-style-type: none"> • Types of entrepreneurship and entrepreneur • Entrepreneur Vs. Manager Vs. Intrapreneur • The Women & Social Entrepreneurship: Opportunities & Challenges 	CO2
	A 3	<ul style="list-style-type: none"> • The Qualities , Characteristics & Competencies of an Entrepreneur • An overview of corporate Entrepreneurship • Exercise/Case study 	CO1, CO2
	Unit B	Idea, Opportunity and the Business Plan Development	
	B 1	<ul style="list-style-type: none"> • Idea vs. Opportunity and Idea generation techniques • Identifying/ sources of opportunities and evaluating opportunities • Idea generation exercise 	CO3, CO4, CO5
	B 2	<ul style="list-style-type: none"> • Doing Feasibility Analysis: Product, Market, Economic , Organizational, Technical , and Financial feasibility • Exercise/ Activity to conduct Feasibility Analysis 	CO1, CO3
	B 3	<ul style="list-style-type: none"> • Writing and Presenting effective Business Plans • Business model and its dimensions • Exercise/ Discussion of Business Plan Formulation 	CO1, CO2, CO6
	Unit C	Launching the New Enterprise	
	C 1	<ul style="list-style-type: none"> • Forming the New venture Team • Selecting appropriate Business Ownership Structure • Exercise/ Activity: Forming New Venture Team 	CO2, CO4
	C 2	<ul style="list-style-type: none"> • IPR issues in starting an enterprise • Legal aspects of a business 	CO4
	C 3	<ul style="list-style-type: none"> • Financing the New Venture: Various sources of finance including Angel Investors; Venture capitalist; Private equity and IPO • Steps and Procedures to start a small scale enterprise in India 	CO1, CO4
	Unit D	Managing the Growth and Exit of the firms	
	D 1	<ul style="list-style-type: none"> • Understanding the Stages of an Entrepreneurial Venture • The Strategies of growth 	CO4

		<ul style="list-style-type: none">• Case study		
	D 2	<ul style="list-style-type: none">• Managerial mindset vs. Entrepreneurial mindset in decision making• Key factors to be considered during the Growth Stage• Group Presentation/ Business Plan Presentation	CO2, CO4	
	D 3	<ul style="list-style-type: none">• The Exit Strategy for a business• Group Presentation/ Business Plan Presentation	CO4	
	Unit E	Understanding the Entrepreneurship Development Framework in India		
	E 1	<ul style="list-style-type: none">• An overview of MSMEs in India and MSME Act.• Policies, Schemes & Incentives available to entrepreneurs in India	CO2, CO5	
	E 2	<ul style="list-style-type: none">• Understanding the Institutional (National ,State and District level) support Systems for Entrepreneurship Development in India• An overview of Start-up India & Make in India Initiatives	CO2, CO5	
	E 3	<ul style="list-style-type: none">• Group Presentation/ Business Plan Presentation	CO6	
	Mode of examination	Theory		
	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
	Text book/s*	Entrepreneurship: A South Asian Perspective by Donald F. Kuratko & T.V. Rao , Cengage Learning,		
	Other References	<ul style="list-style-type: none">• Entrepreneurship by Hirsch & Peters; McGraw Hill Publication.• Essentials of Entrepreneurship and Small Business Management by Norman Scarborough and Jeffery R Cornwall, Published by Pearson India; 8E• Entrepreneurship and Innovation in Corporations (2008); Morris Michael H. Kuratko, Donald F. & Covin Jeffrey G., Cengage Learning		

POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
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CO1	2	1	2	-	-	3	3	2	3
CO2	2	-	2		2	3	2	2	3
CO3	3	2	3	1	-	2	3	2	2
CO4	2	1	2	3	2	2	3	2	3
CO5	1	2	2	3	3	1	2	1	3
CO6	-	3	1	2	3	2	-	2	-

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

Production and Operations Management

School: School of Business Studies		Batch : 2018-2021
Program: BBA		Current Academic Year: 2019-20
Branch: - Entrepreneurship		Semester: IV
1	Course Code	BBA 259
2	Course Title	Production and Operations Management
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Status	GE
5	Course Description	This course examines the functional area of production and operations management as practised in the manufacturing industry. The course includes product development process, location analysis, capacity planning, materials requirements planning (MRP), inventory management and PPC and concept of quality control.
6	Course Objective	This modules aims <ul style="list-style-type: none"> • To understand historical growth of POM as a field of study. • To understand key concepts and issues of POM in both manufacturing and service organizations • To understand the interdependence of the production & operations function with the other key functional areas of a firm • To apply analytical skills and problem-solving tools to the analysis of the operations problems

7	Course Outcomes	At the end of this course , Students will be able to : CO1: Select a specific type of process as per the requirement of particular product. CO2: Identify various issues of challenges operations manager faces and the tools to facilitate the operations manager. CO3: Carry our location analysis to make a choice for the facility location CO4: Plan the material requirements & inventory management for a production system		
8	Outline syllabus		CO Mapping	
	Unit A	Introduction		
	A 1	The Introduction to POM, Scope, and Objectives of POM, Historical development of POM		CO1
	A 2	Product Development Process, Types of Process		CO1,CO2
	A 3	Production - Process Selection – Job, Batch ,Mass Production Types of production Systems		CO1,CO2
	Unit B	Facility Location and Layout		
	B 1	Facility Location – Importance; Factor affecting plant location; Location Analysis Techniques		CO1,CO2, CO3
	B 2	Facility Layout –Objectives; Advantages; Basic Types of Plant Layouts.		CO1, CO2,CO3
	B 3	Capacity Planning – Concepts; Factors Affective Capacity. Planning Decision		CO1,CO2
	Unit C	Materials Management		
	C 1	Materials Management – Concept, Objectives, Functions		CO1,CO2, CO4
	C 2	Purchase Management - Concept, Objectives, Functions		CO1,CO2,CO4
	C 3	Sourcing of material , national and global sourcing.		CO1, CO2, CO4
	Unit D	Inventory Management		
	D 1	Inventory Management – Concepts; Objectives; Factors Affecting Inventory		CO2,CO4
	D 2	Inventory costs; Basic EOQ Model; Re-Order Levels		CO2,CO4
	D 3	ABC Analysis for Inventory Management, JIT and Lean Operations		CO2, CO4
	Unit E	Production Planning & Control		
	E 1	Aggregate planning: overview of planning activities		CO1,CO2
	E 2	HierarchicalProduction Planning, Aggregate planning in services		CO1,CO2
	E 3	Concept of quality in manufacturing and services.		CO1,CO2, CO3
	Mode of examination	Theory		
	Weightage	CA	MTE	ETE

