

BBA Semester - II
Paper: BUSINESS COMMUNICATION
Paper Code: BBA - 211

Objective: To equip students of the B.Com (Hons.) course effectively to acquire skills in reading, writing, comprehension and communication, as also to use electronic media for business communication.

Contents:

Unit 1: Introduction:

Nature of Communication, Process of Communication, Types of Communication (verbal & Non Verbal), Importance of Communication, Different forms of Communication
Barriers to Communication Causes, Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers

Unit 2: Business Correspondence:

Letter Writing, presentation, Inviting quotations, Sending quotations, Placing orders, Inviting tenders, Sales letters, claim & adjustment letters and social correspondence, Memorandum, Inter - office Memo, Notices, Agenda, Minutes, Job application letter, preparing the Resume.

Unit 3: Report Writing:

Business reports, Types, Characteristics, Importance, Elements of structure, Process of writing, Order of writing, the final draft, check lists for reports.

Unit 4: Vocabulary:

Words often confused, Words often misspelt, Common errors in English.

Unit 5: Oral Presentation:

Importance, Characteristics, Presentation Plan, Power point presentation, Visual aids.

Suggested Readings:

1. Bovee, and Thill, *Business Communication Essentials*, Pearson Education
2. Shirley Taylor, *Communication for Business*, Pearson Education
3. Locker and Kaczmarek, *Business Communication: Building Critical Skills*, McGraw Hill Education
4. Herta A Murphy, Herbert W Hildebrandt, Jane P. Thomas, *Effective Business Communication (SIE)*, McGraw Hill Education
5. Dona Young, *Foundations of Business Communication: An Integrative Approach*, McGraw Hill Education
6. Raymond V. Lesikar, Marie E. Flatley, Kathryn Rentz, Paula Lentz, and Neerja Pande, *Business Communication: Connecting in a Digital World (SIE)*, McGraw Hill Education

BBA 212 - Managerial Economics

Objective: The purpose of this course is to apply micro economic concepts and techniques in evaluating business decisions taken by firms. The emphasis is on explaining how tools of standard price theory can be employed to formulate a decision problem, evaluate alternative courses of action and finally choose among alternatives. Simple geometry and basic concepts of mathematics will be used in the course of teaching.

Course content

Unit 1: Introduction

- (a). **Demand:** Determinants of demand, movements vs. shift in demand curve,
- (b). Elasticity of demand, Types and Methods of measuring Elasticity
- (c). Application of demand.

Unit 2: Consumer Theory

Utility Analysis- cardinal – Diminishing Marginal, Equimarginal, Consumer Surplus. Ordinal Approach – Indifference Curve Analysis

Unit 3: Production and Cost

- (a). Production: Factors of production. Concepts of Production function. Law of variable proportions; Isoquants; Return to scale. Economics and Diseconomies of scale.
- (b). Costs: Costs in the short run. Costs in the long run, Profit maximization and cost minimization. Equilibrium of the firm.

Unit 4: Market Structure

- (a). **Perfect Competition:** Assumption; Theory of a firm under perfect competition;
Demand and Revenue; Equilibrium of the firm in the short run and long run, The long run industry supply curve: increasing, decreasing and constant cost industry. Allocation efficiency under perfect competition
- (b). **Monopoly:** Short-run and long-run equilibrium of monopoly firm; Concept of supply curve under monopoly; Allocation inefficiency and dead-weight loss monopoly; Price discrimination.
- (c). **Imperfect Competition:** Difference between perfect competitions, monopoly and imperfect competition;
 - (i) Monopolistic Competition: Assumption; Short – run Equilibrium; Long run Equilibrium; Concepts of excess capacity; Empirical relevance.
 - (ii) Oligopoly: Causes for the existence of oligopolistic firms in the market rather than perfect Competition; Cooperative vs. Non cooperative Behaviour and dilemma of

oligopolistic firms.

Unit 5: Factor Pricing – Theory of Rent & Interest

Ricardian & Modern Theory of Rent, Keynes theory of Interest, Liquidity preference theory of interest and modern theory of interest.

