

## SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED

Vishnupuri, Nanded - 431606

### COURSE STRUCTURE FOR BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Choice Based Credit System (CBCS) SYLLABUS WITH EFFECT FROM 2018-19

BBA I Year (Semester I)								
Paper No.	Name of the Paper	Course No.	Lecture / Week	Total Periods	Continuous Assessment (CA)	End of Semester Exam (ESE)	Total Marks	Total Credit
I	Principles of Management	CORE-1	4	54	35	40	75	3
II	Financial Accounting	CORE-2	4	54	35	40	75	3
III	Business Mathematics	CORE-3	4	54	35	40	75	3
IV	Business Economics	CORE-4	4	54	35	40	75	3
V	Business Communication	AECC-1	4	54	35	40	75	3
VI	Business Environment	AECC-2	4	54	35	40	75	3
<b>Discipline Specific Elective (Any one of the following)</b>								
VII.1	Computer Applications in Business-I	DSE-1A	4	54	35	40	75	3
VII.2	Entrepreneurship-I	DSE-1B	4	54	35	40	75	3
<b>Total</b>			<b>28</b>	<b>378</b>	<b>245</b>	<b>280</b>	<b>525</b>	<b>21</b>

BBA I Year (Semester II)								
Paper No.	Name of the Paper	Course No.	Lecture/Week	Total Periods	Continuous Assessment(CA)	End of Semester Exam (ESE)	Total Marks	Total Credit
VIII	Organisational Behaviour	CORE-5	4	54	35	40	75	3
IX	Business Accounting	CORE-6	4	54	35	40	75	3
X	Business Statistics	CORE-7	4	54	35	40	75	3
XI	Indian Economy	CORE-8	4	54	35	40	75	3
XII	Business Correspondence	AECC-3	4	54	35	40	75	3
XIII	Business Ethics	AECC-4	4	54	35	40	75	3
<b>Discipline Specific Elective (Any one of the following)</b>								
XIV.1	Computer Applications in Business II	DSE-2A	4	54	35	40	75	3
XIV.2	Entrepreneurship-II	DSE-2B	4	54	35	40	75	3
<b>Total</b>			<b>28</b>	<b>378</b>	<b>245</b>	<b>280</b>	<b>525</b>	<b>21</b>

BBA II YEAR (III SEMESTER)								
Paper No.	Name of the Paper	Course No.	Lecture / Week	Total Periods	Continuous Assessment (CA)	End of Semester Exam (ESE)	Total Marks	Total Credit
XV	Marketing Management	CORE-9	4	54	35	40	75	3
XVI	Human Resource Management	CORE-10	4	54	35	40	75	3
XVII	Financial Management - I	CORE-11	4	54	35	40	75	3
XVIII	Corporate Accounting - I	CORE-12	4	54	35	40	75	3
XIX	Production Management	CORE-13	4	54	35	40	75	3
XX	Strategic Management	CORE-14	4	54	35	40	75	3
XXI	International Business	AECC-5	4	54	35	40	75	3
XXII	Event Management	AECC-6	4	54	35	40	75	3
<b>Skill Enhancement Course (Any one of the following)</b>								
SEC - I.1	Foundation of Tally.ERP 9	SEC-1A	3	45	25	25	50	2
SEC - I.2	Soft Skills for Business	SEC-1B	3	45	25	25	50	2
<b>Total</b>			<b>35</b>	<b>477</b>	<b>305</b>	<b>345</b>	<b>650</b>	<b>26</b>