	Distribution	30%	20%	50%	
	Text book/s*	Operations Management, Theory & Practice, by B. Mahadevan, Pearson Education, 2 nd edition.			
	Other References	1. Production & Operations Management : Chari, McGraw Hill 2. Production & Operations Management: Kanishka Bedi, Oxford University Press, 2 nd Ed 3. Production & Operations Management : Chase , Jacobs and Aquilano			

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	<i>PSO1</i>	<i>PSO2</i>	<i>PSO3</i>
CO1	1	1	2	2	1	2	1	1	1
CO2	1	2	2	3	1	2	2	2	3
CO3	1	3	2	2	2	2	2	2	3
CO4	1	2	1	2	1	3	2	2	2

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

Corporate Law

School: School of Business Studies		Batch : 2018-: 2021
Program: BBA		Current Academic Year: 2019-20
Branch: Entrepreneurship		Semester: IV
1	Course Code	BCM 211
2	Course Title	Corporate Law
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Status	GE
5	Course	The objective is to enable students to understand the impact of Companies

	Objective	Act, role of the Securities and Exchange Board of India (SEBI), and the impact of scams etc.
6	Course Outcomes	On the completion of the course the student will be able to: CO1: To outline the process of incorporation of a Company CO2: To describe the financial structure of the company CO3: To explain the various types of director and meetings CO4. To illustrate the responsibility of the Company to the society CO5: To summarize the effect of other regulations affecting the functioning of the companies.
7	Course Description	The course introduces the students to the basics of Company Law.
8	Outline syllabus	CO Mapping
	Unit 1	
	A	Characteristics of a company, Landmark case - Salomon vs. Salomon Co Ltd- Separate legal entity, Lifting the corporate veil
	B	Types of companies, Promoters, Formation and incorporation of a company.
	C	Memorandum of association. Doctrine of ultra vires. Articles of association. Doctrine of indoor management and its exceptions
	Unit 2	Financial Structure and Membership
	A	Meaning of the term 'Capital', Shares – Kinds, Equity Shares and Preference Shares (including distinction), Raising of Capital, Public issue of shares, Right Shares/Bonus Shares
	B	Salient features of Prospectus, Shelf Prospectus, Red-Herring Prospectus, Statement in lieu of Prospectus, Share capital, Liability for untrue statement in Prospectus.
	C	Debentures – Characteristics, Kinds of Charges, Allotment of Shares, Essentials of Valid Allotment, Demat Account, Members vs. Shareholders, Methods of becoming a Member, Termination of Membership, Rights and Duties of Members
	Unit 3	Company Management and Meetings
	A	Directors - Qualification and Disqualification of Directors, Appointment of Directors, Number of Directorship, Removal of Directors, Powers and Liabilities of Directors, Remuneration of Directors
	B	Meetings – Annual General Meeting, Extraordinary General Meeting, Statutory requirements – Notice, Agenda, Quorum, Proxy, Chairperson, Methods of Voting, Resolution – Ordinary and Special Resolution distinguished, Minutes
	C	Prevention of oppression and Mismanagement
	Unit 4	Winding up and CSR

	A	Meaning, Modes of Winding up,			CO4
	B	Official Liquidator and his Duties			CO4
	C	Corporate Social Responsibility -Provisions in Companies Act 2013			CO4
	Unit 5	Emerging areas			
	A	Increasing Role of SEBI			CO5
	B	Brief Overview of Securities and Contract Regulation Act			CO5
	C	Brief Overview of Competition Act 2002			CO5
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	The New Company Law, Dr N.V. Paranjape, Central Law Agency			
	Other References	<ul style="list-style-type: none"> Singh, Avatar, <i>Introduction to Company Law</i>, 10th ed., 2006, Eastern Book Co. Singh, Avatar, <i>Company Law</i>, 15th ed., 2007, Reprinted 2009, EBC Web store The Companies Act 2013 			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	1	3	2	2	-	-	1	1	1
CO2	2	1	1	2	1	-	1	1	1	-
CO3	2	2	2	2	2	1	2	1	1	1
CO4	2	1	1	1	1	2	2	1	1	1
CO5	2	1	3	1	2	-	1	2	1	1

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

COMPUTERIZED ACCOUNTING SYSTEM

School: SBS		Batch: 2018-21	
Program: BBA		Current Academic Year: 2019-20	
Branch: Entrepreneurship		Semester: IV	
1	Course Code	BBA 238	
2	Course Title	COMPUTERIZED ACCOUNTING SYSTEM	

3	Credits	3
4	Contact Hours (L-T-P)	0-0-6
	Course Status	SEC
5	Course Objective	<ul style="list-style-type: none"> This course helps students to work with well-known accounting software i.e. Tally ERP.9. Student will learn to create company, enter accounting voucher entries including advance voucher entries, do reconcile bank statement, do accrual adjustments, and also print financial statements, etc. in Tally ERP.9 software Accounting with Tally certificate course is not just theoretical program, but it also includes continuous practice, to make students ready with required skill for employability in the job market. The objective of the course is to acquaint students with the accounting concept, tools and techniques influencing business organization.
6	Course Outcomes	At the completion of the course students will be able to: CO1: Define the basic concepts of accounting in Tally ERP9 CO2: Understand Stock groups, Inventory accounting and GST in India. CO3: Apply and illustrate inventory accounting in Tally CO4: Explain and analyze GST in Tally.
7	Course Description	Computerized Accounting involves making use of computers and accounting software to record, store and analyze financial data. A computerized accounting system brings with it many advantages that are unavailable to analog accounting systems .
8	Outline syllabus	CO Mapping
	Unit 1	Introduction to Tally ERP9
	1 A	Basics of Accounting: Accounting Terminology, Golden Rules of Accounting, GAAP etc.
	1 B	Introduction of Tally: Getting functional with Tally ERP9 and Introduction to Accounting Vouchers.
	1 C	Finalization of Accounts including Profit and Loss, Balance Sheet and Cash Flow Statement and Interpretation
	Unit 2	Accounts with Inventory
	2 A	Stock Groups, Stock items and Stock Categories
	2 B	Units of measurement and Creation of Godowns/Locations
	2 C	Creating Inventory Masters for different manufacturing units.
	Unit 3	Advanced Accounting in Tally ERP9
	3 A	Different Actual and Billed Quantities, Cost Centres and

