



**NAGINDAS KHANDWALA COLLEGE OF
COMMERCE, ARTS &
MANAGEMENT STUDIES
(AUTONOMOUS)**

Re-accredited by NAAC with 'A' Grade (3rd Cycle)

ISO 9001:2015 Certified

Bhavishya Bharat Campus, S. V. Road, Malad (West) Mumbai-400 064

Programme Code: UHBAE

Bachelor of Business Administration (B.B.A. Honours.)

Entrepreneurship

**Three Year Integrated Programme -
Six Semesters**

Course Structure

**Under Choice Based Credit, Grading and Semester
System**

*To be Implemented during Academic Year-
2022-2023*

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1. Preamble

The world of business is constantly on the move, evolving with new technologies and revolutionizing as more free-thinking entrepreneurs step onto the playing field. The industry is also becoming more appealing, as young, aspiring individuals are coming forth with new and exciting business ideas.

Business management focuses on the organising, planning and analysing of business activities that are required to efficiently manage and run a business.

You will learn what makes an organisation successful in a saturated global business environment and will gain the knowledge and skills required to work for businesses of all sizes - from multinational companies to start-ups.

Pursuing a business qualification can positively impact your career and personal life. It can give you the necessary skills you need to make financial and management decisions in your career and in your life as well.

India, today requires dynamic managers in every field and this course prepares young professionals to be responsible and responsive to the demands of society in an ever-changing environment. It builds the necessary skills in young students to excel in the world of management by giving knowledge in all necessary areas. The course deals not only in the technical skills but it also includes several soft skills which give an extra edge to the students in their arena of managerial capabilities.

Individuals learn a wide range of skills such as how to create and produce important business documents, organise schedules, and staying up to date with the latest industry changes.

The programme imparts students with contemporary skill sets such as analytical, decision-making, technical, interpersonal skills and is meant for students who desire to build their professional competence with higher knowledge and develop a holistic personality.

1.1 About Khandwala College

Khandwala College is a multi-faculty institution (Estd. 1983), affiliated to University of Mumbai. It offers 22 UG, 14 PG and 4 Ph.D. programs and imparts education to more than 6500 students. The Vision of the institute includes Education for all, Education for the youth and Education for the future of our country. The Mission is to serve the society at large and students belonging to linguistic minority in particular with commitment, dedication and devotion. The Quality Policy includes commitment towards imparting Quality Education to youth, enabling them to develop the right attitude, professional competence and inculcating right ethical values.

The institution has been awarded “A” Grade (Third Cycle) by National Assessment and Accreditation Council, Best College by University of Mumbai (2012), lead college for a cluster of colleges, Educational Excellence Award by Indus Foundation, USA and Best Ensemble Faculty (Academic Brilliance Awards – 2013) by Education Expo TV’s Research Wing for Excellence in Professional Education & Industry and ISO 9001:2015 certified by TUV Nord. We have been awarded IMC Ramkrishna Bajaj National Quality Commendation Certificate in 2013-14. Our college has been awarded Autonomous status from 2016.

1.2 Vision and Mission of Khandwala College

Vision

Education for all

Education for the youth

Education for the future of our country

Mission

The college’s focus is on the future of our students irrespective of their gender and place in society. Every student is like a flame reaching out to the brightness of the sun i.e. the bright future of India.

2. Programme

Vision

To respond to the key challenges faced by students, academia, industry and society as well as government at large by offering work based and performance centric degree programme.

Mission

- To offer skills and knowledge to the students relevant to the workplaces in business administration at large through real-life workplace experiences supported by technology mediated learning.
- To create and offer a conducive environment to students for learning through working by enabling industry to become a working cum learning environment.

Graduate Attributes:

- **Disciplinary Knowledge**
Capability of executing comprehensive knowledge and understanding of one or more discipline that form part of business & commerce.
- **Communication Skills**
 - i. Ability to communicate long standing unsolved problems in business & commerce;
 - ii. Explain the approach taken to evaluate an issue relating to a business topic.
 - iii. Summarize the results of the analysis of an issue in a clear set of conclusions.
 - iv. Present the topic in a professional manner.
- **Critical Thinking**
 - i. Ability to engage in reflective and independent thinking by understanding the concepts in every area of commerce and business;
 - ii. Ability to examine the results and apply them to various problems appearing in different branches of commerce and business.
- **Problem Solving**
 - i. Capability to deduce a business problem and apply the class room learning into practice to offer a solution for the same;
 - ii. Capabilities to analyze and synthesize data and derive inferences for valid conclusion;
 - iii. Able to comprehend solution to sustain problems originating in the diverse management areas such as Finance, Marketing, Human Resource, and Taxation.
- **Research related Skills**
 - i. Ability to search for, locate, extract, organise, evaluate, and use or present

- information that is relevant to a particular topic;
- ii. Ability to identify the developments in various branches of commerce and business

- **Cooperation/Team work**

Ability to work effectively and respectfully with diverse teams; facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interests of a common cause and work efficiently as a member of a team.

- **Reflective thinking**

Critical sensibility to lived experiences, with self awareness and reflexivity of both self and society

- **Information and Communication Technology (ICT) /Digital literacy**

Capability to use various technical ICT tools for exploring, analysis, and using the information for business purposes.

- **Self-directed Learning**

Capability to work independently in diverse projects and ensure detailed study of various facets of commerce and business.

- **Multicultural competence**

Possess knowledge of the values and beliefs of multiple cultures and a global perspective; and capability to effectively engage in a multicultural society and interact respectfully with diverse groups.

- **Moral and Ethical Awareness/Reasoning**

- i. Ability to ascertain unethical behaviour, falsification, and manipulation of information;
- ii. Ability to manage self and various social systems.

- **Lifelong Learning**

Capability of self-paced and self-directed learning aimed at personal development and for improving knowledge/skill development and reskilling in all areas of business.

Qualification Descriptors (QDs) for a Bachelor's Degree with Honours

- i. Demonstrate (a) a systematic, extensive and coherent knowledge and understanding of an academic field of study as a whole and its applications, and links to related disciplinary areas/subjects of study; including a critical understanding of the established theories, principles and concepts, and of a number of advanced and emerging issues in the field of study; (b) procedural knowledge that creates different types of professionals related to the disciplinary/subject area of study, including research and development, teaching and government and public service; (c) skills in areas related to one's specialization and current developments in the academic field of study, including a critical understanding of the latest developments in the area of specialization, and an ability to use established techniques of analysis and enquiry within the area of specialisation
- ii. Demonstrate comprehensive knowledge about materials, including current research, scholarly, and/or professional literature, relating to essential and advanced learning areas pertaining to the chosen disciplinary areas and field of study, and techniques and skills required for identifying problems and issues relating to the disciplinary area and field of study
- iii. Demonstrate skills in identifying information needs, collection of relevant quantitative and/or qualitative data drawing on a wide range of sources, analysis and interpretation of data using methodologies as appropriate to the subject(s) for formulating evidence-based solutions and arguments;
- iv. Use knowledge, understanding and skills for critical assessment of a wide range of ideas and complex problems and issues relating to the chosen field of study.
- v. Communicate the results of studies undertaken in an academic field accurately in a range of different contexts using the main concepts, constructs and techniques of the subject(s) of study;
- vi. Address one's own learning needs relating to current and emerging areas of study, making use of research, development and professional materials as appropriate, including those related to new frontiers of knowledge.
- vii. Apply one's disciplinary knowledge and transferable skills to new/unfamiliar contexts and to identify and analyse problems and issues and seek solutions to real-life problems.

viii. Demonstrate subject-related and transferable skills that are relevant to some of the job trades and employment opportunities.

Programme Outcomes:

- To provide students with a broad range of managerial capabilities, the capacity for critical thinking, communication and problem-solving skills, legal and ethical behaviour;
- To prepare graduates for diverse careers in global management, administration and entrepreneurship through a well-rounded business education with a focus on global business operations, emerging markets and technology-enabled organizations;
- To expose students to both general and specialized curriculum content through core courses, specializations and electives
- To create social sensitivity and understanding of CSR, Ethical and Sustainable Business Practices
- To develop Entrepreneurship Acumen

Programme Specific Outcomes:

After successful completion of the degree the learner will be able to:

- **PSO 1** - Acquire qualitative and quantitative skills to consolidate, synthesise, and analyse business information.
- **PSO 2** - Apply theoretical and technical knowledge and skills to provide socially and ethically responsible evidence-based business solutions.
- **PSO 3** - Attain problem solving, decision making and critical thinking skills to provide viable solutions for business problems.
- **PSO 4** - Explain the nature of creativity, innovations, and translate insights into opportunities and action.
- **PSO 5** - Appreciate diversity to communicate effectively in international & cross-cultural contexts and facilitate collaborative professional partnerships.
- **PSO 6** - Demonstrate the ability to responsibly collaborate with others to effectively disseminate learning/project/research outcomes to a variety of audiences using highly developed communication skills and work productively within a team of experts in the field.
- **PSO 7** - Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global.
- **PSO 8** -Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.
- **PSO 9**- Develop an ability to identify, analyse and recommend appropriate actions given international influences, issues, and situations at the industry, business and individual levels
- **PSO 10** - Formulate business problems and provide innovative solutions thus, molding them into future visionaries, management leaders that are compassionate yet efficient.
- **PSO 11**- Identify the many ways in which entrepreneurship manifests itself, including start-up contexts, corporate contexts, social contexts, public sector contexts and others;

3. Eligibility, Selection and Admission Criterion

Candidates for being eligible for admission to the three-year course leading to the Degree of Bachelor of Business Administration/ B.B.A (Honours) in Entrepreneurship, shall be required to have passed the Higher Secondary School Certificate Examination (10+2) or equivalent qualification from any Board/ University

3.1 Eligibility Criterion

The student must be passed a two year Pre-University examination/ 12th / Grade 12/ HSC/A level/O level/IBDP/IBCP or equivalent qualification from any Board/ University. Lateral Entry shall be applicable for students who have pursued similar or related Programmes from any University. Eligibility Criteria shall be applicable for lateral entry.