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<b>BBA II YEAR (IV SEMESTER)</b>								
Paper No.	Name of the Paper	Course No.	Lecture/ WEEK	Total Periods	Continuous Assessment (CA)	End of Semester Exam (ESE)	Total Marks	Total Credit
XXIII	Integrated Marketing Communication	CORE-15	4	54	35	40	75	3
XXIV	Public Relations Management	CORE-16	4	54	35	40	75	3
XXV	Financial Management - II	CORE-17	4	54	35	40	75	3
XXVI	Corporate Accounting - II	CORE-18	4	54	35	40	75	3
XXVII	Operations Management	CORE-19	4	54	35	40	75	3
XXVIII	Business Laws	CORE-20	4	54	35	40	75	3
XXIX	Export-Import Management	AECC-7	4	54	35	40	75	3
XXX	Social Entrepreneurship	AECC-8	4	54	35	40	75	3
<b>Skill Enhancement Course (Any one of the following)</b>								
SEC - II.1	Tally.ERP 9 with GST	SEC-2A	3	45	25	25	50	2
SEC - II.2	E-Business	SEC-2B	3	45	25	25	50	2
<b>Total</b>			<b>35</b>	<b>477</b>	<b>305</b>	<b>345</b>	<b>650</b>	<b>26</b>

<b>BBA III YEAR (V SEMESTER)</b>								
Paper No.	Name of the Paper	Course No.	Lecture / Week	Total Periods	Continuous Assessment (CA)	End of Semester of Exam (ESE)	Total Marks	Total Credit
XXXI	Business Tax-I	CORE-21	4	54	35	40	75	3
XXXII	Research Methodology	CORE-22	4	54	35	40	75	3
XXXIII	Cost Accounting	CORE-23	4	54	35	40	75	3
<b>Discipline Specific Elective (Any one Group from following)</b>								
<b>Group A- Marketing Management</b>								
XXXIV	Rural Marketing	DSE-3A	4	54	35	40	75	3
XXXV	Product and Brand Management	DSE-3B	4	54	35	40	75	3
XXXVI	Field-Work & Dissertation	DSE-3C	4	54	35	40	75	3
<b>Group B- Financial Management</b>								
XXXIV	Banking	DSE-3A	4	54	35	40	75	3
XXXV	Introduction to Financial Markets	DSE-3B	4	54	35	40	75	3
XXXVI	Field-Work & Dissertation	DSE-3C	4	54	35	40	75	3
<b>Group C- Human Resource Management</b>								
XXXIV	Training and Development	DSE-3A	4	54	35	40	75	3
XXXV	Industrial Relations	DSE-3B	4	54	35	40	75	3
XXXVI	Field-Work & Dissertation	DSE-3C	4	54	35	40	75	3
<b>Generic Elective Course ( Any one of the following)</b>								
GE-I.1	Start-Up Project Management	GE-1A	4	54	35	40	75	3
GE-I.2	NGO Management	GE-1B	4	54	35	40	75	3
<b>Skill Enhancement Course (Any one of the following)</b>								
SEC - III.1	Financial Literacy Skills	SEC-3A	3	45	25	25	50	2
SEC - III.2	Leadership & Negotiation Skills	SEC-3B	3	45	25	25	50	2
<b>Total</b>			<b>31</b>	<b>423</b>	<b>270</b>	<b>305</b>	<b>575</b>	<b>23</b>
<b>Compulsory Paper for all Disciplines (Streams)</b>								
Environmental Studies*		* Compulsory Paper for all Disciplines (Streams) & will be only represented in the form of grade.						

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Choice Based Credit System (CBCS) SYLLABUS WITH EFFECT FROM 2018-19