		Cost Categories			
	3 B	Bill of Materials (BoM), Bill-wise details			CO2,CO-3
	3 C	Preparation of Budgets and Stock Valuation			CO2,CO-3
	Unit 4	Working of GST			
	4 A	Basics of GST and TDS			CO3,CO-4
	4 B	Returns and Forms, Valuation Rules			CO3,CO-4
	4 C	TDS and GST, Practical sessions			CO3,CO-4
	Unit 5	Project Work			
	5 A	Project on Preparation of Final Accounts			CO-4
	5 B	Project on Accounts with Inventory Calculations			CO-4
	5 C	Project on GST and TDS Applications			CO-4
	Mode of examination	Practical/Viva			
	Weightage Distribution	CA	MTE	Practical/Viva	
		60%	0%	40%	
	Text book/s*	A textbook of Computer Accounting – Michael Fardon			
	Other References	✓ Financial Accounting: Concepts and Applications– J R Monga, Mayoor Publications ✓ Financial Reporting and Analysis- Elliott and Elliott, Prentice Hall International			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	1	2	1	-	2	2	-	-	-
CO2	2	-	1	-	2	-	-	-	-
CO3	2	1	-	-	3	-	-	-	-
CO4	1	-	-	1	-	2	-	-	-

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

Total Personality Development

School: SBS	Batch: 2018-21
Program: BBA	Current Academic Year: 2019-20
Branch: Entrepreneurship	Semester: IV
1 Course Code	BBP 252
2 Course Title	Total Personality Development
3 Credits	4

4	Contact Hours (L-T-P)	0-0-8
	Course Status	GE (Practical)
5	Course Objective	1.To help students build assertive, pleasant personalities 2.To develop professional attitude 3.To develop placement skills 4. To develop effective communication, interpersonal & soft skills
6	Course Outcomes	The students will be able to: CO1: Identify their strength & weaknesses CO2: Develop their presentation & speaking skills CO3: Apply thinking & problem-solving skills CO4: Develop their placement related skills
7	Course Description	This course aims to help students develop pleasant, assertive and compatible personalities. Students develop ability to deliberate on issues, make sound decisions and hone ability to express their views with clarity and confidence. The objective is to promote holistic development and to equip students with tools to achieve success in all endeavors in their personal as well as professional lives.
8	Outline Syllabus	CO Mapping
	Unit 1	Understanding Personality
	A	SWOT Analysis
	B	Personality Test – DISC
	C	Picture Interpretation
	Unit 2	Presentation Skills
	A	Audience Analysis & Developing the content
	B	Basics of Presentation Skills: Font, Colour theme, Background, content arrangement, Inserting animations & Videoclips
	C	Delivery: Individual, Group Presentation
	Unit 3	Effective Communication & Soft- skills
	A	JOHARI Window: Interpersonal
	B	Personal Grooming, Dressing sense, Public Speaking
	C	Corporate Etiquettes
	Unit 4	Problem Solving & Decision Making
	A	Thinking Hats-6 styles
	B	Conducting Meetings, Brainstorming sessions
	C	Role- Play
	Unit 5	Professional Skills
	A	Basics of Resume Writing,
	B	Handling Group discussions & Interviews
	C	Time management: Importance, multitasking & Procrastination,

	Mode of examination	Practical			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*				
	Other References	1. Business Communication Concepts, Cases and Applications, P D Chaturvedi and Mukesh Chaturvedi 2. Seven Habits of Highly Effective People, Steven Covey 3. Personality Development, Elizabeth B. Hurlock			

PO COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	1	1	2	2	2	2	1	1	1	2
CO2	1	1	2	2	1	1	1	2
CO3	1	2	2	1	2	1	1	1	1	2
CO4	1	2	2	2	1	1	1	2

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

TERM: V

Corporate Strategy

School: SBS		Batch : 2018-21
Program: BBA		Current Academic Year: 2020-21
Branch: Entrepreneurship		Semester: V
1	Course Code	BBA 339
2	Course Title	Corporate Strategy
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Type	Core

Beyond Boundaries

5	Course Objective	<p>The objective of this course is to make students as how to prepare the strategic intent documents; analyse implications thereof in a global business environmentwith emphasis on the following:</p> <ul style="list-style-type: none">Assess the structure of an industry and its influence on potential for profitability of firms in the industry.Assess a firm’s resources and organizational capabilities for their ability to generate competitive advantage.Develop a strategic plan based on understanding of the industry/market, the resources/capabilities of the firm and its’ competitive advantage.Evaluate growth strategies of a firm such as vertical integration; diversification and internationalizationUnderstand implementation and control issues of a strategic plan.	
6	Course Outcomes	<p>Having completed the course, the student will be able to</p> <p>CO1:Define and describe the basic concepts of strategic management</p> <p>CO2:Understand various tools and frameworks for strategic analysis</p> <p>CO3:Apply the various tools and frameworks for strategic analysis</p> <p>CO4:Analyse the real life situations of company using a strategic management perspective</p> <p>CO5:Evaluate critically real life company situations</p>	
7	Course Description	<p>Being a capstone course, Corporate Strategy course provides integrated learning from all functional areas. The broad purpose of the course is making students to learn as how to establish a vision for the organization and strategically manage its future. Students would be required to acquire relevant skills for analysing an organization's situation, identifying appropriate strategies, making a choice and executing the strategy. The course would cover topics including concepts and frameworks of Strategic Management, strategy perspectives, and levels; Competitive I/O and RBV model of strategy, Generic competitive Strategies, and the Value Chain; Corporate level strategies, Strategy execution</p>	
8	Syllabus Outline		CO Mapping
	Unit 1	Introduction to Strategic Management	
	A	Introduction to Strategic Management: concepts	CO1
	B	Perspectives/Approaches Framework	CO1
	C	Evolution of strategic management	CO1
	Unit 2	Formulation of Strategy	
	A	Analysing External Environment: Industry Analysis, Porter’s five forces model	CO2, CO3, CO4
	B	Competitive Analysis: Strategic groups	CO1, CO2, CO3
	C	Analysis Resources and Capabilities: Resource based view	CO2, CO3, CO4
	Unit 3	Competitive Strategies	
	A	Business Level Strategy: Generic strategies	CO2, CO3, CO4
	B	Low Cost Strategy	CO4, CO5,
	C	Differentiation Strategy	CO4, CO5,
	Unit 4	Corporate Level Strategies	
	A	Corporate-Level Strategy, Portfolio analysis: BCG, GE Diversification: what and why	CO1, CO2, CO4, CO5,
	B	Inorganic Growth Strategies: Mergers & Acquisitions, Strategic Alliances	CO3, CO4, CO5