3.2 Selection and Admission Criterion for Eligible Candidates The interested students shall register for Aptitude Test and Interview. Reservations as per University rules will be applicable.

The admission of students shall be based on:

- Academic and non- academic credentials till date
- Performance in Aptitude Test [comprising of questions in Mathematics/Statistics, English, Logical Reasoning, Analytical Ability], and Performance in Personal Interview
- The candidate has to fulfil all the prescribed admission requirements / norms of the College.
- In all matters relating to admission to the programme the decision of the Management of institute/college shall be final.
- At any time after admission, if found that a candidate has not fulfilled one or many of the requirements stipulated by the Institute, or submitted forged certificates, the College has the right to revoke the admission and will forfeit the fee paid. In addition, legal action may be taken against the candidate as decided by the Management of institute/college.

3.2 Eligibility for the award of the degree

- A candidate shall be eligible for the award of the Degree only if he/she has undergone the prescribed course of study for a period of not less than three academic years, passed the examinations of all the Six Semesters earning 160 credits.
- No dues to the College, Libraries etc.; and
- No disciplinary action is pending against him / her.

3.3 Faculty under which the Degree is awarded

Bachelor of Business Administration/ B.B.A (Honours) Entrepreneurship programme is awarded under Faculty of Commerce.

3.4 Intake and Fees

Intake of 120 Students in the first year with an additional division of 60 students from the second year onwards. Additional 15% shall be permitted to make provision for any cancellation of Admissions. Additional admissions to the extent of 15% will be permitted for foreign students every year.

Programme Fees for each Semester - Rs. 60,000/-. The fees can be increased by 12% every year.

3.5 Attendance

- A student has to obtain a minimum 75% cumulative attendance for the theory lectures, practical and tutorial (wherever prescribed) separately will be required out of the total number of lectures, practical and tutorials on the subject conducted in the term.
- 25% allowance in attendance is given to account for activities under NCC / NSS / Cultural / Sports / Minor Medical conditions etc.
- A student with a cumulative attendance of less than 75%, will not be permitted to appear for the end semester examination for all the courses in that semester and will be categorized as “DE”, meaning Detained due to shortage of attendance. The students with the “DE” category cannot proceed to the subsequent semester.
- Such students shall register for all the courses of the semester in which DE has occurred, in the subsequent year by paying the prescribed fee.
- Additional condonation may be considered in rare and genuine cases which includes, approved leave for attending select NCC / Sports Camps, Internships, Training, cases requiring prolonged medical treatment and critical illness involving hospitalization.
- For medical cases, submission of complete medical history and records with prior information from the parent / guardian to the institute is mandatory. Such condonation is permitted only twice for a student in the entire duration of the programme.

3.6 Eligibility for Faculty

Master's degree with 55% marks (or an equivalent grade in a point scale wherever grading system is followed) in a relevant/allied subject OR Relevant work experience in the industry or related areas.

4. Scheme of Examination

The Examination shall be divided into parts i.e. Continuous Internal Evaluation including Assignment, Projects, Seminars, Case Studies and Class Tests which will be of 40 marks and the Semester End Examinations which will be of 60 marks. The semester wise Credit Points for Under-Graduate Programme shall be of 160. The examinations can be conducted in online/offline mode. The institute may decide the examination pattern - written, oral, practical, presentation, project etc. for any or all courses/subjects as appropriate.

The Credits are defined in terms of the learner's hours which are divided into two parts such as Actual and Notional. The value of a particular course can be measured in number of Credit Points. The value of One (01) Credit is equal to 15 Hours of learners' load. Notional learning hours include direct contact hours with teachers and trainers, time spent in self learning, preparation for assignments, carrying out assignments and assessments etc.

Scheme of Total Credits

Sr. No.	Year	Credits
1	Year 1	52
2	Year 2	56
3	Year 3	52
	Total Credits for award of Degree	160

4.1 Credit Based Evaluation System Scheme of Examination

For all 6 semesters, the performance of the learners shall be evaluated into two components. The first component shall carry 40% marks which will be a Continuous Internal Evaluation while the second component shall carry 60% marks at semester end examination. The allocation of marks for the Continuous Internal Evaluation 40% and Semester End Examination 60% are as shown below:

4.2 Structure of Continuous Internal Evaluation – 40% = 40 marks

Sr. No.	Particulars	Marks
1	Class test held in the given semester	15 marks
2	Subject specific Term Work Module/assessment modes – as decided by the department in the beginning of the semester (like Extension/field/experimental work, Short Quiz; Objective test, open book test etc. and written assignments, Case study, Projects, Posters and exhibits etc. for which the assessment is to be based on class presentations wherever applicable)	20 marks
3	Attendance & Active participation in routine class instructional deliveries (and in practical work, tutorial, field work, workshops, Masterclass, cultural activities etc. as the case may be)	05 marks

4.3 Structure of End Examination – 60% = 60 marks

Semester End Examination will be organized after all modules of the course are taught in the class. It will be a written examination / or as per the needs of the course a practical examination or a combination of both. This examination will be for 60 marks.

The Semester End Examinations for each course through semesters I to VI shall be conducted by the college except for the subjects with Asterix symbol (*) for which 40 marks includes test for 15marks, assignment for 20 marks and attendance & code of conduct for 05 marks and 60 marks for two assignments/assessments shall be evaluated by the subject experts at department level and the marks/grades shall be submitted to the College.

The assessment of Continuous Internal Evaluation and Semester End Examination as mentioned above for the Semesters I to VI shall be processed by the College – ‘Institutions of their Learners’ and issue the grade cards to them after the conversion of marks into grades as the procedure mentioned below. The learners to pass a course shall have to obtain a minimum of 40% marks in aggregate for each course where the course consists of Continuous Internal Evaluation & Semester End Examination. The learner shall obtain a minimum of 40% marks (i.e. 16 out of 40) in the Continuous Internal Evaluation and 40% marks in Semester End Examination (i.e. 24 out of 60) separately, to pass the course and a minimum of Grade D in each project, wherever applicable, to pass a particular semester. A learner will be said to have passed the course if the learner passes the Continuous Internal Evaluation & Semester End Examination together.

4.4 Question Paper Pattern

A) Written Class Test (15Marks) - 30 mins

1.	Match the Column / Fill in the Blanks/ Multiple Choice Questions (1 Marks each) (Any Six out of Eight)	06 Marks
2.	Answers the following (Attempt Any Two out of Three) (Concept based Questions) (2 Marks each)	04 Marks
3.	Answer in Brief (Attempt Any One out of Two) (5 Marks each)	05 Marks

B) Semester End Examinations – 60 Marks - 2hrs

QI	Match the Column / Fill in the Blanks/ Multiple Choice Questions/True or False (Any 10 out of 15) (1 Marks each)	10 Marks
QII A	<i>(Concept based Questions)</i> Answer in Brief (Any Three out of Five) (5 Marks each)	15 Marks
	OR	
QII B	<i>(Concept based Questions)</i> Answer in Brief (Any Three out of Five) (5 Marks each)	15 Marks
QIII A	(Application based/Scenario based Questions) Answer in Detail (Attempt Any Four of Six) (5 Marks each)	20 Marks
	OR	
QIII B	(Application based/Scenario based Questions) Answer in Detail (Attempt Any Four of Six) (5 Marks each)	20 Marks
QIV	Case Study/ Long Answer Type Question (Any One out of Two)	15 Marks

4.5 Passing Standards

Grade	Marks	Grade Points
O	80 & Above	10
A+	70 to 79.99	9
A	60 to 69.99	8
B+	55 to 59.99	7
B	50 to 54.99	6
C	45 to 49.99	5
D	40 to 44.99	4
F	Less than 40	0

- The learner shall obtain a minimum of 40% marks (i.e. 16 out of 40) in the Continuous Internal Evaluation and 40% marks in Semester End Examination (i.e. 24 Out of 60) separately, to pass the course and a minimum of Grade D in each project, wherever applicable, to pass a particular semester.
- Learners who fail to clear Class Test I or were unable to appear for Class Test I on account of Medical grounds, Bereavement of a family member, Internships/Training or Positioned at Events by the Institute can appear for Class Test II
- If a student fails in Class Test I, he/she shall have the opportunity to appear for Class Test II to improve his/her performance only once in the Semester. The re-conduct of the Class Test shall be completed before the commencement of Semester End Examinations.
- If just prior to or during the CIE a bereavement (of an immediate family member) occurs. (Note: In this case the Death Certificate of the departed and the Parent's note will have to be given to the College within 2 days of returning to College, for this clause to hold).
- A learner will be said to have passed the course if the learner passes the Continuous Internal Evaluation (CIE) and Semester End Examination.

4.6 Failure in Class Test II

Students failing to clear the Class Test II will have to submit a project on a topic approved by the subject teacher.

The allocation of marks will be as follows:

- Written Assignment-10 marks
- Presentation- 5 marks

5. Teaching Methodology

1. Classroom Sessions

- **Lectures:** Lectures shall be delivered by experienced faculties along with visiting faculties and experts from the Industry in online/offline or blended mode.
- **Assignments & Projects:** Shall be assigned at regular intervals of the course. It offers an opportunity for students to meet, interact and collaborate with experienced people from the industry.
- **Knowledge Workshops and Industry Seminars:** Shall be organized at regular intervals to keep the students informed about the latest developments in the Event Industry. These workshops are uniquely designed with a focus on practical industry – relevant topics.
- **Simulated Events:** Shall be conducted to get the real feel of organizing and managing an event. Students are trained to make a replica of an Event and present it live in the classroom. The exercise gives the student an opportunity to identify the finer nuances of event execution thereby helping them to identify key success factors and areas of improvement.