Suggested Readings:

1. Business Economics- Som dev Agarwal, Ramesh Book Depot
2. Business Economics- ND Mathur, Shivam Book House, Jaipur
3. Managerial Economics- A N Agarwal, Sultan Chand, New Delhi
4. Pindyck, R.S., D. L. Rubinfeld and P. L. Mehta; *Microeconomics*, Pearson Education.
5. N. Gregory Mankiw, *Principles of Micro Economics*, Cengage Learning
6. Maddala G.S. and E. Miller; *Microeconomics: Theory and Applications*, McGraw-Hill Education.
7. Salvatore, D. *Schaum's Outline: Microeconomic Theory*, McGraw-Hill, Education.
8. Case and Fair, *Principles of Micro Economics*, Pearson Education
9. Koutsiyannis, *Modern Micro Economic Theory*.
10. C Snyder, *Microeconomic Theory: Basic Principles and Extensions*, Cengage Learning
11. Bilas, Richard A., *Microeconomics Theory: A Graphical Analysis*, McGraw-Hill Education.
12. Paul A Samuelson, William D Nordhaus, *Microeconomics*, McGraw-Hill Education.
13. Amit Sachdeva, *Micro Economics*, Kusum Lata Publishers

BBA II Semester
BUSINESS ACCOUNTING Paper Code: BBA-213

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

Course Contents

Unit I

Introduction to Financial Accounting. Accounting as an Information System. Importance, Scope, and Limitations. Users of Accounting Information. Generally Accepted Accounting Principles. The Accounting Equation. Nature of Accounts and Rules of Debit and Credit. Recording Transactions in General Journal. Recording Transactions in three-column Cash Book. An overview of Subsidiary books – Purchase Book, Purchase Returns Book, Sales Book, and Sales Returns Book. Opening and Closing Entries. Preparation of Ledger Accounts.

Unit II

Understanding Accounting Standards issued by the ICAI related to Disclosure of Accounting Policies, Depreciation Accounting, and Revenue Recognition. Methods of charging Depreciation – Straight-line Method, and Written-down-value Method. Preparation of Trial Balance. Adjustment Entries. Post-adjusted Trial Balance. Bank Reconciliation Statement.

Unit III

Preparation of Financial Statements: Preparing Trading Account, Profit & Loss Account and Balance Sheet for a Sole Proprietor. Understanding contents of Financial Statements of a Joint Stock Company as per Companies Act 2013.

Unit IV

Preparation of Cash Flow Statement as per AS-3 (revised).its Objectives and limitations

Unit V

Analyzing Financial Statements: Objectives of Financial Statement Analysis; Sources of Information; Standards of Comparison; Techniques of Financial Statement Analysis - Horizontal Analysis, Vertical Analysis, and Ratio Analysis. Meaning and Usefulness of Financial Ratios; Analysis of Financial Ratios from the perspective of different Stakeholders like Investors, Lenders, and Short-term Creditors; Profitability Ratios, Solvency Ratios, Liquidity Ratios, and Turnover Ratios; Limitations of Ratio Analysis.

Readings:

1. S.N. Maheshwari, Suneel K. Maheshwari, and Sharad K. Maheshwari: An Introduction to Accountancy, Vikas Publishing House Pvt. Ltd.
2. R. Narayanaswamy, Financial Accounting: A Managerial Perspective, PHI Learning Pvt. Ltd.
3. Charles T. Horngren, Gart L. Sundem, John A. Elliott, and Donna R. Philbrick, Introduction to Financial Accounting, Pearson.
4. J.R. Monga, Financial Accounting: Concepts and Applications, Mayur Paperbacks.
5. T.P. Ghosh, Financial Accounting for Managers: Taxmann Allied Services Pvt. Ltd.

BBA II Semester
ENTREPRENEURSHIP DEVELOPMENT
Paper Code - BBA-214

Objective: This course provides students with a solid introduction to the entrepreneurial process of creating new businesses, role of Creativity and innovation in Entrepreneurial start-ups, manage family-owned companies, context of social innovation and social entrepreneurship and issues and practices of financing entrepreneurial businesses.