<b>BBA III YEAR (VI SEMESTER)</b>								
Paper No.	Name of the Paper	Course No.	Lecture/ Week	Total Periods	Continuous Assessment (CA)	University Assessment (UA)	Total Marks	Total Credit
XXXVII	Business Tax-II	CORE-24	4	54	35	40	75	3
XXXVIII	Industrial Laws	CORE-25	4	54	35	40	75	3
XXXIX	Management Accounting	CORE-26	4	54	35	40	75	3
<b>Discipline Specific Elective ( Any one Group from following)</b>								
<b>Group A- Marketing Management</b>								
XXXX	Retail Management	DSE-4A	4	54	35	40	75	3
XXXXI	Digital Marketing	DSE-4B	4	54	35	40	75	3
XXXXII	Field-Work & Dissertation	DSE-4C	4	54	35	40	75	3
<b>Group B- Financial Management</b>								
XXXX	International Finance	DSE-4A	4	54	35	40	75	3
XXXXI	Introduction to Financial Services	DSE-4B	4	54	35	40	75	3
XXXXII	Field-Work & Dissertation	DSE-4C	4	54	35	40	75	3
<b>Group C- Human Resource Management</b>								
XXXX	Employee Welfare and Social Security	DSE-4A	4	54	35	40	75	3
XXXXI	Performance Management System	DSE-4B		54	35	40	75	3
XXXXII	Field-Work & Dissertation	DSE-4C	4	54	35	40	75	3
<b>Generic Elective Course (Any one of the following)</b>								
GE-II.3	Agri-Business Management	GE-2C	4	54	35	40	75	3
GE-II.4	Intellectual Property Rights	GE-2D	4	54	35	40	75	3
<b>Skill Enhancement Course (Any one of the following)</b>								
SEC - IV.1	Excel Lab	SEC-4A	3	45	25	25	50	2
SEC - IV.2	E-Filing of Returns	SEC-4B	3	45	25	25	50	2
<b>Total</b>			<b>31</b>	<b>423</b>	<b>270</b>	<b>305</b>	<b>575</b>	<b>23</b>

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<b>BBA I Year (Semester I)</b>								
<b>Paper No.</b>	<b>Name of the Paper</b>	<b>Course No.</b>	<b>Lecture / Week</b>	<b>Total Periods</b>	<b>Continuous Assessment (CA)</b>	<b>End of Semester Exam (ESE)</b>	<b>Total Marks</b>	<b>Total Credit</b>
I	Principles of Management	CORE-1	4	54	35	40	75	3
II	Financial Accounting	CORE-2	4	54	35	40	75	3
III	Business Mathematics	CORE-3	4	54	35	40	75	3
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V	Business Communication	AECC-1	4	54	35	40	75	3
VI	Business Environment	AECC-2	4	54	35	40	75	3
<b>Discipline Specific Elective (Any one of the following)</b>								
VII.1	Computer Applications in Business-I	DSE-1A	4	54	35	40	75	3
VII.2	Entrepreneurship-I	DSE-1B	4	54	35	40	75	3
<b>Total</b>			<b>28</b>	<b>378</b>	<b>245</b>	<b>280</b>	<b>525</b>	<b>21</b>

**All the papers would be of 75 marks each, of which the End of Semester Examination for each paper shall be of 40 marks and its duration, would be of 2 hours and Continuous assessment would be of 35 marks.**

Continuous Assessment of 35 marks would be as follows:

<b>Sr. No.</b>	<b>Particulars</b>	<b>Marks</b>
1.	Tests-Two (10 Marks Each)	20
2.	Tutorial-One	05
3.	Seminar-One	10
<b>Total:</b>		<b>35 Marks</b>

**Pattern of Question Paper (40 Marks, 2 Hours) (University Assessment):**

1. Q. No. 1 will be compulsory and will have 10 Multiple Choice Questions carrying one marks each (10 marks).
2. Q. Nos. 2, 3, 4 are alternative broad questions of 10 marks each. (30 Marks)

**Note:**

1. Minimum marks for passing in all papers will be-
  - Continuous Assessment (CA) 14 marks (40%)
  - End of Semester Exam (ESE) 16 marks (40%)
2. Other rules for ATKT, Grace, Class determination etc. applicable to B. Com (CBCS) degree would be applicable to BBA (CBCS) also.
3. Depending upon the nature of subject, the questions may be conceptual/numerical/applied and may be consisting of two/three sub- questions.

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## I. Principles of Management

End of Semester Examination	40 Marks
Continuous Assessment	35 Marks
<b>Total</b>	<b>75 Marks</b>

**Learning Objectives:** - The objective of the course is to equip the students with the ability to analyse, interpret and apply the basic concepts and management thinker's theories in business management.