	C	Global Strategy: Competing in foreign markets			CO3, CO4, CO5
	Unit 5	Strategy Execution			
	A	Strategy Implementation: Organizational structure			CO4, CO5,
	B	Leadership and Corporate culture			CO4, CO5
	C	Strategy Evaluation & Control			CO4, CO5
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	<ul style="list-style-type: none"> Fred R David: Strategic Management, Pearson, 14th Edition 			
	Other References	<ul style="list-style-type: none"> Robert M Grant: Contemporary Strategic Management (Wiley India) Hill and Jones: Strategic Management, 9th edition, Cengage Wheelen, Hunger & Rangarajan: Strategic Mgmt. & Bus. Policy (Pearson Edu) 			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	1	1	1	1	1				
CO2	3	1	2	1	1	1				
CO3	1	2	2	1	1	2				
CO4	1	3	3	2	2	3				
CO5	1	3	2	2	2	3				

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

LEADERSHIP AND CHANGE MANAGEMENT

School: SBS		Batch : 2018-21	
Program: BBA		Current Academic Year: 2020-21	
Branch:		Semester: V	
1	Course Code	BBA 335	
2	Course Title	LEADERSHIP AND CHANGE MANAGEMENT	
3	Credits	4	
4	Contact Hours (L-T-P)	4-0-0	

	Course Status	DSE
5	Course Objective	1. To understand the concept and various styles of Leadership. 2. To know about the Trait and Behavioural theories of Leadership. 3. To understand Contingency theories of Leadership. 4. To describe concept and models of Change Management. 5. To understand the role, Characteristics and skills of change agents.
6	Course Outcomes	CO1: To understand the concept and different styles of Leadership and implement best leadership style in the organization for achieving organisational and individual goals. CO2: To evaluate trait and behavioural theories with emphasis on required specific traits, intelligence of mind, behavioural Patterns and style of interaction with other group members in the organisation for becoming a successful leader. CO3: To observe the various organizational situations which affect leadership as well as recognise the needs of the situation and act accordingly to enhance leadership behaviour. CO4: To apply systematic models of change and impediment to change in organizational context and the measures to overcome these. CO5: To understand the role of change agents in order to bring the desired changes for improving the performance of the organization.
7	Course Description	The aim of the course is to provide a comprehensive understanding of the concept of leadership and change Management. Course offers understanding of various styles and theories of leadership. The Course also aims to offer brief knowledge of change models, resistance to change and change agents.
8	Outline syllabus	
	Unit 1	Leadership Concept
	A	<ul style="list-style-type: none"> • Concept and Importance of leadership. • Leadership Behaviour, Competence and Skills leadership vs. management
	B	<ul style="list-style-type: none"> • Leadership Styles- Autocratic, Democratic, Free Reign • Forces influencing the selection of leadership style
	C	<ul style="list-style-type: none"> • Charismatic Leadership, Transactional Leadership, Transformational Leadership
	Unit 2	Trait and Behavioural Theories of Leadership
	A	<ul style="list-style-type: none"> • Trait Theory of leadership- Big Five Model
	B	<ul style="list-style-type: none"> • Behavioural Theory of Leadership- Ohio State Theory and University of Michigan Studies
	C	<ul style="list-style-type: none"> • Managerial Grid Model
	Unit 3	Contingency Theories of Leadership

 CO
Mapping

CO1

CO1

CO1

CO1,
CO2, CO3CO1,
CO2, CO3CO1,
CO2, CO3

	A	<ul style="list-style-type: none"> Fiedler Model 			CO1, CO2, CO3
	B	<ul style="list-style-type: none"> Hersey and Blanchard Theory of leadership 			CO1, CO2, CO3
	Unit 4	Change Management			
	A	<ul style="list-style-type: none"> Introduction, Drivers of change in business, Alternative strategies of change 			CO1, CO3, CO4
	B	<ul style="list-style-type: none"> Change models, Phases of planned change 			CO1, CO3, CO4
	C	<ul style="list-style-type: none"> Resistance to change, Overcoming resistance to change 			CO1, CO3, CO4
	Unit 5	Change agents			
	A	<ul style="list-style-type: none"> Introduction, Role of change agent, Characteristics of change agents 			CO1, CO5
	B	<ul style="list-style-type: none"> Internal and External Change Agents 			CO1, CO5
	C	<ul style="list-style-type: none"> Skills of a change agent 			CO1, CO5
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	<ul style="list-style-type: none"> Gary Yulk, Leadership in Organizations, Pearson Education (http://corenet.org.pk/js/Gary-Yukl-Leadership-in-Organizations.pdf) 			
	Other References	<ul style="list-style-type: none"> David R. Kolzow, Leading from Within: Building organizational Leadership Capacity (http://www.iedconline.org/clientuploads/Downloads/edrp/Leading from Within.pdf) Thomas G. Cummings and Christopher G. Worley, Organizational Development and Change, Cengage Learning (http://otgo.tehran.ir/Portals/0/pdf/organization%20development%20and%20change.pdf) Stephen P. Robbins, Organization behaviour, Pearson Education (http://bba12.weebly.com/uploads/9/4/2/8/9428277/organizational_behavior_15e_-_stephen_p_robbins_timothy_a_judge_pdf_qwerty.pdf) 			

PO COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	3	2	2	2	1	2	2	2	2
CO2	3	2	2	2	3	1	3	2	2	2
CO3	3	3	3	2	2	2	2	2	1	1

CO4	2	2	2	2	2	1	1	3	1	2
CO5	2	2	2	2	2	2	2	2	1	1

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

Financing for Expansion and New Ventures

School: School of Business Studies		Batch : 2018-2021	
Program: BBA		Current Academic Year: 2020-21	
Branch: Entrepreneurship		Semester: V	
1	Course Code	BBA 073	
2	Course Title	Financing for Expansion and New Ventures	
3	Credits	4	
4	Contact Hours (L-T-P)	4-0-0	
	Course Status	DSE	
5	Course Objective	1. The course is designed to acquaint the students with the basic concepts of new ventures and financial aspects of such ventures. 2. To provide the student knowledge about the traditional, non-traditional, short-term and long-term sources of finance. 3. To gain the knowledge about microfinance in context of new ventures and study about some important financial institutions in India.	
6	Course Outcomes	By the end of this course module the students will be able to: CO1 Describe the idea of new business ventures. CO2 Discuss the financial considerations related to new business ventures. CO3 Illustrate the various forms of funding available to ventures nationally and internationally CO4 Compare these funding from different types of sources.	
7	Course Description	This course enables the students to delve into the concepts of options available to fund new ventures from both traditional as well as modern sources available in the market in recent times. In addition, the emerging concepts like Microfinance are discussed.	
8	Outline syllabus		CO Mapping
	Unit 1	Introduction to finance of New Venture	
	A	Introduction of finance for new business, importance of	CO1