2. Guest Lectures and Case Studies

- **Guest Lecture:** Eminent people from the industry shall be invited as guest speakers to impart lessons and their rich experiences on various fields related to this industry to the students. They also focus on imparting training around management concepts that have today become essential skills to carve a niche in the industry.
- **Case Studies:** Case studies highlighting various practical and situational issues shall be regularly discussed during classroom sessions. The discussion cater towards identifying what went wrong in the case and what could have been done in a better manner, this helps train students to handle such situations in the future. The exercise also improves the analysing and analytical capabilities of our students.

3. Innovative & Interactive Learning Technology

- **Educational wikis:** It keeps track of education-oriented wikis, establishes constructive interactions with them, and researches their technology, activity, culture, processes, and impact.
- **Creative Presentation Ideas:** Gone are the days when Microsoft Presentation was the only means to make academic training interactive and engaging. Enliven your material and engage the students with these simple and easy to implement methodologies:
 - **Prezi Presentation:** Prezi is a powerful communication and presentation tool that aims to replace PowerPoint presentation. Equipping students with the knowledge of this tool helps in preparing them to adapt easily to the ever-changing dynamics of the corporate world.
- **Create through Technology:**
 - **YouTube Broadcasting:** Harness the power of YouTube as an effective broadcasting medium to create and share your ideas and

- thoughts with diverse audiences.
- **Communication and Collaboration:** Google Apps provides students chance to learn how to use webmail services, calendar (shared calendaring), Hangout (instant messaging and voice/video chat) and Drive (online document creation & sharing).
 - **Education through Blogs:** A powerful and interactive medium for learning. Ideal to educate, discuss and share innovative ideas across a large and diverse set of audiences.

4. Unparalleled Internships & Practical Training

- **Internships & Practical Training:** These events act like great learning platforms giving them the live experience of managing an event.
- **In-House Events:** Students shall be provided with an opportunity to work on in-house events right from the start to finish, to provide them with hands-on experience, which helps them to gain excellent event organization skills.

6. Ad-hoc Board of Studies

Following Academicians, Faculty members & Experts have been consulted for the contents and development of the Syllabus for this course:

- Dr. (Mrs.) Ancy Jose, Director, Khandwala College
- I/C Principal, Prof. Dr. Moushumi Datta
- CA Dr. Varsha Ainapure, M Com., FCA, Ph.D., Post-Doc (USA),
Adjunct Professor, Khandwala College
- Mr. Balkishan Sharma, MBA
- Mr. Vipul Solanki, MMS
- Ms. Sneha Asar, MBA, Faculty
- Mr. Abhay Garg, M.Sc. Finance, Industry Representative

Bachelor of Business Administration (B.B.A. Hons.)

in Entrepreneurship

Three Year Integrated Programme -

Six Semesters

Basic Structure: Distribution of Courses

1	Core Course (CC)	16 Papers of 4 Credits Hrs. each (Total Credits Hrs. $16*4$) = 64 5 Papers of 6 Credits Hrs. each (Total Credits Hrs. $5*6$) = 30	9 4
2	Discipline Specific Compulsory Course (DSC)	4 Papers of 4 Credits Hrs. each (Total Credits Hrs. $4*4$) = 16 2 Papers of 6 Credits Hrs. each (Total Credits Hrs. $2*6$) = 12	28
3	Discipline Specific Elective (DSE)	1 Papers of 2 Credits Hrs. each (Total Credits Hrs. $1*2$) = 2 4 Papers of 4 Credits Hrs. each (Total Credits Hrs. $4*4$) = 16	18
4	Ability Enhancement Compulsory Course (AECC)	1 Papers of 4 Credits Hrs. each (Total Credits Hrs. $1*4$) = 4	04
5	Ability Enhancement Course (AEC)	1 Papers of 2 Credits Hrs. each (Total Credits Hrs. $1*2$) = 2	02
6	General Elective (GE)	3 Papers of 2 Credits Hr. each (Total Credits Hrs. $3*2$) = 6 2 Paper of 4 Credits each (Total Credits $2*4$) = 8	14
	Total Credits Hrs		160

Bachelor of Business Administration (BBA Hons.)
Entrepreneurship
Under Choice Based Credit, Grading and Semester System
Curriculum Framework
(To be Implemented from Academic year 2022-2023)

FIRST YEAR
Semester I

Sem	Course Code	Course	Category	Credits	Internal	External	Total Marks
I	2211UHBEFA	Financial Accounting	CC	4	40	60	100
I	2212UHBEME	Micro Economics	CC	4	40	60	100
I	2213UHBEPM	Principles of Management	CC	4	40	60	100
I	2214UHBWC	World Cultures	CC	4	40	60	100
I	2215UHBEIC 2215UHBEIE	<i>(Any one)</i> India Socio Political Economics System & Current Affairs Indian Economy	DSE	2	40	60	100
I	2216UHBECB	Business Communication	AECC	4	40	60	100
I	2217UHBESA 2217UHBEFE	<i>(Any one)*</i> Sanskrit Functional English	GE	4	40	60	100
		Total		26	280	420	700

Semester II

Sem	Course Code	Course	Category	Credits	Internal	External	Total Marks
II	2221UHBECA	Cost Accounting	CC	4	40	60	100
II	2222UHBEME	Macro Economics	CC	4	40	60	100
II	2223UHBEPM	Principles of Marketing	CC	4	40	60	100
II	2224UHBEHR	Human Resource Management	CC	4	40	60	100
II	2225UHBEII	Innovation & Incubation I *	DSC	4	40	60	100
II	2226UHBEQT 2226UHBEMS	<i>(Any one)</i> Quantitative Techniques Business Mathematics and Statistics	DSE	4	40	60	100
II	2227UHBEYE 2227UHBENL	<i>(Any one)*</i> Yoga & Ethics Nutrition & Lifestyle	GE	2	40	60	100
		Total		26	280	420	700

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SECOND YEAR
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Semester III

Semester	Course Code	Course	Category	Credits	Internal	External	Total Marks
III	2331UHBEFA	Financial Statement Analysis	CC	4	40	60	100
III	2332UHBEM	Research Methodology *	CC	4	40	60	100
III	2333UHBEDM	Digital Marketing *	CC	4	40	60	100
III	2334UHBECB	Consumer Behaviour	CC	4	40	60	100
III	2335UHBELI	Innovation & Incubation II *	DSC	4	40	60	100
III	2336UHBEDS 2336UHBELI	<i>(Any one)</i> Decision Science Industrial Relations and Labour Laws	DSE	4	40	60	100
III	2337UHBESA 2337UHBESP	<i>(Any one) *</i> Sanskrit Soft Skills & Personality Development	GE	4	40	60	100
			Total	28	280	420	700

Semester IV

Sem	Course Code	Course	Category	Credits	Internal	External	Total Marks
IV	2341UHBEVM	Start - Up & New Venture Management	CC	6	40	60	100
IV	2342UHBEBL	Business Law	CC	4	40	60	100
IV	2343UHBEIC	Integrated Marketing Communications	CC	4	40	60	100
IV	2344UHBEOM	Operations Research & Management	CC	4	40	60	100
IV	2345UHBEEI	Experiential Learning I *	DSC	4	40	60	100
IV	2346UHBEEC 2346UHBELI	<i>(Any one)</i> Business Ethics & Corporate Governance Company Law	DSE	4	40	60	100
IV	2347UHBEES	Environmental Studies *	GE	2	40	60	100
			Total	28	280	420	700

Bachelor of Business Administration (BBA Hons.) Entrepreneurship
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Curriculum Framework

THIRD YEAR

(To be Implemented from Academic year 2024-2025)

Semester V

Sem	Course Code	Course	Category	Credits	Internal	External	Total Marks
V	2451UHBEBFM	Family Business Management	CC	6	40	60	100
V	2452UHBESM	Strategic Management	CC	4	40	60	100
V	2453UHBEDS	Data Science for Business	DSC	4	40	60	100
V	2454UHBEEEL	Experiential Learning II*	DSC	6	40	60	100
V	2455UHBEBEA 2455UHBEEEC	<i>(Any one)</i> Business Analytics E-Commerce	DSE	4	40	60	100
V	2456UHBESA 2456UHBESS	<i>(Any one) *</i> Sanskrit Selling Skills	GE	2	40	60	100
			Total	26	240	360	600

Semester VI

Sem	Course Code	Course	Category	Credits	Internal	External	Total Marks
VI	2461UHBECDD	Crisis & Decision Management	CC	6	40	60	100
VI	2462UHBEBESE	Social Entrepreneurship & Non - Profit Organization Management	CC	6	40	60	100
VI	2463UHBEEEF	Entrepreneurial Finance & Fund Raising	CC	6	40	60	100
VI	2464UHBEECP	Capstone Project *	DSC	6	40	60	100
VI	2465UHBEBEHI	Human Rights & Indian Constitution*	AEC	2	40	60	100
			Total	26	200	300	500

The syllabus can be updated/revised/modified from time to time to meet industry requirements.