**Utility:** Student can acquire basic-level knowledge of management for beginners.

**Prerequisite:** Basic knowledge of management.

Unit. No.	Particulars	No. of Lectures
1	<b>Nature of Management: -</b> <ul style="list-style-type: none"> <li>• Management: Meaning, Significance, objectives</li> <li>• Nature of Managements as science, as an Art and as a Profession.</li> <li>• Levels of Management: Top, Middle, Supervisor.</li> <li>• Contribution of Management thinkers - Taylor, Fayol and Elton Mayo.</li> </ul>	11
2	<b>Planning</b> <ul style="list-style-type: none"> <li>• Planning: Meaning, Features, Importance, planning process, types of planning, limitations of planning.</li> <li>•</li> </ul>	11
3	<b>Organizing:</b> <ul style="list-style-type: none"> <li>• Organizing: Meaning, Importance, Process, Principles, Structure of Organization.</li> <li>• Formal and Informal Organization, Types of Organization: Line, Functional, Line and Staff and Committee.</li> <li>• Delegation: Meaning, Elements of Delegation</li> </ul>	11
4	<b>Staffing:</b> <ul style="list-style-type: none"> <li>• Meaning, need, importance of staffing</li> <li>• Steps in Staffing Process.</li> <li>• Recruitment: Meaning &amp; Sources.</li> <li>• Selection: Meaning &amp; Procedure.</li> <li>• Training and Development: Meaning and Importance.</li> </ul>	11
5	<b>Direction &amp; Controlling:</b> <ul style="list-style-type: none"> <li>• Meaning, Nature, Importance of Direction.</li> <li>• Types of Directing.</li> <li>• Supervision: Meaning &amp; Importance.</li> <li>• Meaning and importance of controlling,</li> <li>• Steps in controlling process.</li> <li>• Budget as a control technique, quality control and cost control</li> </ul>	10
	<b>Total</b>	<b>54</b>

**Reference Books:**

1. Principles of Management - Dr. S.C. Saxena – Sahitya Bhavan Publication
2. Principles of Management - T. Ramasamy – Himalaya Publication
2. Principles & Practices of Management -P. C. Shejwalkar & A. Ghanekar – Everest Publishing House
3. Management - Koontz & Weihrich

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## II. Financial Accounting

End of Semester Examination	40 Marks
Continuous Assessment	35 Marks
<b>Total</b>	<b>75 Marks</b>

**Learning Objectives:** - The objective of the course is to equip the students with the ability to analyse, interpret and apply the basic concepts and theories of accounting in business management.

**Utility:** Student can acquire basic-level knowledge of accounting for beginners.

**Prerequisite:** Basic knowledge of mathematical calculation.

Unit. No.	Particulars	No. of Lectures
1	<b>Introduction:</b> <ul style="list-style-type: none"> <li>• Definition, Basic terms, Need, Objectives &amp; Scope of Accounting,</li> <li>• Branches of Accounting, Accounting concepts and conventions.</li> <li>• Classification of accounts &amp; rules for debit &amp; credit.</li> <li>• Revenue expenditure and income, Capital expenditure and income.</li> </ul>	10
2	<b>Accounting cycle</b> <ul style="list-style-type: none"> <li>• (Journal, Ledger &amp; Trial Balance): Introduction to Journal &amp; Ledger.</li> <li>• Examples only on recording the transaction into journal, balancing &amp; preparation of trial balance.</li> </ul>	11
3	<b>Subsidiary Books:</b> <ul style="list-style-type: none"> <li>• Meaning, Need and importance of subsidiary books. Advantages of maintaining subsidiary books.</li> <li>• Subsidiary books - Purchase book, Sales book and Purchase Return and Sales return book, simple cash book.</li> </ul>	11
4	<b>Rectification of Errors:</b> <ul style="list-style-type: none"> <li>• Meaning, need, procedure of rectification of errors, types of rectification of errors. Errors before preparing trial balance, errors after preparing trial balance and after preparing final Accounts and their rectification.</li> </ul>	11
5	<b>Final Accounts of Sole Traders:</b> <ul style="list-style-type: none"> <li>• Meaning &amp; Significance of final Accounts, preparation of Trading A/c, Profit &amp; Loss A/c &amp; Balance Sheet with adjustments like- Closing Stock, Prepaid, Unpaid expenses, Income earned but not received. Income received in advance, R.D.D., Bad debts, depreciation etc.</li> </ul>	11
	Total	54