Unit - I Entrepreneur: meaning of entrepreneur, characteristics of entrepreneur, types of entrepreneur, importance of entrepreneur

Unit - II Environmental forces or Types of environment which effect entrepreneurship – internal, external, economic, social, political, legal & international. Factors that stops the growth of entrepreneurship

Unit - III Steps in promotion of a new venture, Sources of ideas of a new venture, Basis of Idea processing & selection

Unit - IV Selection criteria and considerations in choice of site/ location of business, Detail project report (DPR), meaning, objectives, importance of Detail Project Report and its components- raw material, building machinery & assets plan, manpower plan, marketing plan, source of finance, schedule of implementation, projected financial statements.

Unit - V Preparation of detail project report of trading, manufacturing and service units. Theory of entrepreneurship: risk bearing theory, innovative theory, resource based theory, X-efficiency theory.

Suggested Readings:

1. G. S. Sudha, *Fundamentals of Entrepreneurship*, Ramesh Book Depot
2. Kuratko and Rao, *Entrepreneurship: A South Asian Perspective*, Cengage Learning.
3. Robert Hisrich, Michael Peters, Dean Shepherd, *Entrepreneurship*, McGraw-Hill Education
4. Desai, Vasant. *Dynamics of Entrepreneurial Development and Management*. Mumbai, Himalaya Publishing House.
5. Dollinger, Mare J. *Entrepreneurship: Strategies and Resources*. Illinois, Irwin.
6. Holt, David H. *Entrepreneurship: New Venture Creation*. Prentice-Hall of India, New Delhi.
7. Plsek, Paul E. *Creativity, Innovation and Quality*. (Eastern Economic Edition), New Delhi: Prentice-Hall of India. ISBN-81-203-1690-8.
8. Singh, Nagendra P. *Emerging Trends in Entrepreneurship Development*. New Delhi: ASEED.
9. SS Khanka, *Entrepreneurial Development*, S. Chand & Co, Delhi.
10. K Ramachandran, *Entrepreneurship Development*, McGraw-Hill Education

BBA (IV SEMESTER)

Course of Study

<u>S. NO</u>	<u>SUBJECT</u>	<u>SUBJECT CODE</u>
1	Corporate Accounting	BBA 401
2	Financial Management	BBA 402
3	Marketing Management	BBA 403
4	International Trade & Finance	BBA 404
5	Competency Development	BBA 405
6	Introduction To IT	BBA 406

BBA-(IV SEMESTER)
BBA 401 - CORPORATE ACCOUNTING

Unit – I

Accounting for share capital transactions – Issue of shares at par, at premium and at discount; Forfeiture and re-issue of shares; Buy-back of shares; Redemption of preference shares – statutory requirements, disclosure in balance sheet; Rights issue.

Unit – II

Issue of debentures – Accounting treatment and procedures; Redemption of debentures; Conversion of debentures into shares.
Underwriting of issues; Acquisition of business; Profits prior to incorporation; Treatment of Preliminary expenses.

Unit – III

Preparation and presentation of final accounts of joint stock companies as per company law requirements; Provisions and Reserves; Determination of managerial remuneration; Appropriation out of profits; Transfer of profits to reserves; Payment of dividend, Bonus shares and payment of interest out of capital.

Unit – IV

Accounting treatment for Amalgamation and Reconstruction of companies; Internal Reconstruction.

Unit – V

Valuation of goodwill and shares.

Suggested Readings :

1. Corporate Accounting - Dr. P.C. Tulsian , Jain Khandelwal Parikh (Ajmera book Co., Jaipur)
2. Company Accounts – Dr. M.P. Gupta, Dr. B.M. Agarwal, Suchita Prakashan Pvt. Ltd.

BBA-IV SEMESTER
BBA 402 - FINANCIAL MANAGEMENT

Unit – I

Financial Management : Financial goals; Profit vs Wealth maximization; Financial functions – investment, financing and dividend decisions; Financial planning.

Capital Structure : Meaning and determinates.

Unit – II

Operating and Financial Leverage : Their measure; Effects on profits, analyzing alternate financial plans, combined financial and operating leverage.

Dividend Policies : Forms of dividends and stability in dividends, Determinants, Issues in dividend policies; Walter's model, Gordon's Model M.M. Hypothesis.