- CC - Core Course
- AECC - Ability Enhancement Compulsory Course
- DSC - Discipline Specific Compulsory Course
- AECC - Ability Enhancement Elective Course
- SEC - Skill Enhancement Course

***Evaluation scheme as per the courses mentioned below:**

(Any one) India Socio Political Economics System & Current Affairs Indian Economy	CIE = 40 mks (Test = 15mks, Assignment = 20 mks, Attendance & Code of Conduct = 05 mks) SEE= 60 mks (2 assignments *30mks)
(Any one) Sanskrit Functional English	CIE = 40 mks (Test = 15mks, Assignment = 20 mks, Attendance & Code of Conduct = 05 mks) SEE= 60 mks (2 assignments *30mks)
Innovation & Incubation I	CIE = 40 mks (Test = 15mks, Assignment = 20 mks, Attendance & Code of Conduct = 05 mks) SEE= 60 mks (2 assignments *30mks)
(Any one) Yoga & Ethics Nutrition & Lifestyle	CIE = 40 mks (Test = 15mks, Assignment = 20 mks, Attendance & Code of Conduct = 05 mks) SEE= 60 mks (2 assignments *30mks)
Digital Marketing	CIE = 40 mks (Test = 15mks, Assignment = 20 mks, Attendance & Code of Conduct = 05 mks) SEE= 60 mks (2 assignments *30mks)
Research Methodology	CIE = 40 mks (Test = 15mks, Assignment = 20 mks, Attendance & Code of Conduct = 05 mks) SEE= 60 mks (2 assignments *30mks)
Innovation & Incubation II	CIE = 40 mks (Test = 15mks, Assignment = 20 mks, Attendance & Code of Conduct = 05 mks) SEE= 60 mks (2 assignments *30mks)
(Any one) Sanskrit Soft Skills & Personality Development	CIE = 40 mks (Test = 15mks, Assignment = 20 mks, Attendance & Code of Conduct = 05 mks) SEE= 60 mks (2 assignments *30mks)
Experiential Learning I	CIE = 40 mks (Test = 15mks, Assignment = 20 mks, Attendance & Code of Conduct = 05 mks) SEE= 60 mks (2 assignments *30mks)
Environmental Studies	CIE = 40 mks (Test = 15mks, Assignment = 20 mks, Attendance & Code of Conduct = 05 mks) SEE= 60 mks (2 assignments *30mks)
Experiential Learning II	CIE = 40 mks (Test = 15mks, Assignment = 20 mks, Attendance & Code of Conduct = 05 mks) SEE= 60 mks (2 assignments *30mks)
(Any one) * Sanskrit Selling Skills	CIE = 40 mks (Test = 15mks, Assignment = 20 mks, Attendance & Code of Conduct = 05 mks) SEE= 60 mks (2 assignments *30mks)
Capstone Project	CIE= 40 mks (Draft Report) SEE = 60 mks (Final Report + Presentation + VIVA =60mks)
Human Rights & Indian Constitution *	CIE = 40 mks (Test = 15mks, Assignment = 20 mks, Attendance & Code of Conduct = 05 mks) SEE= 60 mks (2 assignments *30mks)

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1. Financial Accounting

Modules at a Glance

Sr. No.	Modules	No. of Lectures
Module 1	Introduction to Accounting Principles	10
Module 2	Capital & Revenue	10
Module 3	Preparation of Journal, Ledger, Trial Balance	10
Module 4	Depreciation	10
Module 5	T-form of final accounts	10
Module 6	Departmental Accounts	10
	Total	60

Course Objectives

1. To acquaint students with the Accounting concepts, conventions, and techniques of preparation of Financial
2. To give an overview of Statements of Sole Proprietorship, Company and Departmental Business Organizations.
3. To understand International Financial Reporting Standards.

Course Outcome

After successful completion of the course the learner will be able to:

1. CO1: Explain the basic accounting concepts, conventions and understanding of the accounting process. (Level: Remember)
2. CO2: Discuss the process and preparation of financial statements for Sole Proprietorship and Company and Departmental Business Organizations. (Level: Understand)

Detailed Syllabus

Module	Topics	No. of Lectures
1	Introduction to Accounting Principles	10
	Introduction to Accounting Principles and concepts, Introduction to GAAP, IndAS Introduction to IFRS, Need for IFRS, Benefits of IFRS.	
2	Capital & Revenue	10
	Expenditure, Receipts, Gains, Loss, AS9 i.e. IND AS 115	
3	Preparation of Journal, Ledger, Trial Balance	10
	Doing journal entries, ledger posting, making trial balance.	
4	Depreciation	10
	Theory, amortization, Provision for depreciation, SLM, WDV and Change of Method. Impairment of assets. AS 10, Ind AS 16	
5	T-form of final accounts	10
	Basics for Proprietorship Concerns and few sums based on adjustments and Preparation of Final Accounts of Companies as per Schedule III of the Companies (Amendment) Act, 2013.	
6	Departmental Accounts	10
	Preparation of departmental Final Accounts, Allocation and Apportionment, Inter departmental transfers and unrealized profits in stocks.	

Reference Books:

1. S N Maheshwari (Advanced Accountancy -Vol I)
2. Sanjay Dhamija (Financial Accounting for Managers, Second Edition)
3. Introduction to Financial Accounts by Ainapure & Ainapure
4. Financial Accounting: A Managerial Perspective by R. Narayanaswamy

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2. Micro Economics

Modules at a Glance

Sr. No.	Modules	No. of Lectures
Module 1	Introduction	12
Module 2	Theory of Consumer Behaviour	12
Module 3	Supply and Demand Analysis	12
Module 4	Theory of Production	12
Module 5	Production Costs: Concepts and Types	12
	Total	60

Course Objectives

1. To understand what Economics is and explain why it is important.

Course Outcome

After successful completion of the course the learner will be able to:

1. CO1: Identify the determinants of supply and demand. (Level: Remember)
2. Demonstrate the impact of shifts in both market supply and demand curves on equilibrium price and output. (Level: Understand)

Detailed Syllabus

Module	Topics	No. of Lectures
1	Introduction	12
	Importance of Economics. Definition: Wealth, Welfare, Scarcity and Growth. Scope and Limitations. Micro and Macro Analysis. Approaches to Economic Analysis. Partial Equilibrium vs. General Equilibrium, Comparative Static and Dynamic analysis, Positive and Normative Approaches.	
2	Theory of Consumer Behaviour	12
	Utility Analysis: Cardinal Utility Theory, Law of Diminishing Marginal Utility, Law of EquiMarginal Utility, Consumer Equilibrium. Ordinal Utility Theory: Indifference Curve Analysis, Consumer's Equilibrium. Price, Income and Substitution Effects. Types of Goods: Normal, Inferior and Giffen Goods. Derivation of Individual Demand Curve and Market Demand Curve with the help of Indifference Curve. Consumer Surplus	
3	Supply and Demand Analysis	12
	Law of Demand, Movements and Shifts in Demand Curve. Elasticity of Demand, Price, Income and Cross Elasticity. Degree of Elasticity. Methods of Measuring Elasticity are of Demand: Point, Arc and Outlay Methods. Law of Supply, Movement and Shifts in Supply Curves. Elasticity of Supply, Determinants of Supply. Derivation of Supply curve.	
4	Theory of Production	12
	Concept of Production. Production Functions: Linear and Non – Linear Homogeneous Production Functions. Isoquants. Scale of Production. Returns to Scale. Law of Variable Proportions and Variable Returns to Scale. Economies of Scale and Scope. Limitations of Production Function Analysis. Production Surplus.	
5	Production Costs: Concepts and Types	12
	Money, Accounting, Real, Opportunity, Economic, Implicit and Explicit, Short Run, Long Run, Fixed and Variable Costs. Concepts of Total, Average and Marginal costs. Derivation of Long run Average and Marginal Cost Curves. Relationship between Average and Marginal Costs Curves in Short run and Long run.	

Reference Books:

1. Principles of Microeconomics by N. Gregory Mankiw
2. Microeconomic Theory: Basic Principles and Extensions, Tenth Edition by Walter Nicholson & Christopher Synder
3. Microeconomics Theory by Mas Colell
4. Microeconomics, Eighth Edition by Robert Pindyck & Daniel Rubinfeld

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3. Principles of Management

Modules at a Glance

Sr. No.	Modules	No. of Lectures
Module 1	Introduction to Management	15
Module 2	Planning and Organising	15
Module 3	Leading and Motivation	15
Module 4	Directing, Monitoring and Controlling	15
	Total	60

Course Objectives

1. To help the students to get aware towards varied management principles and practices.
2. To equip students with managerial skills alongside with their knowledge of the subject, making them better leaders

Course Outcome

After successful completion of the course the learner will be able to:

1. CO1: Explain the roles and responsibilities associated with managerial functions. (Level: Remember)
2. CO2: Contrast various approaches in management for problem solving. (Level: Understand)
3. CO3: Identify the key contributors and their contributions in the development of management thought. (Level: Understand)

Detailed Syllabus

Module	Topics	No. of Lectures
1	Introduction to Management	15
	a) Evolution of Management b) Agency Theory and Stewardship Theory c) Decision Making Process d) Managers and you in the workplace	
2	Planning and Organising	15
	a) Goals and plans, Annual Business planning/corporate planning b) Long and short term, Strategic planning, Execution planning, Strategic framework- OGSM c) Organizing: Organizational Design, Elements of Organizational d) Design, Organizing around Teams, team building and result orientation e) Introduction to Organization and Human behavior	
3	Leading and Motivation	15
	a) Leading <ul style="list-style-type: none"> ● Early Leadership Theories: Leadership Traits and behaviour ● Contingency Theories: Fiedler's Model, Hersey and Blanchard's Situational Leadership ● Contemporary Views of Leadership ● Leadership Issues in 21st Century ← Leadership skills and qualities b) Motivation: <ul style="list-style-type: none"> ● Contemporary Theories of Motivation: Goal setting Theory, Reinforcement Theory, Equity Theory, Expectancy Theory ● Current Issues in Motivation 	
4	Directing, Monitoring and Controlling	15
	a) The Process for Directing, monitoring and controlling b) Controlling for Organisation and Employee Performance c) Tools for Measuring Organisational Performance d) Time management and work life balance e) Difference between management control and business control	

Reference Books:

1. Stephen Robbins, 2017, Delhi. Principles of Management, Pearsons
2. Stoner J A and Freeman E, 2010, Management, Delhi. By Pearson
3. John Child,2015, John Wiley & Sons Organization: Contemporary Principles and Practice” New Delhi
4. Koontz, 2006, Principles of Management by Tata McGraw-Hill education.
5. Prakash Tripathi,2008, Principles of Management, Delhi Tata McGraw-Hill Education

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4. World Cultures

Modules at a Glance

Sr. No.	Modules	No. of Lectures
Module 1	Culture & Humanities	10
Module 2	Demography	10
Module 3	What does it mean to be human?	10
Module 4	Religion & Cultural diversity	10
Module 5	Arts relate to culture	10
Module 6	Government	10
	Total	60

Course Objectives

1. To gain a general understanding of the diversity and variety of cultures influencing the world today.
2. To promote an acceptance and respect for other's opinions, values, and culture
3. To understand the forces behind Globalization.
4. To allow students to gain a general understanding of global issues.
5. To assist students in developing appropriate social skills such as listening critically, prioritizing tasks, offering, and accepting constructive feedback and following a task through to completion.
6. To assist students in critical thinking skills such as demonstrating reasoned judgment, drawing conclusions, predicting consequences, and identifying alternatives.
7. To examine basic geographic themes such as change, the influence of the environment, location, the interaction of humans with their environment, movement and regional differences.
8. To promote global cultural literacy in the classroom.
9. To examine global concerns against the forces of history, religion, government, cultural values and geography.