**Reference Books:**

1. Financial Accounting - P. C. Tulsian
2. Advance Accounting - Dr. Shukla & Dr Grewal
3. Modern Accountancy Volume - A Mukherjee & M. Hanif
4. Book Keeping and Accountancy (Std. XI & XII) Maharashtra State Board.

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### III. Business Mathematics

End of Semester Examination	40 Marks
Continuous Assessment	35 Marks
Total	75 Marks

**Learning Objectives:** - The objective of the course is to equip the students with the ability to analyse, interpret and apply the basic concepts and theories of mathematics in business management.

**Utility:** Student can acquire basic-level knowledge of management for beginners.

**Prerequisite:** Basic knowledge of mathematical calculation.

Unit. No.	Particulars	No. of Lectures
1	<p><b>Quantitative Aptitude:</b></p> <ul style="list-style-type: none"> <li>• Average: Definition of Average, Formulae &amp; Theoretical Problems on Average.</li> <li>• Percentage: Concept of Percentage, Formulae &amp; Theoretical Problems on Percentage.</li> <li>• Profit &amp; Loss: Definition of Cost Price, Selling Price &amp; Profit, Formulae &amp; Theoretical Problems on Profit &amp; Loss.</li> </ul>	11
2	<p><b>Sets:</b></p> <ul style="list-style-type: none"> <li>• Meaning, Types of sets, Subsets, Equity of sets, Operations on sets, Venn diagram, Cartesian Product of sets.</li> </ul>	11
3	<p><b>Matrices:</b></p> <ul style="list-style-type: none"> <li>• Definition and types of matrices, Algebra of matrices, Multiplications of two matrices, Inverse of a Matrix, Solution of a system of Linear equation in two variables using matrix theory (Only by inverse method)</li> </ul>	11
4	<p><b>Limits and Continuity:</b></p> <ul style="list-style-type: none"> <li>• Definition of function, Types of function, Limit of function.</li> <li>• Algebra of limits, evaluation of limit (only algebraic functions).</li> <li>• Concept of continuity.</li> </ul>	11
5	<p><b>Differentiation:</b></p> <ul style="list-style-type: none"> <li>• Definition of derivative, Rules of differentiation, derivative of explicit, Composite and implicit functions (Excluding Trigonometric functions), Derivative of exponential and logarithmic functions, Applications of derivative (maxima and minima only), examples related with cost function, revenue function etc.</li> </ul>	10
	<b>Total</b>	<b>54</b>

**Reference Books:**

- 1) Quantitative Aptitude – R. S. Agrawal (S. Chand Publication)
- 2) Business Mathematics - D. C. Sancheti & V. K. Kapoor (S. Chand Publication)
- 3) A Text Books of Business Mathematics- G. K. Rangnath and Y. Rajaram (Himalaya Publishing House)

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## IV. Business Economics

End of Semester Examination 40 Marks

Continuous Assessment 35 Marks

Total 75 Marks

**Learning Objectives:** - The objective of the course is to equip the students with the ability to analyse, interpret and apply the basic concepts and theories of economics in managerial decision making.