		finance functions, financial decisions	
	B	Financial Planning –Steps & tools of Financial Planning and possible funding sources for them. Understanding Capital Structure –Factors affecting Capital Structure	CO2
	C	Meaning and concept of venture capital, Venture Capitalists, Venture Capital Vs. Traditional Funding, Venture Capital Process, venture capital Process	CO3, CO4
	Unit 2	Raising of finance- Traditional long term finance-1	
	A	Equity market- Equity shares, Preference shares and retained earnings. Equity Valuations -Basic	CO2
	B	Debt market- Debenture, Term Loan and Bond. Difference between equity and debt capital. Debt Valuations -Basics	CO3, CO4
	C	Global sources- American depository receipts (ADR), Global depository receipts (GDR) , Process Involved in the Issue of ADR/GDRs	CO3, CO4
	Unit 3	Raising of finance- Non- Traditional long term finance-2	
	A	Introduction, Rationale for Leasing and types of Lease financing. Advantage and disadvantages of Leasing; Evaluating of Financial Lease	CO2
	B	Factoring- meaning, types and process. Cost of Factoring	CO3
	C	Forfaiting- meaning & mechanics, Factoring Vs Forfaiting	CO3
	Unit 4	Raising of finance- Short term sources	
	A	Money market instruments- commercial papers, treasury bills and certificate of deposits	CO2, CO4
	B	Working capital- meaning, concept and types, approaches for determining financing mix	CO6
	C	An overview of different component of working capital management, Liquidity vs. profitability: a risk returns trade off; Different sources of Working Capital Financing	CO2
	Unit 5	Micro- finance	
	A	Why Microfinance? Microfinance as a Development tool :The Indian Experience, Evolution and Character of Microfinance in India	CO1, CO3
	B	Impact of Microfinance, Financial Products and Services, Revenue Models of Microfinance: Profitability, Efficiency and Productivity, An introduction of Different Micro-finance Institutions in India	CO2, CO3
	C	Emerging issues, Financial Institutions- SIDBI, IDBI, IFCI, ICICI Venture Funds Ltd, Governments schemes to finance MSMEs. Different Schemes launched by different micro-finance institutions for new ventures	CO1, CO3
	Mode of examination	Theory	
	Weightage Distribution	CA 30%	MTE 20%
			ETE 50%

	Text book/s*	Financial Management By SHEEBA KAPIL (WILEY Publication)	
	Other References	1. Financial Management, R.P.Rustagi (Taxmann Publication) 2. Corporate finance, Prasanna Chandra (Tata McGraw Hill Publication) 3. Financial Management, M.Y. Khan (Tata McGraw Hill Publication) 4. Financial Management, Ravi M. Kishor (Taxmann) 5. Financial management, Sudhindra Bhat (Excel books) 6. Financial management, R.S.Singal & Kapil Verma (Anand Publication)	

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	-	-	-	1	1	1	2	2
CO2	3	1	1	2	2	3	2	2	2
CO3	3	-	2	1	2	3	3	3	3
CO4	3	1	2	1	2	3	3	3	3


1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

Social Entrepreneurship

School: SBS		Batch :2018-21
Program: BBA		Current Academic Year: 2020-21
Branch: Entrepreneurship		Semester: V
1	Course Code	BBA 074
2	Course Title	Social Entrepreneurship
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0



	B	Legal, Strategic and Risk Framework for a Social Enterprise			CO 3
	C	Entrepreneurial Leadership and Motivation for a Social Enterprise			CO 3
	Unit 4	Funding for and understanding strategies Social Ventures			
	A	Means of funding Social Ventures			CO 6
	B	Strategies for Scaling Social Venture			CO 5
	C	Social Impact Theory			CO 5
	Unit 5	Business Plan for a Social Enterprise			
	A	Components of a Business Plan for a Social Enterprise			CO 4
	B	Developing the Social Venture Strategy and launch			CO 4, CO 5
	C	Venture Entry: Positioning the Firm for Social and Strategic Advantage			CO 5
	Mode of examination	Theory/Jury/Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*				
	Other References				

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	1	3	1	1	3	3	2	3
CO2	2	2	2	2	2	2	3	2	3
CO3	3	2	3	2	2	3	3	2	3
CO4	3	3	3	1	1	3	3	2	3
CO5	3	2	3	2	2	3	3	2	3
CO6	3	2	3	2	2	3	3	2	3

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

Micro, Small and Medium Enterprises (MSMEs) and Family Business

School: SCHOOL	Batch : 2018-2021
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OF BUSINESS STUDIES		
Program: BBA		Academic Year: 2020-21
Branch: - Entrepreneurship		Semester: V
1	Course Code	BBA 075
2	Course Title	Micro, Small and Medium Enterprises (MSMEs) and Family Business
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Status	DSE
5	Course Description	Today, there is a great need of job creators rather than only increasing the workforce of job seekers. Keeping this in mind, this course of MSME and Family business has been designed. The purpose of this course is to motivate and equip the students with the necessary knowledge and skills which are required to start and manage not only a MSME enterprise but also to manage successfully a family business as well.
6	Course Objective	1. To help the students in developing an understanding of the various issues and aspects relating to MSMEs, their contribution in economic development and the Management of Family enterprises. 2. To provide the necessary knowledge relating to MSMEs development framework of India including Start-Up India and Make in India initiative 3. To equip the students with the necessary knowledge and skills required to start and manage an MSME and / or family enterprise successfully. 4. To help the students to develop their thinking and understanding towards various issues relating to family business conflicts, succession of family enterprises, and MSMEs growth.
7	Course Outcomes	The student will be able to: CO1: Describe and demonstrate the knowledge of the various issues and aspects relating to MSMEs, contribution of MSMEs in economic development and also the Management of Family enterprises. CO2: Understand, classify and explain MSMEs and Family Business enterprises along-with the MSMEs development framework available in India including Start-Up India and Make in India initiative. CO3: Understand and apply the knowledge of Detailed Project Report (DPR/Business Plan), Operational concepts and Family Business models to resolve issues relating to starting, managing and governance of MSMEs and Family Business enterprises. CO4: Analyze, Evaluate, and Point out the various issues/factors relating to family business conflicts, succession of family enterprises, and MSMEs growth.
8	Outline syllabus	CO Mapping
	Unit A	An Overview of MSMEs sector in India
	A 1	• Concept- Meaning & Definitions of Micro, Small & CO1, CO2