Course Outcome

After successful completion of the course the learner will be able to:

1. CO1: Explain the common terms and concepts associated with the study of world cultures. (Level: Remember)
2. CO2: Describe the awareness of multiple cultural perspectives by comparing the cultural expressions of diverse world communities. (Level: Remember)
3. CO3: Explain the geography and the location of different cultural groups in the world (Level: Understand)
4. CO4: Explain the various cultures to navigate diverse cultural spaces and recognize different world views. (Level: Understand)
5. CO5: Articulate an informed personal response and critically analyse works in the arts and humanities from various world cultures. (Level: Apply)

Detailed Syllabus

Module	Topics	No. of Lectures
1	Culture & Humanities	10
	What are humanities?, People and their Customs - focusing on ethnicity and identity, as well as ways of communicating and expressing one's culture (including language, music, dress, food, and others)	
2	Demography	10
	What is demography?	
3	What does it mean to be human	10
	What does it mean to be human? A. Maslow's hierarchy of needs b. Hunter/gathers c. First attempt at civilization d. Socialization (1) family structure (2) courting practices and marriage 3 (3) death and burial (4) defending the society	
4	Religion & Cultural diversity	10
	What is religion and what are the five major world religions? a. Buddhism b. Hinduism c. Islam d. Judaism e. Christianity, What is cultural diversity? a. diversity among cultures b. diversity within a culture (1) race (2) gender (3) age (4) other	
5	Arts relate to culture	10
	How do the arts relate to culture? a. paintings b. music c. drama d. film	
6	Government	10
	What is government? a. why were governments formed b. what do governments do b. examples of government	

Reference Books:

1. Book of Peoples of the World: A Guide to Cultures by K. David Harrison & Wade Davis
2. India and World Culture by Krishna Vinayak Gokak

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5. Indian Socio Political Economic System and Current Affairs

Modules at a Glance

Sr. No.	Modules	No. of Lectures
Module 1	Indian Society	10
Module 2	Human Rights, Health and Education.	10
Module 3	Politics, Indian constitution and Government	10
	Total	30

Course Objectives

1. To get introduced to Indian and Western Ideology.

Course Outcome

After successful completion of the course the learner will be able to:

1. CO1: Explain the role of politics. (Level: Remember)
2. CO2: Identify different factors influencing social progress. (Level: Understand)

Detailed Syllabus

Module	Topics	No. of Lectures
1	Indian Society	10
	<ul style="list-style-type: none"> ● Introduction to Indian and Western Business ideology. ● Break through on the Indian social platform through Social Entrepreneurship. ● Theory of change, Resistance to change, and Business as a change agent ● Studying the Hofstede's cultural dimension theory (6D MODEL) ● The Effect of Covid on Indian Business ● Factors influencing social progress- demographic transition theory and role of millennials, culture, religion (communalism), regionalism. ● The contribution of Media in Social progress. Media as a reflection of society, Business aspects of media, Freedom of press, Indian Cinema, Social Media. ● Stakeholder theory and Mendelow's Matrix (Application based exercises) 	
2	Human Rights, Health and Education	10
	<ul style="list-style-type: none"> ● Human Rights- The UNHR, Human Rights Violation and Redressal of Vulnerable Groups-women, children, ST/SC/OBC, elderly population. ● Health- Physical and psychological health, Private/Public health services, Growing Privatization, Health and Business. ● Education- Education as a right, Factors affecting the Education System, Education and Business. 	
3	Politics, Indian constitution and Government	10
	<ul style="list-style-type: none"> ● Role of politics in social progress, Political, Social and legal Crisis, Features of the Constitution, Fundamental rights and Directive Principles. 	

Reference Books:

1. Indian Political System by Himanshu Roy
2. Indian Society: Themes and Social Issues by Nadeem Hasnain
3. Indian Constitution and Indian Polity by S.G. Subramanian
4. A Concise Book On International Law & Human Rights by Dr. H.O. Aga

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6. Business Communication

Modules at a Glance

Sr. No.	Modules	No. of Lectures
Module 1	Theory & Methods of Communication	10
Module 2	Organizational Communication	10
Module 3	Listening & Presentation Skills	10
Module 4	Group Discussions	10
Module 5	Negotiation Skills	10
Module 6	Public Relations & Business Correspondence	10
	Total	60

Course Objectives

1. To develop an understanding of complexity and challenges involved in the communication process.
2. To make memorable presentations professionally.
3. To handle job opportunities successfully.
4. To understand different strategies to adopt while communicating with different personalities with different goals.

Course Outcome

After successful completion of the course the learner will be able to:

1. CO1: Discuss the importance of effective communication in business. (Level: Remember)
2. CO2: Explain the appropriate communication channel for a specific type of message. (Level: Understand)
3. CO3: Develop and deliver effective presentation. (Level: Apply)

Detailed Syllabus

Module	Topics	No. of Lectures
1	Theory & Methods of Communication	10
	<p>Importance & Relevance Effective Communication in Business Context.</p> <p>Digital and Human Communication, Process of Communication</p> <p>A. Sender</p> <p>B. Receiver</p> <p>Self-Awareness level of sender and receiver.</p> <p>Johari Window</p> <p>Transactional analysis</p> <p>Communication Styles: Passive, Aggressive, passive-Aggressive and Assertive. (Behavior, Characteristics and Outcome of each style)</p> <p>MBTI (Not to be tested in exam)</p> <p>C. Message</p> <p>D. Methods</p> <p>E. Feedback</p> <p>Oral Communication: Advantages, disadvantages and its relevance. Written Communication: Advantages, disadvantages and its relevance.</p> <p>Components of Nonverbal Communication:</p>	
2	Organizational Communication	10
	<p>Objectives to Communication: To inform, to motivate & persuade, to train & educate, to order & instruct and to reprimand.</p> <p>Channels to communication: Formal- vertical, horizontal, diagonal and Informal –Grapevine Communication.</p> <p>Barriers to Communication: Psychological, Socio-Cultural, Semantic and Physical Barriers.</p> <p>Conflict management: Means to overcome Barriers to Communication.</p>	
3	Listening & Presentation Skills	10
	<p>Importance of listening</p> <ul style="list-style-type: none"> ● Process of listening, ● Impediments to effective listening, ● Styles of listening, ● Strategies to improve listening. 	

	<p>Four P's of Presentation skills: Plan, Prepare, Practice and Perform</p> <p>Four corner stones of making memorable presentations: Purpose, Audience, Content and The Best Medium</p>	
4	Group Discussions	10
	<p>Pre-requisites of a GD,</p> <ul style="list-style-type: none"> ● Do's and don'ts of a GD, ● Evaluation Criteria, ● Approaches to prepare for a GD Personal Interview ● Physical and Mental preparation for Interviews. ● Types /Structure of Interviews – One-to-one/Panel ● Types of interview questions: Behavioral/Stress/Situational 	
5	Negotiation Skills	10
	<p>What is Negotiation?</p> <ul style="list-style-type: none"> ● Relevance of learning effective Negotiation skills, Benefits of effective Negotiation, ● Strategies of Negotiation, steps of ● Negotiating, ● Communication Pyramid ● Integrity and ethics in Negotiating. 	
6	Public Relations & Business Correspondence	10
	<p>Fundamentals and Functions of PR, Crisis Communication</p> <ul style="list-style-type: none"> ● Lobbying, ● Writing skills: Press Release Letter Writing: layouts of the letter: full Block form and Modified Block form. ● Types of letters: Request, Denial and Persuasive letters.(Indirect and AIDA Strategy) ● Consumer Grievance Letters ● Resume (Basic Format for Beginners) and Covering letter (Solicited and Unsolicited) ● Memo Writing ● Statement of Purpose ● E-mail Writing: Netiquettes and ● Format 	

Reference Books:

1. Lesikar Raymond, Marie Flatley, Kathryn Rentz, and Neerja Pande; Business Communication; Eleventh Edition; Tata McGraw Hill Education Private Limited.
2. Business Communication, 2003, ICFAI University.
3. Business Communication, 2009, Mumbai University.
4. Gorman Tom; The Complete Idiot's Almanac of Business Letters and Memos, 1997, Prentice Hall of India PVT. LTD.
5. Ober scot; Contemporary Business Communication; fifth Edition; dreamtech Press
6. Business Communication, Kitty Locker, Stephen Kaczmarek; Third Edition, Tata McGraw Hill.
7. Barnes Mark, Stand and Deliver; 2009; Westland Publisher.
8. Galanes, Adams ; Effective Group Discussion ; Twelfth Edition, Tata McGraw Hill.
9. Gregory Ann; The Art and Science of Public Relations; 2007; Crest Publishing House.
10. Davis Anthony; Mastering Public Relations ; 2007; Palgrave Mcmill

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7. Sanskrit

Modules at a Glance

Sr. No.	Modules	No. of Lectures
Module 1	Structure of Language	2
Module 2	Nouns and various cases	2
Module 3	Ten conjugations	2
Module 4	Voices	2
Module 5	Causal	2
Module 6	Absolute Locative	2
Module 7	Frequentatives	2
Module 8	Desideratives	2
Module 9	Sandhis	2
Module 10	Compounds	3
Module 11	Gerunds	3
Module 12	Infinitives	3
Module 13	History of Sanskrit Literature	3
	Total	30