**Utility:** Student can acquire basic-level knowledge of economics for business.

**Prerequisite:** Basic knowledge of economics.

Unit. No.	Particulars	No. of Lectures
<b>1</b>	<p style="text-align: center;"><b>INTRODUCTION TO MICRO ECONOMICS</b></p> <p>A) Definition, scope and nature of economics. b) Methods of economic study. C) Central economic problems.</p>	<b>11</b>
<b>2</b>	<p style="text-align: center;"><b>THEORY OF DEMAND &amp; SUPPLY</b></p> <p>A) Meaning and determinants of demand; Law of demand. B) Elasticity of demand, Price and Income. C) Meaning and determinants of supply Law of supply; Elasticity of supply.</p>	<b>11</b>
<b>3</b>	<p style="text-align: center;"><b>THEORY OF CONSUMER BEHAVIOUR</b></p> <p>A) Concept of utility. B) Marshallian Approach and Indifference curve approach, Production Possibility curve</p>	<b>11</b>
<b>4</b>	<p style="text-align: center;"><b>THEORY OF PRODUCTION AND COST</b></p> <p>A) Meaning and factor of production B) law of variable proportion C) concept of cost- short run and long run cost, average and marginal, total and fixed.</p>	<b>11</b>
<b>5</b>	<p style="text-align: center;"><b>PRICE DETERMINATION IN DIFFERENT MARKET</b></p> <p>A) Perfect competition, monopoly, monopolistic competition and oligopoly B) price determination in these market</p>	<b>10</b>
	Total	<b>54</b>

**REFERENCE BOOKS:**

1. Micro-Economics - D. M. Mithani
2. Business Economics - G. N. Zamre
3. Business Economics - H. L. Ahuja



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## V. Business Communication

End of Semester Examination	40 Marks
Continuous Assessment	35 Marks
Total	75 Marks

**Learning Objectives:** - The objective of the course is to equip the students with the ability to analyse, interpret and apply the basic concepts of English Language in business communication.

**Utility:** Student can acquire basic-level knowledge of English for business.

**Prerequisite:** Basic knowledge of English language.

Unit. No.	Particulars	No. of Lectures
<b>1</b>	<b>Speaking with Correct Pronunciation:</b>  a) Phonemes- English Vowels and Consonants; b) Syllable, Accent; c) Word Transcription.	<b>11</b>
<b>2</b>	<b>Conversational Skills:</b>  a) Formal, and Informal Conversation; b) Day today conversational skills: Greetings, introducing oneself, apologizing etc. c) Dialogue Writing, Role Playing.	<b>11</b>
<b>3</b>	<b>Communication Skills:</b>  a) Definitions & Types/Methods of Communication -Verbal and Non-Verbal; b) Process of Communication- One-Way and Two-Way Communication; c) Barriers to Communication.	<b>11</b>
<b>4</b>	<b>Presentation Skills</b>  a) Presentation; b) Elements of Presentation; c) Effective Presentation.	<b>11</b>
<b>5</b>	<b>Personal Letters:</b>  a) Leave Application; b) Letter of Application; c) Curriculum Vitae.	<b>10</b>
	Total	<b>54</b>

**Reference Books:**

- 1) Better English Pronunciation - J. D. O'connor (Cambridge Publication)
- 2) Business Communication- Urmila Rai And S.M. Rai (Himalaya Pub. House)
- 3) Business Communication - Dr. V.K. Jain (S. Chand Publication)
- 4) English For Practical Purposes- Z. N. Patil (Macmillan India Ltd.)

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## VI. Business Environment

End of Semester Examination	40 Marks
Continuous Assessment	35 Marks
<b>Total</b>	<b>75 Marks</b>

**Learning Objectives:** - The objective of the course is to equip the students with the ability to analyse, interpret and apply the basic concepts of different environmental factors that affect business & decision making.