		Medium Enterprises <ul style="list-style-type: none"> Understanding the Micro, Small & Medium Enterprises(MSME) Act,2006 	
	A 2	<ul style="list-style-type: none"> Role of MSMEs in Economic Development Growth & Development of MSMEs in India 	CO1
	A 3	<ul style="list-style-type: none"> Challenges and Opportunities for MSMEs' Sector in India 	CO1
	Unit B	Institutional Framework & Support System Available for MSMEs Sector Development in India	
	B 1	<ul style="list-style-type: none"> Various Institutions (National/State/District Level) Helping/ Supporting Development of MSMEs sector in India 	CO2
	B 2	<ul style="list-style-type: none"> Policies, Schemes & Incentives available to MSME entrepreneurs in India 	CO2
	B 3	<ul style="list-style-type: none"> An overview of Start-up India, Make in India and Mudra Yojna MSME Clusters and Development issues 	CO2
	Unit C	Starting and Managing Issues Relating to MSMEs	
	C 1	<ul style="list-style-type: none"> Understanding Detailed Project Report/ Business Plan for a given opportunity Various Sources of Finance including angel investors and venture capitalist 	CO2, CO3
	C 2	<ul style="list-style-type: none"> Dealing with the Legal issues and IPR related Issues Group Presentation / DPR/ Business Plan Presentation 	CO3, CO4
	C 3	<ul style="list-style-type: none"> Marketing, HR and Operations Issues faced by MSMEs sector in India Group Presentation / DPR/ Business Plan Presentation 	CO3, CO4
	Unit D	Understanding Family Business and Family Business Dynamics	
	D 1	<ul style="list-style-type: none"> Understanding Family Businesses What constitutes a family business? The Unique Nature of Family Business and its Characteristics 	CO1, CO2
	D 2	<ul style="list-style-type: none"> Understanding the Family Business Dynamics Case Study 	CO2

	D 3	<ul style="list-style-type: none">● Handling Family Business Conflicts● Issues relating to the compensation● Case Study	CO3, CO4	
	Unit E	Management and Governance of Family Businesses		
	E 1	<ul style="list-style-type: none">● The Three Circle Model of Family business● Succession Issues in Family Business● Understanding the Profile of a Successful Successors	CO3, CO4	
	E 2	<ul style="list-style-type: none">● Governance of Family Firms● Role and Significance of the Family Council	CO3,CO4	
	E 3	<ul style="list-style-type: none">● Group Presentation/ Family business plan presentation	CO4	
	Mode of examination	Theory		
	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
	Text book/s*	Text Bok: Indian Institute of Banking & Finance,' Small and Medium Enterprises in India', Taxmann Publications Family Business, Third Edition; Ernesto J. Poza by Cengage Learning		
	Other References	Essentials of Entrepreneurship and Small Business Management by Norman Scarborough and Jeffery R Cornwall, Published by Pearson India; 8E Ministry of MSME Reports Instructor's Material Governance of Family Firms by Rajesh Jain ; Macmillan Publication		

Pos/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	1	-	1	2	3	2	1	3
CO2	2	-	3	2	-	2	2	2	2
CO3	3	2	1	3	2	2	2	2	3
CO4	-	2	2	2	1	1	2	1	3

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

Summer Training

TERM: VI

Corporate Governance and Business Ethics

School: SBS		Batch : BBA 2018-21	
Program: BBA		Current Academic Year: 2020-21	
Branch: - Entrepreneurship		Semester: VI	
1	Course Code	BCM 310	
2	Course Title	Corporate Governance and Business Ethics	
3	Credits	4	
4	Contact Hours (L-T-P)	4-0-0	
	Course Status	Core	
5	Course Description	The course will cover corporate governance, business ethics.	
6	Course Objective	1. To define governance and explain its function in the effective management and control of organisations and of the resources for which they are accountable 2. To explain the various concept and various theories of Business ethics. 3. To learn the various approaches to ethical decision making. 4. To make students acquainted with ethical code, value & Corporate Social Responsibility.	
7	Course Outcomes	The student will be able to: CO1: Define and describe concepts related to corporate governance and business ethics CO2: Explain the various models related to corporate governance and business ethics CO3: Apply the principles and approaches in taking governance and ethical decisions. CO4: Analyse business situations in view of models and principles related to governance and ethics.	
8	Syllabus Outline		CO Mapping
	Unit 1	Corporate Governance	
	1a	Definition of corporate governance – purpose- corporate	CO1

		structure and its evolution – characteristics of corporations			
	1b	Corporate governance committees – India and International			CO1,CO2
	1c	Codes of Corporate Governance in global context			CO2
	Unit 2	Theory and Practice of Corporate Governance			
	2a	Theoretical basis of corporate governance			CO2,CO3
	2b	The evolution and structure of the Board of Directors			CO1
	2c	Different approaches to corporate governance - Corporate governance and corporate social responsibility			CO3,CO4
	Unit 3	Corporate Governance and responsibility			
	3a	Corporate Governance: reporting and disclosure - Public sector governance.			CO1
	3b	Internal control and review: Management control systems in corporate governance - Internal control, audit and compliance in corporate governance			CO2,CO3
	3c	Internal control and reporting - Management information in audit and internal control.			CO3,CO4
	Unit 4	Introduction to Business Ethics			
	4a	Concepts related to Business Ethics, morals & Values – comparison and types			CO1,CO2
	4b	Professional practice and codes of ethics - Conflicts of interest and the consequences of unethical behaviour			CO2,CO3
	4c	Ethics theories – consequential (egoism, utilitarianism) and other non-consequential theories			CO2
	Unit 5	Ethical Decision Making			
	5a	Ethical characteristics of professionalism - Social and environmental issues in the conduct of business			CO4
	5b	Ethical decision Making, Corporate Value and Ethical Decision Making			CO4
	5c	Business Ethics and Social Responsibility			CO1
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	

	Text book/s*	A C Fernando: “Business Ethics and Corporate Governance”, Pearson Pub.	
	Other References	Governance Risks and Ethics, Becker Educational Development Corp., 2016 Business Ethics An Indian Perspective: Biztantra Publication-Prof. (Col.) P.S. Bajaj & Dr. Raj Agrawal (2004) Ethics in Management and Indian Ethos: Vikas Publication-Biswanth Ghosh (2005)	

	POs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
1-	COs									
	CO1	1	1	1	-	-	1			
	CO2	1	1	2	1	1	1			
	CO3	2	1	1	1	2	1			
	CO4	3	3	2	2	1	3			

Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

Working Capital Management

School: School of Business Studies		Batch : 2018-21
Program: BBA		Current Academic Year: 2020-21
Branch: Entrepreneurship		Semester: VI
1	Course Code	BBA 076
2	Course Title	Working Capital Management
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Type	DSE
5	Course Objective	1.This course is designed to acquaint the student with basic concepts and components of working capital and their management 2. To enable the student to apply the various tools used to manage cash, inventory and receivables 3. To understand the different sources of working capital financing and some norms guiding the working capital mix