Course Objective

- To build the vocabulary of students by equipping them in etymological aspects as per the text

Course Outcome

After the successful completion of course, the learners will be able to:

- CO1: Explain the complex Vedic language and literature. (Level: Remember)

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7. Functional English

Module at a Glance

Sr. No.	Modules/Units	No. of Lectures
Module I	Word Class	7
Module II	Tenses, Concord, Voice	8
Module III	Spelling and Punctuation	7
Module IV	Sentences	8
	Total	30

Course Objective:

1. To get an understanding of word formation.

Course Outcome:

After the successful completion of course, the learners will be able to:

1. CO1: Explain the language and literature. (Level: Remember)

Detailed Syllabus

Sr. No.	Modules/Units	No. of Lectures
1	Word Class	7
	Articles, Prepositions, Verbs, Adverbs, Conjunctions, Interjections	
2	Tenses, Concord, Voice	8
	Tense and Aspect, Subject and Verb Agreement, Person and Number, Active and Passive Voice	
3	Spelling and Punctuation	7
	Rules of Punctuation, Basic Rules of Spelling	
4	Sentences	8
	Types of Sentences, Conversion of Sentences	

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1. Cost Accounting

Modules at a Glance

Sr. No.	Modules	No. of Lectures
Module 1	Introduction to cost accounting	12
Module 2	Material cost control	12
Module 3	Labour cost control	12
Module 4	Overhead cost control	12
Module 5	Reconciliation of cost and financial accounts, emerging concepts in costing.	12
	Total	60

Course Objectives

1. To familiarize students with the various concepts and elements of cost.

Course Outcome

After successful completion of the course the learner will be able to:

1. CO1: Explain the objectives of cost accounting. (Level: Remember)
2. CO2: Contrast between financial accounting and cost accounting. (Level: Understand)
3. CO3: Define the concepts of cost, expense, loss and revenue. (Level: Understand)

Detailed Syllabus

Module	Topics	No. of Lectures
1	Introduction to Cost Accounting	12
	Introduction – Meaning & Definition of Cost, Costing and Cost Accounting – Objectives of Costing - Comparison between Financial Accounting and Cost Accounting –Designing and Installing a Cost Accounting System – Cost Concepts - Classification of Costs – Cost Unit – Cost Center – Elements of Cost – Preparation of Cost Sheet – Tenders and Quotations.	
2	Material Cost Control	12
	Meaning – Types: Direct Material, Indirect Material. Material Control – Purchasing Procedure – Store Keeping – Techniques of Inventory Control –Levels settings– EOQ – ABC Analysis – VED Analysis – Just In-Time – Perpetual Inventory System – Documents used in Material Accounting - Methods of Pricing Material Issues: FIFO, LIFO, Weighted Average Price Method and Simple Average Price Method – Problems	
3	Labour Cost Control	12
	Meaning – Types: Direct Labour, Indirect Labour - Timekeeping – Time booking – Idle Time – Overtime – Labour Turn Over. Methods of Labour Remuneration: Time Rate System, Piece Rate System, Incentive Systems (Halsey plan, Rowan Plan & Taylor’s differential Piece Rate System) – Problems	
4	Overhead Cost Control	12
	Meaning and Definition – Classification of Overheads – Procedure for Accounting and Control of Overheads – Allocation of Overheads – Apportionment of Overheads – Primary Overhead Distribution Summary – Secondary Overhead Distribution Summary – Repeated Distribution Method and Simultaneous Equations Method – Absorption of Factory Overheads – Methods of Absorption (Theory Only) – Machine Hour Rate – Problems on Machine Hour Rate	
5	Reconciliation of cost and financial accounts, emerging concepts in costing.	12
	Need for Reconciliation – Reasons for differences in Profit or Loss shown by Cost Accounts and Profit or Loss shown by Financial Accounts – Preparation of Reconciliation Statement and Memorandum Reconciliation Account.	

Reference Books:

1. M N Arora- Costing-HPH
2. Jain and Narang-cost accounting-Kalyani publishing House
3. Tulsian's- cost accounting-S chand publication
4. J. Made Gowda – Cost and Management Accounting , HPH
5. M.V. Skukla – Cost and Management Accounting
6. N.K. Prasad: Cost Accounting, Books Syndicate Pvt. Ltd.
7. Nigam & Sharma: Cost Accounting , HPH
8. Khanna Pandey & Ahuja – Practical Costing, S Chand
9. Introduction to Cost Accounting by Ainapure & Ainapure

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2. Macro Economics

Modules at a Glance

Sr. No.	Modules	No. of Lectures
Module 1	Introduction	12
Module 2	Theories of Output and Employment	12
Module 3	Investment & Theories of Interest Rate	12
Module 4	Supply of Money & Demand for Money	12
Module 5	Inflation & Business Cycles	12
	Total	60

Course Objectives

1. To understand and demonstrate core macro-economic terms, concepts and theories.

Course Outcome

After successful completion of the course the learner will be able to:

1. CO1: Explain the determinants of demand (Level: Remember)
2. CO2: Explain the determinants of supply. (Level: Remember)
3. CO3: Analyze data to solve complex economic problems. (Level: Understand)

Detailed Syllabus

Module	Topics	No. of Lectures
1	Introduction	12
	Meaning, Scope and Limitations of Macro Economics. National Income: Concepts, Methods of Measurement and Difficulties in Estimation of National Income and Limitations National Income as a Measure of Welfare. Social Accounting.	
2	Theories of Output and Employment	12
	The Classical Theory of Employment (Say's Law and Pigou's Wage cut Policy) and Criticism, Keynesian Theory: Effective Demand, Aggregate Demand and Aggregate Supply Function, Consumption Function: Factors influencing consumption function, Investment Multiplier its relevance in emerging economies. Concept of Accelerator.	
3	Investment & Theories of Interest Rate	12
	Capital and Investment: Types of Investment, Determinants of level of Investment, MEC Ex-Post and Ex- Ante Investment and Savings- Classical, Neo-classical. And Keynesian Theories of Interest. Liquidity Trap, Simultaneous Determination of Interest and Real Income through IS-LM Framework in a closed Economy.	
4	Supply of Money & Demand for Money	12
	Definition of Money - Money Supply: Measures of Money Supply (M1, M2, M3 & M4) - RBI approach to money supply; High powered money and money multiplier; Control of money supply. Variations in money supply in India. Theories of demand for money - Classical and Neo Classical approaches, Keynes liquidity preference approach. Derivation of LM curve.	
5	Inflation & Business Cycles	12
	Definition of Inflation: Causes, consequences and control of inflation -Deflation and stagflation. Nature, Characteristics and Phases of Business Cycles. Samuelson's Business Cycle Theory. Stock market-meaning, functions; Insurance-Life insurance and General Insurance.	

Reference Books:

1. Ackley, G (1976) : Macro Economic theory and policy, Macmillan Publishing Co, New York.]
2. Shapiro, E (1996) : Macro economic Analysis, Galgotia Publication, New Delhi
3. Keynes JM (1936) : The General Theory of Employment, Interest and money, Macmillan London
4. MC Vaish : Macro economic theory
5. HL Ahuja : Macro economic theory policy

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3. Principles of Marketing

Modules at a Glance

Sr. No.	Modules	No. of Lectures
Module 1	Introduction to Marketing	12
Module 2	Marketing Environment	12
Module 3	Segmentation, Target Marketing and Positioning	12
Module 4	Consumer Behaviour	12
Module 5	Marketing Mix	12
	Total	60

Course Objectives

1. To understand the strategies and principles of Marketing and utilize it constructively.

Course Outcome

After successful completion of the course the learner will be able to:

1. CO1: Recall and Reproduce the various concepts, principles, frameworks and terms related to the function and role of marketing. (Level: Remember)
2. CO2: Explain the relevance of marketing management concepts and frameworks to a new or existing business across a wide variety of sectors. (Level: Understand)
3. CO3: Explain the interrelationships between segmentation, targeting and positioning, marketing environment, consumer buying behavior, marketing mix and Product Life Cycle with real world examples. (Level: Understand)
4. CO4: Apply marketing principles and theories to the demands of marketing function and practice in contemporary real world scenarios. (Level: Apply)
5. CO5: Examine and list marketing issues pertaining to segmentation, targeting and positioning, marketing environmental forces, consumer buying behavior, marketing mix and Product Life Cycle in the context of real world marketing offering (commodities, goods, services, e-products/ e-services). (Level: Analyse)
6. CO6: Evaluate alternative approaches to segmentation, targeting and positioning, the marketing environment, consumer buying behavior, marketing mix and Product Life Cycle in the context of real world marketing offering (commodities,

goods, services, e-products/ e-services). (Level: Evaluate)

Detailed Syllabus

Module	Topics	No. of Lectures
1	Introduction to Marketing	12
	<p>Definition & Functions of Marketing- Scope of Marketing, Evolution of Marketing, Core concepts of marketing – Need, Want, Demand, Customer Value, Exchange, Customer Satisfaction, Customer Delight, Customer loyalty, Concepts of Markets, Marketing V/S Market Competition, Key customer markets, market places, market spaces, Meta-markets, Digital Markets, Brick & Click Model. Impact of Globalization, Technology and Social Responsibility on Marketing. New Consumer Capabilities, New Company Capabilities. Functions of Marketing Manager. Linkage of Marketing functions with all functions in the organization. Company orientation towards market place: Product – Production - Sales – Marketing – Societal – Relational, Holistic Marketing Orientation. Selling versus marketing. Concept of Marketing Myopia. Marketing Process, Understanding Marketing as Creating, Communicating, and Delivering Value</p>	
2	Marketing Environment	12
	<p>Concept of Environment, Macro Environment & Micro Environment – Components and characteristics, Needs & Trends, Major forces impacting the Macro Environment & Micro Environment, Need for analyzing the Marketing Environment. Analyzing the Political, Economic, Socio- cultural, Technical and Legal Environment. Demographics</p>	
3	Segmentation, Target Marketing and Positioning	12
	<p>Segmentation - Concept, Need & Benefits. Geographic, Demographic, Psychographic, Behavioural bases of segmentation for consumer goods and services. Bases for segmentation for business markets. Levels of segmentation, Criteria for effective segmentation. Market Potential & Market Share. Target Market - Concept of Target Markets and criteria for selection. Segment Marketing, Niche & Local Marketing, Mass marketing, Long Tail Marketing. Positioning - Concept of differentiation & positioning, Value Proposition & Unique Selling Proposition.</p>	
4	Consumer Behavior	12

	Meaning & importance of consumer behavior, Comparison between Organizational Buying behavior and consumer buying behavior, Buying roles, Five steps consumer buyer decision process – Problem Recognition, Information Search, Evaluation of Alternatives, Purchase Decision, Post Purchase behavior. Moment of Truth, Zero Moment of Truth, ZMOT, Moderating effects on consumer behavior.	
5	Marketing Mix	12
	Origin & Concept of Marketing Mix, 7P's - Product, Price, Place, Promotion, People, Process, Physical evidence. Product Life Cycle: Concept & characteristics of Product Life Cycle (PLC), Relevance of PLC, Types of PLC and Strategies across stages of the PLC.	