Unit – III

Cost of Capital : Significance of cost of capital; Calculating cost of debt; Preference shares, Equity capital and Retained earnings; Combined (weighted) cost of capital.

Unit – IV

Capital Budgeting : Nature of Investment decisions, Investment Evaluation Criteria, Payback period, Accounting rate of return, Net Present Value, Internal rate of return, Profitability index; NPV and IRR Comparison.

Unit – V

Management of Working Capital : Nature of working capital, Significance of working capital, Operating cycle and factors determining working capital requirements; Management of Working Capital.

Suggested Readings :

1. Dr. P.C. Tulsian
2. Theory and Practice –
 - N.S. Rao
 - P.K.Singh
 - Yadu Rao (Apex Publishng House, Jaipur)

BBA – IV SEMESTER

BBA 403 - MARKETING MANAGEMENT

Unit – I

Introduction : Nature and Scope of Marketing; Importance of Marketing as a business function and in the economy; Marketing concepts – Traditional and Modern; Selling vs. Marketing; Marketing environment.

Unit – II

Consumer Behaviour and Market Segmentation: Nature, Scope and Significance of consumer behaviour; Market Segmentation – concepts and importance; Bases for market segmentation.

Unit – III

Product : Concept of product, Consumer and Industrial goods; Product planning and development; Product life cycle concept.

Price : Importance of price in the marketing Mix; Factors affecting price of a product/service; Discounts and Rebates.

Unit – IV

Distribution Channels and Physical Distribution : Distribution channels – concept and role; Types of distribution channels; Factors affecting choice of a distribution channel; Retailer and wholesaler.

Unit – V

Promotion: Methods of promotion; Optimum promotion mix; Advertising media – their relative merits and limitations; Characteristics of an effective advertisement.

Suggested Reading :

1. Phillip Kotter : Marketing Management Englewood Cliffs; Prentice Hall, NJ.
2. J.C. Gandhi - Marketing mangment
3. Rakesh Kothari – Pranav Book Depot.
4. Rajpurohit, Chundawat & Khincha - Principles of marketing

BBA-IV SEMESTER
BBA 404 - INTERNATIONAL TRADE & FINANCE

Unit – I

International trade: Meaning, definition, Factors, needs, importance, advantages and disadvantages, problems of International trade, Similarities and Difference between Internal and international Trade

Unit – II

Theories of International trade: Comparative cost theory, Heckscher-Ohlin Theory
Terms of trade: meaning, importance, types, factors affecting Terms of trade, causes of unfavorable Terms of trade, difficulty in measuring Terms of trade

Unit – III

Foreign trade policy: - Free trade v/s protection, types of tariffs and quotas; Arguments in favor and against Free trade & Protection

Unit – IV

Concepts and components of balance of trade and balance of payments; Equilibrium and disequilibrium in balance of payments; Consequences of disequilibrium in balance of payment; Various measures to correct deficit in the balance of payments; Exchange control: Objectives and Methods

Unit – V

Foreign exchange: Meaning, Theories of determination of exchange rate- The purchasing power of parity theory, Modern theory- the balance of payment theory, Exchange rate policy, Fixed v/s Flexible exchange rate

Suggested Readings :

1. International Trade and Finance – M.D. Agrawal, Gopal Singh, O.P.Gupta
2. Money & banking & International trade – D.N. Mithani
3. International Business Environment - Sundram and Black
4. Indian Economy – A.N. Agarwal
5. International Business- P. Subba Rao
6. International Business Environment- Fransis Cheruneulium

BBA-IV SEMESTER
BBA 405 - COMPETENCY DEVELOPMENT IV

Unit I : Vedic mathematics and calculation techniques, Multiplication through base methods, General multiplication, Squaring, Cubing, Essentials to calculate faster

Multiplication, Division, Comparing ratios, Approximation

Percentage: concept of percent, fraction ratios and percentage, concept of base, percent of a percent, concept of multiplying factor, change of base, successive percentage changes, application of percentages, Indexing

Simple interest and compound Interest: simple interest, compound interest, interest on interest, SAGR & CAGR (simple annual growth rate & Compound annual growth rate), Non annual compounding