6	Course Outcomes	On completion of this module the student will be able to: CO1. define the meaning and different types of working capital CO2. understand the need to estimate the working capital requirement for a firm CO3. apply the various tools and techniques to the short-term investment decisions for a firm CO4. analyse the importance of optimum level of working capital for a firm	
7	Course Description	The course provides some of the underlying concepts and theories involved with basic financial information onworking capital and it's planning like financing and management of cash, inventory and receivables.	
8	Outline syllabus		CO Mapping
	Unit 1	Introduction to Working Capital	
	A	Working Capital planning and Management: Concept need and types of working capital	CO1
	B	Working capital cycle, Profitability- liquidity trade-off, Factors influencing working capital requirements	CO1, CO2
	C	Working capital approaches: Matching, Conservative & Aggressive, Working capital estimation and calculation	CO3
	Unit 2	Cash Management	
	A	Cash management: Meaning and Concept, Motives of holding cash, Objective of cash management	CO1
	B	Determining optimum cash balance. Cash management models- Baumol's model and Miller-Orr model	CO2, CO3
	C	Cash budget and problems on cash budget, Tools for efficient cash management	CO4
	Unit 3	Inventory management	
	A	Inventory management: Meaning and Types, Objectives of inventory management, Benefits of holding inventory	CO1
	B	Inventory policy and its management,Risk and Cost of holding inventory	CO2
	C	Techniques of inventory management:ABC analysis, JIT and EOQ, Determining stock levels and safety stocks, Inventory turnover ratio	CO3, CO4
	Unit 4	Receivable management	
	A	Receivable management: Meaning, Cost and Benefits of maintaining receivable, Objective of receivable management	CO1, CO2
	B	Credit conditions: Credit policies, Credit term, Credit period	CO2
	C	Analysis of the receivable management	CO4
	Unit 5	Working capital financing	
	A	Financing of working capital: Determining the working	CO1, CO2


		capital financing mix, Traditional source of financing: Trade credit, Bank loan, Bank overdraft			
	B	Modern Sources of Financing: Commercial paper, Factoring and Forfeiting			CO1
	C	New trends in financing of working capital by Banks, Dahejia Committee Report, Tondon Committee Report, and Chakravarty Committee Report			CO4
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	1. Bhalla V.K., Working Capital Management- Text and Cases (Anmol Publications Pvt. Ltd.) New Delhi 2. Sheeba Kapil, Financial Management - Pearson			
	Other References	1. Bhattacharya, Working Capital Management: Strategies and Techniques (PHI Learning) 2. IM Pandey, Financial Management (Vikas Publications) 3. Khan and Jain – Financial Management (Tata McGrawHill) 4. Ravi M Kishore- Financial Management (Taxmann)			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	-	-	-	1	1	1	2	2
CO2	3	1	1	2	2	3	2	2	2
CO3	3	-	2	1	2	3	3	3	3
CO4	3	1	2	1	2	3	3	3	3

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

SCHOOL: SCHOOL OF BUSINESS STUDIES		Batch: 2018-21 Current Academic Year: 2020-21 Sem. VI		 SHARDA UNIVERSITY Beyond Boundaries
Program: BBA		Branch: Entrepreneurship		
1	Course code	BBA 077		
2	Course Title	Project Management		
3	Credits	4		
4	Contact Hours (L-T-P)	4-0-0		
	Course Type	DSE		
5	Course Objective	<p>. The objective of this course is to expose the students to different dimensions of project management in a global business environment.</p> <p>CO1 Understand the steps, stages, and roles involved in effective project management</p> <p>CO2 Develop skills in organizing project teams, selecting members, clarifying tasks and roles, and implementing effective reporting structures</p> <p>CO3 Develop skills involving project leadership and followership for high impact scientific teams</p> <p>CO4 Develop an understanding of overall project operations and controls involving planning, coordination, and tracking.</p>		
6	Course Outcomes	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none">1. Understand the modern project management practices and concepts.2. Define the project, and develop estimates for the project and also plan for risk management.3. Schedule resources, and reduce project duration; be an effective leader.4. Monitor project, measure performance, evaluate, and control. <p>Understand Project closure</p>		
7	Course Description.	In this course, you will learn how to apply the various concepts of POM and interpret technical issues which are theoretical as well as practical in real life.		
8	Outline SyllabusTopics		CO Mapping	
		Unit I		
		A	Modern Project Management	CO1
		B	Organization Strategy and Project Selection	CO1
		C	Organization: Structure and Culture	CO2
		Unit II		
		A	Defining the Project	CO1
		B	Estimating Project Times and Costs	CO1,CO2, CO3

		C	Developing a Project Plan; Managing Risk	CO2,CO3
		Unit III		
		A	Project network: Activity on Arrow (AOA)	CO2,CO3
		B	Project network: Activity on Node (AON)	CO1,CO2,CO3
		C	Project network activity time related calculations, Total Float, and Free Float	CO2,CO3
		Unit IV		
		A	Scheduling Resources and Costs	CO1,CO3
		B	Reducing Project Duration	CO2,CO3
		C	Leadership: Being an Effective Project Manager; Managing project teams	CO2,CO3
		Unit V		
		A	Outsourcing: Managing Inter-organizational Relations	CO2,CO3
		B	Progress and Performance Measurement and Evaluation	CO3,CO4
		C	Project Closure / Termination	CO3,CO4
Mode of Examination:				
Weightage Distribution		<ul style="list-style-type: none">Continuous Assessment 30% Mid Term 20%End Term Examination 50 %		
Text book		1. Clifford Gray, McGraw Hill/Irwin : Project Management		
Other references		1. R.Panneerselvam&P.Senthikumar : Project Management (PHI Learning Pvt. Ltd.) 2. SitangshuKhatua : Project Management and Appraisal (Oxford Higher Education) 3. A guide to Project Management Body of Knowledge (PMBOK Guide) Fifth Edition 4. Project Management in Practice 4e - mantel et al, Wiley		

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	<i>PSO1</i>	<i>PSO2</i>	<i>PSO3</i>
CO1	1	1	1	1	1	1	2	1	1
CO2	1	1	2	1	1	2	2	1	2
CO3	1	2	1	1	1	1	2	1	2
CO4	1	1	1	2	2	2	1	1	1

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SBS		Batch: 2018-21
Program: BBA		Current Academic Year: 2020-21
Branch: Entrepreneurship		Semester: VI
1	Course Code	BBA 078
2	Course Title	Innovation and Creativity
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Type	DSE
5	Course Objective	<ol style="list-style-type: none"> 1. The course aims at helping students with entrepreneurial aspirations to develop their creative potential. 2. This course will enable them to understand the basic fundamentals of creative idea generation and its evaluation for business proposition. 3. This course helps students gain appreciation of the role of IPRs in protecting innovative business ideas. 4. The course helps prepare students of entrepreneurship to provide innovative solutions to the problems in their entrepreneurial journey.