Reference Books:

1. Principles of Marketing, Philip Kotler, Gary Armstrong, Prafulla Agnihotri, Ehasan Haque, Pearson
2. Marketing Management- Text and Cases, Tapan K Panda, Excel Books
3. Marketing Management, Ramaswamy & Namakumari, Macmillan.

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4. Human Resource Management

Modules at a Glance

Sr. No.	Modules	No. of Lectures
Module 1	Introduction	12
Module 2	Job Design & Analysis	12
Module 3	Performance Appraisal & Career Planning	12
Module 4	Participative management & Industrial Relations	12
Module 5	Concept & Theory of OB	12
	Total	60

Course Objectives

1. To enable the students to understand the HR Management and system at various levels in general and in certain specific industries or organizations.
2. To help the students focus on and analyse the issues and strategies required to select and develop manpower resources
3. To develop relevant skills necessary for application in HR related issues
4. To enable the students to integrate the understanding of various HR concepts along with the domain concept in order to take correct business decisions

Course Outcome

After successful completion of the course the learner will be able to:

1. CO1: Explain the concept of human resource management and its relevance in organizations. (Level: Remember)
2. CO2: Discuss the necessary skill set for application of various HR issues. (Level: Understand)
3. CO3: Analyse the strategic issues and strategies required to select and develop manpower resources. (Level: Analyse)
4. CO4: Infer the knowledge of HR concepts to take correct business decisions. (Level: Analyse)

Detailed Syllabus

Module	Topics	No. of Lectures
1	Introduction	12
	Introduction to HRM Definition, features, scope/Functions of HRM. Evolution of HRM/ Trends in HRM Difference between HRM and PM Challenges Before the HR Manager Role of the HR manager Traits/Characteristics of the workforce, Personnel Philosophy Personnel Manual Human Resource Planning: Definition of HRP Process of HRP along with brief coverage of personnel demand and supply Forecasting techniques Factors affecting HRP HRIS VRS, outsourcing, pink slip/ termination/ retrenchment/downsizing/ separation Contracting and subcontracting Promotions and transfers.	
2	Job Design & Analysis	12
	Job analysis, Job Design and Job evaluation Job analysis- definition, method of collecting job data, merits and demerits/ limitations Job design definition, factors affecting job design , approaches to job design Job evaluation- definition, methods of job evaluation, process of job evaluation Recruitment, selection and Induction: Recruitment- Definition, sources of recruitment, merits and demerits Selection- definition process of selection, types of selection tests, types of interviews Induction/orientation- definition, methods, process Placement Training and Development Definition of training and development Methods of training Managers Process/ Procedure of conducting training programs How to evaluate effectiveness of training program Advantages of T & D	
3	Performance Appraisal & Career Planning	12
	Performance Appraisal – Definition, Methods of appraisal for managers – traditional and modern, Process/procedure of conducting performance appraisal, Advantages of performance appraisal, Limitations of performance appraisal Compensation management, Definition of compensation Components of salary/ salary slip Fringe benefits- definition and types Performance linked incentives/incentives definition, advantages and disadvantages. Career planning and Development, Definition of career planning and career development Process /procedure Career stages/career life cycle and how to handle personnel at each stage Essentials to make career planning successful Career counselling Employee	

	Retention techniques Succession planning	
4	Participative management & Industrial Relations	12
	Definition of participative management, Levels of participation, Trends in Participative management, Factors important for effective participative management, Forms of participation, Participation through quality circles, Empowered teams Industrial relations, Definition of industrial relations, Features of industrial relations, Importance of industrial relations, Approaches to industrial relations, Parties to industrial relations, Trade Unions, Definition of a trade union, Features of a trade union, Trade Union movement in India, Trends in TU.	
5	Concept & Theory of OB	1 2
	Concept and nature of Organizational behaviour; Contributing disciplines to the field of O.B.; O.B. Models; Need to understand human behaviour; Challenges and Opportunities.	

Reference Books:

1. Human Resource Management: Text and Cases by Aswathappa K
2. Taxmann's Human Resource Management by V.S.P. Rao
3. Fundamentals of Human Resource Management by David DeCenzo

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5. Innovation & Incubation I

Best practices on business incubation in various Industries will help students align towards a common vision on incubation services, and develop appropriate value propositions and business models for their own offerings. Innovation-driven enterprises not only require funding but also a nurturing academic environment and mentoring. Policy makers, Industry professionals, Academicians, Corporates and Incubation managers will be invited to share their knowledge & insights with students.

Following Industries will be discussed in this semester:

1. Health & Wellness
2. Agri & Food Processing
3. Tourism & Hospitality
4. Logistics & Supply Chain
5. Plastics & Chemicals
6. Textiles & Garments
7. Energy & Clean Tech
8. Materials & Manufacturing
9. FMCG

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6. Quantitative Techniques

Modules at a Glance

Sr. No.	Modules	No. of Lectures
Module 1	Quadratic Equations & Application of Statistical Techniques	10
Module 2	Functions	10
Module 3	Derivatives and its application to management	10
Module 4	Functions of two variables	10
Module 5	Introduction, collection of Data and Diagrams and Graphs	10
Module 6	Descriptive Statistics for Univariate data, Bivariate data	10
	Total	60

Course Objectives

1. To familiarize the students with the basic concepts involved in Quantitative Techniques -I, in relation to business
2. To explain the importance of the application of Quantitative Techniques- I to various types of business relationships
3. To provide elementary but comprehensive introduction to application-based problems in Quantitative Techniques, without resorting to complex matrix algebra, calculus, statistics, etc., beyond the elementary level of the students understanding
4. To explain the Application of statistics through MS Excel for better interpretations of different cases and their results.

Course Outcome

After successful completion of the course the learner will be able to:

1. CO1: Explain the significance and the value of the application of the principles of Quantitative Techniques-I in the use of scientific methodology of management. (Level: Remember)
2. CO2: Describe the various issues involved in the collection, analysis and arriving at conclusive decisions regarding quantitative data. . (Level: Understand)
3. CO3: Discover the practical relevance of various basic statistical tools in the field of

finance, economics, marketing, human resources, manufacturing and so on. (. (Level: Apply)

Detailed Syllabus

Module	Topics	No. of Lectures
1	Quadratic Equations & Application of Statistical Techniques	10
	Introduction. Solving quadratic equations by methods: factorization, perfect square method for general quadratic equation. Nature of Roots. Symmetric expressions of roots of a quadratic equation. {MS Excel] - Statistical Computing Descriptive Statistics [Mean, Median, Mode, variance, standard deviation, Skewness, kurtosis]. Correlation analysis and Linear Regression Analysis using Data Analysis of MS Excel. Scatter Diagram, Histogram, Frequency Polygon, Ogives from Chart output Projects and Case Study for discussion and projects and Interpretation of results.	
2	Functions	10
	a) Functions and types of Functions: Implicit, Explicit, single- valued, multi-valued, monotonic, constant, polynomial, exponential, logarithmic.(only concepts). b) Economic application of functions (problems included): Demand and Supply Functions, Break-even Point.Cost Function. Total Revenue Function. Profit Function.	
3	Derivatives and its application to management	10
	Introduction, rate of change (only concepts). Types of derivatives – constant, algebraic, polynomial, exponential, logarithmic. First and second order derivatives. Rules for derivatives – sum/difference, product, quotient, and chain rule. (implicit, parametric) Marginal Cost/Supply/Revenue functions. Maxima/Minima. Profit Function. Elasticity of Demand/Supply/Cost. Optimization Problems.	
4	Functions of Two variables	10
	Introduction. Examples of demand /supply /utility/production functions. Partial derivatives. Second order partial derivative. Economic Application of Partial Derivatives – Marginal Values of Demand, Utility, Production. Partial elasticities. Maxima/Minima. Unconstrained optimization of two variables. Constrained optimization. Method of Lagrange multiplier.	