Profit Loss Discount:

Cost price, selling price, profit, loss, profit percent, loss percent, margin, marked price, discount, mark-up, discount, faulty balances

Stocks and shares: par value, market value, dividend

Unit II :

Fundamentals of numbers and set theory Number system: types of number system- Real numbers, Imaginary numbers, Rationale numbers, Irrational numbers, Integers, fraction, whole numbers, natural numbers, even & Odd numbers, Prime numbers;

Conversion of reoccurring decimals into fractions, BODMAS, Indices, Divisibility rules, cyclicity, finding the last two digits of a number, factors, multiples, factorization; LCM, HCF, applications of HCF and LCM, Highest power dividing a factorial, Remainders- using binomial expansion, Euler's Totient function and Fermat –Euler theorem, Wilson's Theorem;

Unit III:

Fundamentals of time, speed distance: Relationship between time, speed, and distance, Equation method, ratio and proportion method, average speed,

Relative speed: Simple problems, problems on trains, problems on boats and streams; Circular motion: Simple problems. Problems on clock; Work: Problems on Work;

Circles: basics of Circle (Chord, Radius, Sector, Segment, Diameter, Tangent, center), Important properties of circle, cyclic quadrilateral

Mensuration: mensuration, Solids, Conversion of 3 D figure into 2D

Unit IV :

Algebra: Fundamentals of Algebra, Variables, Expression, Operation on Algebraic expressions, Polynomial, Operations with Polynomials, Factorization of Polynomials, Functions, Graphs

Equations and Inequalities: Equations, Graph of a linear Equations, Simultaneous Equations, Binomial theorem, Quadratic equations, Inequalities

Coordinate Geometry and Graphs: Fundamental Formulas and Standard forms

Functions: Types of Functions, Modulus function, Greatest Integer Function

Logarithms and Exponentials: Progression, Maximum & Minimum

Unit V :

Plane geometry: Lines, Angles, Triangles, Congruency of Triangles, similarity; Polygons & Quadrilaterals; Circle: Circle, Cyclic quadrilateral; Mensuration: Mensuration, Solids, conversion of 3D figure into 2D; Trigonometry; Base System: Conversion (conversion from base 10 to any other system, conversion from any other base to decimal system) perfect square

Set Theory: Fundamentals of set theory, Union of sets, intersection of sets, difference of sets, Venn Diagrams, concept of maximum or minimum

BBA –I V SEMESTER
BBA 406 – INTRODUCTION TO IT

UNIT I

Computer Basics: Von Neumann Model of a Computer, Characteristics of Computers, Applications of Computers, Description of Computer Input Devices & Computer Output Devices

UNIT II

Computer Memory: Introduction and Definition, Types of Memory - Primary memory, secondary memory, Virtual Memory, Cache Memory

UNIT III

Windows OS: Windows concepts, Features, Desktop, Taskbar, Start Menu, My Computer, Recycle Bin, Windows Accessories- Calculator, Notepad, Paint, Wordpad, Character Map, Windows Explorer, Entertainment, Managing Hardware & Software- Installation of Hardware & Software

UNIT IV

MS-Word: Features, Creating, Saving and Opening Documents in Word, Interface, Toolbars, Ruler, Menus, Keyboard Shortcut, Editing, Previewing, Printing, & Formatting a Document, Advanced Features of MS Word, Find & Replace, Using Thesaurus, Using Auto- Multiple Functions, Mail Merge, Handling Graphics, Tables & Charts.

UNIT V

MS- Power Point: Presentations, Creating, Manipulating & Enhancing Slides, Organizational Charts, Excel Charts, Word Art, Layering art Objects, Animations and Sounds, Inserting Animated Pictures or Accessing through Object, Inserting Recorded Sound Effect or In-Built Sound Effect.