Beyond Boundaries

6	Course Outcomes	CO1: The student will be able to recognize the importance of creativity and innovation for an entrepreneur. CO2: The student will be able to explain various means of generation and protection of innovative ideas. CO3: The student will be able to apply creativity and design thinking to the identification and development of new business ideas. CO4: The student will be able to analyze or select an innovative idea to address business opportunities and problems. CO5: The student will be able to choose or recommend feasible innovative solutions in business problems/cases presented to them.	
7	Course Description	Creativity and innovation are essential for the development of successful new ventures, and critical to the survival of existing organizations, especially in competitive contexts. This module is designed to introduce participants to the use of creativity and design thinking to help them develop more innovative business solutions. It also emphasises the importance of familiarity with intellectual property rights to protect their innovative ideas.	
8	Outline syllabus		CO Mapping
	Unit 1	Entrepreneurship, Creativity & Innovation	
	A	<ul style="list-style-type: none">Defining creativity and innovation.	CO1
	B	<ul style="list-style-type: none">Importance of creativity as a critical entrepreneurial trait that leads to innovationEffectuation: The Role of Creativity in Entrepreneurial Mindset	CO1, CO2
	C	<ul style="list-style-type: none">Exploring creative and divergent thinking strategies such as<ul style="list-style-type: none">A. Wallas' Four Stage SequenceB. DeBono's six thinking hats and their implications	CO2
	Unit 2	Creative Problem Solving through opportunity scouting and idea generation	
	A	<ul style="list-style-type: none">Sources of Business Ideas and tools for evaluating ideas.	CO1
	B	<ul style="list-style-type: none">Steps to generating creative ideas: Preparation, Incubation, Insight, Evaluation, Elaboration	CO2

	C	<ul style="list-style-type: none"> Enhancing individual and organizational creativity 			CO4
	Unit 3	Responding to Business Opportunities and Problems with Innovative Solutions			
	A	<ul style="list-style-type: none"> Role of creativity and innovation in business concept development 			CO1,2
	B	<ul style="list-style-type: none"> Relevant Cases 			CO4
	C	<ul style="list-style-type: none"> Presentation of Innovative Ideas 			CO4,5
	Unit 4	Design Thinking			
	A	<ul style="list-style-type: none"> Understanding Design Thinking 			CO1
	B	<ul style="list-style-type: none"> Design thinking as a tool to foster creativity and innovation 			CO3
	C	<ul style="list-style-type: none"> Utilizing Design thinking for creative problem solving 			CO4
	Unit 5	Familiarity with Intellectual Property Rights to Protect Innovative Business Ideas			
	A	<ul style="list-style-type: none"> Implications of IPR for Businesses (including Startups) and Brands 			CO1
	B	<ul style="list-style-type: none"> Introduction to Patents, Trademarks and Copyrights to protect innovative business ideas 			CO2
	C	<ul style="list-style-type: none"> Real Life Cases: Learning from IPR debacles 			CO5
	Mode of examination	Theory			
	Weightage Distribution	CA 30%	MTE 20%	ETE 50%	
	Text book/s*				
	Other References				

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
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CO1	1	1	2	1	1	1	1	1	1
CO2	1	1	3	1	1	2	1	1	1
CO3	2	2	3	2	2	3	2	3	2
CO4	2	3	3	2	3	3	3	3	3
CO5	3	3	3	2	3	3	3	3	3

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School:		Batch : 2018-21
Program:		Current Academic Year: 2020-21
Branch:		Semester: VI
1	Course Code	BBA 079
2	Course Title	Launching New Venture
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Type	DSE
5	Course Objective	1. Understand the nuances of entrepreneurial landscape in India. 2. Understand the key functions to launch an entrepreneurial venture. 3. Understand the various growth and strategic exit options available to an entrepreneurial venture.
6	Course Outcomes	CO1:The student will be able to describe the components of entrepreneurial landscape. CO2: The student will be able to identify different requirements for and functions of an entrepreneurial venture. CO3: The student will be able to prepare a blue-print for their entrepreneurial venture CO4: The student will be able to appraise an entrepreneurial firm and decide growth and exit strategies.

7	Course Description	The course aims to guide students by exposing students to various facets such as how to understand and start a business; operational and financial landscape of an entrepreneurial set-up; marketing; the new product development associated with an entrepreneurial venture and growth and exit strategies available to them.
8	Outline syllabus	CO Mapping
	Unit 1	Entrepreneurial Landscape of a New Venture
	A	Doing Business in India-Challenges; Types of Organizations and Legal Compliances
	B	Entrepreneurial Support-Policies and Commercialization
	C	The Role of Intellectual Property Rights in the Entrepreneurial Landscape
	Unit 2	Operations and Financial Management for an Entrepreneurial Firm
	A	Introduction; Purchasing Process and Inventory Management Managing During Disasters-Identifying; reducing; planning for disasters
	B	Understanding and Preparing Financial Statements and their limitations
	C	Understanding Cash Flow Management-Cash Management; Financial Blue-Print for One's own venture
	Unit 3	Human Resource Management of an Entrepreneurial Firm
	A	Introduction-Hunting for Suitable Candidates; Conducting Interviews and Induction and creating a blue print for the same.
	B	Motivating Employees-Fixing a salary; perks and other ways of motivating employees and creating a blue-print for the same.
	C	Training and Termination-Different kinds of training and dealing with situations of firing
	Unit 4	
	A	Characteristics of Entrepreneurial Marketing
	B	Market Research and Segmentation, Targeting and Positioning; Branding and creating a blue -print for the same.
	C	4Ps and creating a blue-print for the same and New Product Development in the context of Entrepreneurship
	Unit 5	Growth and Exit Strategies for an Entrepreneurial Firm
	A	Stages of Growth; Growth Strategies; Global Expansion and Financing Growth for an entrepreneurial firm

	B	Reason for exiting; long- and short-term preparation for an exit			CO 2; CO4
	C	Seller Financing and IPO			CO 2
	Mode of examination	Theory/Jury/Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	Entrepreneurship by Rajeev Roy; 2e; Published by Oxford Higher Education.			
	Other References	The Small Business Start-Up Work-Book; Cheryl Rickman; Published by Robinson Publication. Compilation of articles			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	1	2	1	2	3	1	1	3
CO2	2	3	1	1	1	2	1	1	2
CO3	3	3	3	3	1	1	3	1	3
CO4	3	3	3	3	1	1	3	1	3

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

Research Report of BBA