5	Introduction, Collection of Data and Diagrams and Graphs	10
	Meaning, scope and limitations of statistics Population, sample, variable, attribute, parameter, statistic. (only concepts) Primary, Secondary, Sample and census, Survey, Types of Data, Different methods of collecting data. Tabulation of Data up to three characteristics (only concepts) Frequency polygons/curves, Histogram, Ogives. (problems included)	
6	Descriptive Statistics for Univariate Data, Bivariate data	10
	Arithmetic mean, weighted mean, combined mean, median (ungrouped and grouped), Mode, quartiles, percentiles, deciles, (Simple problems related to Economics and Finance), Geometric Mean calculations, (problems included) (step deviation method omitted, bimodal omitted). Correlation: Karl Pearson's Coefficient of Correlation (Properties and Calculations) (problems included but problems on bivariate table omitted) And Spearman's Rank Correlation (Repeated and Non repeated Ranks) (problems included)	

Reference Books:

1. Essential Maths for Economic Analysis – Knut, et al. – (PEARSON)
2. Business Maths – Qazi
3. Fundamental Methods Of Mathematical Economics – Chiang – (McGraw Hill)
4. Quantitative Methods – S.Saha, S.Mukherji –(CENTRAL)
5. Statistics For Management - Pearson - Levin, Rubin
6. Statistics For Management - Srivastava, Shailaja
7. Statistics (Theory Methods & Applications) Sancheti, V.K.Kapoor-
8. Statistical Methods- S.P.Gupta
9. Applied Business Statistics – Ken Black
10. Business Statistics – Mc Graw Hill – Vohra
11. Statistics For Business And Economics-Anderson, Sweeney & Williams
12. The Excel Data and Statistics Cookbook, Third Edition by Larry Pace
13. Excel data analysis (Book by Jinjer L. Simon)

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6. Business Mathematics and Statistics

Modules at a Glance

Sr. No.	Modules	No. of Lectures
Module 1	Matrices	10
Module 2	Differential Calculus	10
Module 3	Basic Mathematics of Finance	10
Module 4	Uni-variate Analysis	10
Module 5	Bi-variate Analysis	10
Module 6	Time-based Data: Index Numbers and Time-Series Analysis	10
	Total	60

Course Objectives

1. To familiarize students with the applications of mathematics and statistical techniques in business decision-making.

Course Outcome

After successful completion of the course the learner will be able to:

1. CO1: Explain the concepts and use equations, formulae, and mathematical expressions and relationships in a variety of contexts. (Level: Remember)
2. CO2: Discuss problems in the areas of business calculus, simple and compound interest Account (Level: Understand)
3. CO3: Apply the knowledge of mathematics in solving business problems. (Level: Apply)
4. CO4: Analyse and demonstrate mathematical skills required in mathematically intensive areas in Economics and business. (Level: Analyse)

Detailed Syllabus

Module	Topics	No. of Lectures
1	Matrices	10
	Definition of a matrix. Types of matrices; Algebra of matrices. Calculation of values of determinants up to third order; Adjoint of a matrix; Finding inverse of a matrix through ad joint; Applications of matrices to solution of simple business and economic problems	
2	Differential Calculus	10
	Mathematical functions and their types – linear, quadratic, polynomial; Concepts of limit and continuity of a function; Concept of differentiation; Rules of differentiation – simple standard forms. Applications of differentiation – elasticity of demand and supply; Maxima and Minima of functions (involving second or third order derivatives) relating to cost, revenue and profit.	
3	Basic Mathematics of Finance	10
	Simple and compound interest Rates of interest – nominal, effective and continuous – their interrelationships; Compounding and discounting of a sum using different types of rates	
4	Uni-variate Analysis	10
	Measures of Central Tendency including arithmetic mean, geometric mean and harmonic mean: properties and applications; mode and median. Partition values - quartiles, deciles, and percentiles. Measures of Variation: absolute and relative. Range, quartile deviation and mean deviation; Variance and Standard deviation: calculation and properties	
5	Bi-variate Analysis	10
	Simple Linear Correlation Analysis: Meaning, and measurement. Karl Pearson's co-efficient and Spearman's rank correlation Simple Linear Regression Analysis: Regression equations and estimation. Relationship between correlation and regression coefficients	
6	Time-based Data: Index Numbers and Time-Series Analysis	10

	<p>Meaning and uses of index numbers; Construction of index numbers: Aggregative and average of relatives – simple and weighted, Tests of adequacy of index numbers, Construction of consumer price indices. Components of time series; additive and comultiplicative models; Trend analysis: Finding trend by moving average method and Fitting of linear trend line using principle of least squares.</p>	
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Reference Books:

1. Mizrahi and John Sullivan. Mathematics for Business and Social Sciences. Wiley and Sons.
2. Budnick, P. Applied Mathematics. McGraw Hill Publishing Co.
3. N. D. Vohra, Business Mathematics and Statistics, McGraw Hill Education (India) Pvt Ltd
4. J.K. Thukral, Mathematics for Business Studies, Mayur Publications
5. J. K. Singh, Business Mathematics, Himalaya Publishing House.
6. J. K. Sharma, Business Statistics, Pearson Education.
7. S.C. Gupta, Fundamentals of Statistics, Himalaya Publishing House.
8. S.P. Gupta and Archana Gupta, Elementary Statistics, Sultan Chand and Sons, New Delhi.
9. Richard Levin and David S. Rubin, Statistics for Management, Prentice Hall of India, New Delhi.
10. M.R. Spiegel, Theory and Problems of Statistics, Schaum's Outlines Series, McGraw Hill Publishing Co

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7. Yoga & Ethics

Module at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Introduction to Yoga	6
Module 2	Yama and Niyama	6
Module 3	Asanas	6
Module 4	Breathing Exercising	6
Module 5	Yoga and Meditation	6
	Total	30

Course Objectives

1. To understand the fundamentals of Yoga.

Course Outcome

After successful completion of the course the learner will be able to:

1. CO1: Explain different yoga postures and asanas. (Level: Remember)

Detailed Syllabus

Module	Topics	No. of Lectures
1	Introduction to Yoga	6
	<ul style="list-style-type: none"> • What is Yoga? • History and Development of Yoga • Fundamentals of Yoga • Traditional Schools of Yoga • Yogic practices of Health and Wellness • General Guidelines for Yoga practice • Food for thought 	
2	Yama and Niyama	6
	<ul style="list-style-type: none"> • Yama (Ahimsa, Satya, Asteya, Brahmacharya, Aparigraha) • Niyama (Shauch, Santosh, Tapa, Swadhyaya, Ishwarpranidhan) 	
3	Asanas	6
	<ul style="list-style-type: none"> • Standing (Tadasana, Vrikshasana, Pada-Harkasana, Ardha-Chakrasana, Trikonasana) • Sitting (Bhadrasana, Vajrasana, Ushtrasana, Shashankasana, Vakrasana) • Prone (Makarasana, Bhujangasana, Sulabhasana) • Supine (Setu Bandhasana, Uttanapadasana, Pavanamuktasana) 	
4	Breathing Exercises	6
	<ul style="list-style-type: none"> • Kapalabhati • Pranayama—Anuloma-Viloma, Shitali, Bhramari 	
5	Yoga and Meditation	6
	<ul style="list-style-type: none"> • Prayer • Dhyana • Yoga Geet 	

Reference Books:

1. Module I, III, IV, V – (As per common yoga protocol for International Day of Yoga) Ministry of AYUSH
2. Module II – (As per Patanjala Yogasutra)
 - a. Yoga Sutra with Bhashya (Marathi) – Shri Rele, Prasad Prakashan, Pune
 - b. Yoga Sutra with Bhasgya (Hindi) – Darshan Mahavidyalaya, Parsodi, Gujarat
 - c. Yogasutra (Marathi) – Shri Kolhatkar, Prasad Prakashan, Pune

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7. Nutrition & Lifestyle

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Sleep	7
Module 2	Stress/Emotional health	8
Module 3	Hydration and Basic lifestyle changes	7
Module 4	Exercise	8
	Total	30

Course Objectives

1. To understand the basic lifestyle changes in a human body
2. To understand the benefits and need for exercise in a human body

Course Outcome

After successful completion of the course the learner will be able to:

1. CO1: Discuss the importance of Sleep, hydration, lifestyle changes & exercise. (Level: Remember)
2. CO2: Understand the basics of maintaining a healthy life. (Level: Understand)

Detailed Syllabus

Module	Topics	No. of Lectures
1	Sleep	7
	<ul style="list-style-type: none"> ● Sleep- cycle, brain waves, ● Conditions that impact sleep cycle, ● Sleep and bedtime routine, ● Importance of sleep and side effects of sleep deprivation - immunity, hormonal imbalance, gut etc ● Adrenal fatigue with respect to sleep 	
2	Stress/Emotional health	8
	<ul style="list-style-type: none"> ● Stress/ emotional health- how does stress affect, ● Sympathetic Nervous system and Parasympathetic Nervous system, ● Stress and inflammation, ● Stress-immunity, ● Ways to manage stress, ● Adrenal fatigue with respect to stress 	
3	Hydration and Basic lifestyle changes	7
	<ul style="list-style-type: none"> ● Hydration- Functions and importance- ● Adequate hydration ● Foods that dehydrate you, ● Side effects of dehydration, ● Concepts of Intermittent Fasting, - Self study Dry Fasting, Circadian Intermittent Fasting, ● Impact of fasting on human body, Fasting phase and building phase , ● Impact of nutrition deprivation on cell metabolism 	
4	Exercise	8
	<ul style="list-style-type: none"> ● Exercise- Benefits of exercise, ● Types- aerobic and anaerobic- and cover examples in detail, ● Side effects of over exercising, ● Impact of no/ over exercise on muscles- weight gain/loss and exercise/ muscle gain and loss with respect to exercise, ● Impact of exercise on BMR 	

Reference Books

1. Joshi SA. (2010). Nutrition and Dietetics. 3rd Ed. New Delhi: McGraw Hill Education (India) Put Ltd.
2. Raut SK., Mitra K and Chowdhury P., AdhunikPustibigyan, Academic Publishers.
3. Srilakshmi B.(2018). Dietetics,. New Delhi: New Age International.
4. Sahoo S and Sahoo SK. (2016). Pustibigyan, Kolkata: ChayaPrakashani.
5. Sohi D. A Comprehensive Textbook of Nutrition & Therapeutic Diets, New Delhi: Jaypee Brothers Medical Publishers.
6. Mudambi SR and Rajagopal MV.(2012). Fundamentals of Foods, Nutrition and Diet Therapy. 6thed. New Delhi: New Age International.
7. Begum MR, A Textbook Of Foods- Nutrition And Dietetics. Sterling Publishers Pvt. Ltd.