Suggested Reading:

1. P .K. Sinha ,Fundamentals of Computers, BPB Publications
2. V. Rajaraman, Fundamentals of Computers, 3rd Edition , PHI
3. PC Software for Windows – R.K. Taxali

BBA (VI SEMESTER)

Course of Study

<u>S. NO</u>	<u>SUBJECT</u>	<u>SUBJECT CODE</u>
1	Indirect Tax	BBA 601
2	Leadership Skills & Change Management	BBA 602
3	Consumer behavior and Market Research	BBA 603
4	Fundamentals Of Entrepreneurship	BBA 604
5	Competency Development VI	BBA 605

BBA – VI SEMESTER
BBA 601 - INDIRECT TAX

UNIT-I: -

CGST/SGST – Important terms and Definitions under Central Goods and Service Tax Act, 2017 and State Goods and Service Act, 2017, Basics of GST, Meaning and Scope of Supply Levy and Collection of Tax .

UNIT-II: -

CGST/SGST –Time & Value of Supply of goods and service, Input tax credit, Transitional Provisions, Registration under CGST/SGST Act, Filing of Returns and Assessment, Payment of Tax including Payment of Tax on Reverse Charge basis, Refund under the Act.

UNIT-III: -

CGST/SGST – Maintenance of Accounts & Records, Composition Scheme, Job Work & Its Procedure, Various Exemptions under GST, Demand & Recovery under GST, Miscellaneous provisions under GST

UNIT-IV: -

IGST – Scope of IGST, Important Terms and definitions under Integrated Goods & Service Tax Act 2017, Levy and Collection of IGST, Principal for determining the place of supply of goods and services, Zero Rated Supply.

UNIT-V: - Customs

Important terms and definitions under the Customs Act 1962, Assessable Value, Baggage, Bill of Entry, Dutiable Goods, Duty Exporter, Foreign Going Vessel, Aircraft Goods, Import, Import Manifest , Importer, Prohibited Goods, Shipping Bill, Store, Bill of Lading, Export Manifest, Letter of Credit, Kind Of Duties – Basics, Auxiliary, Additional or Counter veiling, Basics of Levy Advalorem Specific Duties.

Suggested Readings:

1. Singhanian Vinod K. and Monica Singhanian, Students' Guide to Indirect Taxes, Taxmann Publications Pvt. Ltd., Delhi.
2. V.S. Datey. Indirect Tax Law and practice, Taxmann Publications Pvt. Ltd., Delhi, Latest edition.
2. Sanjeev Kumar. Systematic Approach to Indirect Taxes, Latest edition.

3. S. S. Gupta. Service Tax -How to meet your obligation Taxmann Publications Pvt. Ltd., Delhi, Latest edition.
4. Grish Ahuja and Ravi Gupta, Indirect Taxes, Flair Publication Pvt. Ltd.
5. Patel Choudhary, Indirect Tax

BBA – VI SEMESTER
BBA 602 – LEADERSHIP SKILLS AND CHANGE MANAGEMENT

Unit – I

LEADERSHIP: Introduction

Meaning, characteristics, components, factors, importance, principles. Satisfaction & frustrations of being a good leader. Impact of leadership on organizational performance

Traits, motives & characteristics of Leaders: Personality Traits of Effective Leader, Leadership motives & Characteristics & qualities of a Good leader.

Unit – II

Effective leadership behaviours and attitudes:

Task related attitudes and behaviours – relationship oriented attitudes and behaviours – super leadership: leading others to lead themselves – 360 degree feedback for fine tuning leadership approach.

Unit – III

Leadership Styles: Leadership quantum – classical leadership styles – the boss centered vs employee centered leadership continuum – the autocratic participative free rein continuum – the leadership grid styles – the entrepreneurial leadership styles – gender difference in leadership styles – selecting the best leadership styles.

Unit – IV

Understanding change: Nature of change, Forces of Change, Perspective on Change: Contingency Perspective, Population Ecology Perspective, Institutional Perspective, Resource Dependence Perspective.

Unit – V

TYPES OF CHANGE: continuous change, discontinuous change, participative change, directive change

IMPLIMENTING CHANGE: process of implementing the change

Causes & sources of resistance; Types of resistance; reasons for resistance to change; factors that increase resistance to change; consequences of resistance to change.

Suggested Readings :

1. General Laws and Procedure : N.D. Kapoor.
2. Principles and Practice of Commercial Law: M.J.Mathew (RBSA Publications)

BBA – VI SEMESTER
BBA 603 – CONSUMER BEHAVIOUR AND MARKET RESEARCH

Unit I

Research: Concept, Definition, Types of research and Research Process.

Unit II

Research Methods: Data Collection Methods- Meaning of Primary data & Secondary data, Survey Method, Questionnaire Method and Observation Method

Unit III

Marketing Research: Meaning, Nature, objectives, Functions, Elements, Process of Marketing Research, Advantages & Limitations of Marketing Research

Unit IV

Consumer Behavior: Need for understanding Consumer behavior, Factors influencing Consumer buying behavior, Consumer buying Decision Process, Buying Motives of Consumer.

Unit V

Consumer buying behavior theories, Importance of the study of consumer behavior in present scenario.

Suggested Readings:

1. P Saravanavel & S Sumathi, *Marketing Research and Consumer Behaviour*, Vikas Publishing house.
2. Suja R. Nair, *Consumer Behaviour & Marketing Research*, Himalaya Publishing House.

BBA – VI SEMESTER
BBA 604 - FUNDAMENTALS OF ENTREPRENEURSHIP

Unit – I

Introduction : The entrepreneur; Definition; Theories of entrepreneurship; Role of socioeconomic environment; Characteristics of entrepreneur; Leadership; Risk taking; Decision-making and Business planning.

Unit – II

Promotion of a Venture:

Opportunities analysis; External environmental analysis – economic, social and technological; Competitive factors; Legal requirements for establishment of a new unit, and raising of funds; Venture capital sources and documentation required.

Unit – III

Entrepreneurial Behaviour :

Innovation and entrepreneur; Entrepreneurial behaviour and Psycho-Theories, Social responsibility.

Unit – IV

Entrepreneurial Development Programmes (EDP) :

Their role, relevance and achievements; Role of Government in organizing EDPS; Critical evaluation.

Unit – V

Role of Entrepreneur :

Role of an entrepreneur in economic growth as an innovator, Generation of employment opportunities, Complimenting and supplementing economic growth, Bringing about social stability and balanced regional development of industries; Role in export promotion and Import substitution, Forex earnings and augmenting and meeting local demand.

Suggested Reading:

1. **Project preparation :** Prasanna Chandra

2. **A Practical guide to Industrial Entrepreneurship** : Shrivastava S.B.
3. **Environment & Entrepreneur** : Tandon B.C.
4. **Fundamental of Entrepreneurship**: G.S. Sudha

BBA – VI SEMESTER
BBA 605 - COMPETENCY DEVELOPMENT VI

Unit I

General Science: Atomic Theory, Biotechnology, Human Body and various organ systems, Classification of Plants and animals, Diseases, origin and Evolution of Life on Earth, Solar System, Food & Nutrition, Nutritional Diseases, Animal husbandry, Agriculture, Forests and Wild Life, Mines and Minerals, Metals and Non Metals, Sound, Light, Acids, bases and salts, Environment;

Unit II :

Computer Awareness: Introduction to Computers, History of Computers, Basics of Hardware and Software, Windows Operating System basics, Terminologies of Computers, Internet terms and services, Basic functionalities of MS- Office (MS-word, MS- Excel, MS- Power Point), Networking and Communications, Data Base basics, Basics of Hacking, Security Tools and Viruses, Shortcut Keyset, Computer Abbreviations;

Unit III:

Banking Terms: RBI, Functions of RBI, Banking abbreviations, Banking Regulation Act 1949, Policy Rates, Types Of Accounts, Negotiable Instruments Act 1881, Banking Ombudsman Scheme 2006, Financial Inclusion, Priority Sector Lending, Money Market Instruments, Capital Market;

Unit IV :

Economics: Indian history of development and planning, Planning and relations, Poverty , unemployment and human development, agriculture and rural development, Indian urbanization and migration, Labor, Industry, Foreign trade, Money and Banking, Budgeting and Fiscal policy;

Unit V :

English: Vocabulary, Grammar, RC Passage, Para Jumbled, Cloze Test, One word with different Meanings, Sentence completion, Passage completion