**Utility:** Student can acquire basic-level knowledge of business.

**Prerequisite:** Basic knowledge of business.

Unit. No.	Particulars	No. of Lectures
1	<p><b>Nature and Purpose of Business</b></p> <ul style="list-style-type: none"> <li>• Meaning and Characteristics of Business, concept of business cycle.</li> <li>• Objectives of Business – economic and social objectives</li> <li>• Maintenance of business and environment - Classification, Departmental factors on business, Business risks.</li> </ul>	11
2	<p><b>Forms of Commercial Organizations</b></p> <ul style="list-style-type: none"> <li>• Meaning, features, merits and limitations of the following forms:</li> <li>• Sole Proprietorship,</li> <li>• Partnership – Partnership Deed (Main Clauses), Types of Partners.</li> <li>• Joint Stock Company, Private and Public-Sector Company,</li> <li>• Co-operative Societies</li> <li>• Multinational Corporations: Meaning and Features</li> </ul>	11
3	<p><b>Social and Cultural environment:</b></p> <ul style="list-style-type: none"> <li>• Nature of culture, Impact of culture in business;</li> <li>• Ethics in business - Nature and meaning, Ethical business practices.</li> </ul>	11
4	<p><b>Economic and Political environment:</b></p> <ul style="list-style-type: none"> <li>• Meaning and Definition elements of environment - economics system - economic planning - objectives of economic planning (Evaluation measurement and problems size of national Income on capital income)</li> </ul>	11
5	<p><b>Globalization:</b></p> <ul style="list-style-type: none"> <li>• Meaning and nature of globalization, Reasons behind globalization.</li> <li>• Strategies for internationalization, Globalization of Indian business.</li> <li>• Objectives and principles of GATT, Functions of WTO, Structure of WTO,</li> <li>• Arguments for joining WTO and arguments against joining WTO.</li> </ul>	10
<b>TOTAL</b>		<b>54</b>

**REFERENCE BOOKS:**

- 1) Business Environment - Francis Cherunilam , Himalaya Publication.
- 2) Indian Economy – Datt & Sundharam - S. Chand Publication
- 3) Essentials Of Business Environment – K. Ashwathappa, Himalaya Publication.
- 4) Business Organisation - Ravindranath Badi, Himalaya Publication.

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## VII.1. Computer Applications in Business-I

End of Semester Examination	40 Marks
Continuous Assessment	35 Marks
<b>Total</b>	<b>75 Marks</b>

**Learning Objectives:** - The objective of the course is to equip the students with the ability to analyse, interpret and apply the basic concepts of information & communication technology in business decision-making.

**Utility:** Student can acquire basic-level knowledge of computer for business application.

**Prerequisite:** Basic knowledge of computer.

Unit. No.	Particulars	No. of Lectures
1	<b>Introduction to Computer:</b> <ul style="list-style-type: none"> <li>• History of computer, Generation of Computer, Block diagram of computer,</li> <li>• Characteristics of computer, Computer Applications, Types of Computer.</li> </ul>	11
2	<b>Input Output Devices:</b> <ul style="list-style-type: none"> <li>• Input Devices: Keyboard, Card Readers, Scanning devices (Bar Code, OMR, OCR, MICR) Voice input devices, Light Pen, Mouse, Touch Screen, Digitizer.</li> <li>• Output Devices: Printers: Impact and Non-impact, Monitor, Plotter, Screen Image projector.</li> </ul>	11
3	<b>Memory &amp; Storage Devices:</b> <ul style="list-style-type: none"> <li>• Memory Devices: RAM, ROM, PROM, EPROM, EEPROM, Base memory, Extended memory, Expanded Memory, Cache Memory, Virtual Memory.</li> <li>• Storage Devices: FDD, HDD, CDROM, Pen Drive</li> </ul>	11
4	<b>Operating System:</b> <ul style="list-style-type: none"> <li>• Introduction, Functions of Operating System, DOS- Files, Directory,</li> <li>• Different Operating Systems, Study of Windows Accessories.</li> </ul>	11
5	<b>Data Communication &amp; Computer Networks:</b> <ul style="list-style-type: none"> <li>• What is computer networks, Data transmission mode, Data transmission media.</li> <li>• Network types, Network topologies.</li> </ul>	10
	Total	<b>54</b>

Reference Books:

- 1) Fundamentals of Computer - By V. Rajaraman
- 2) Fundamentals of Computer - P. K. Sinha
- 4) Information Technology - By Nandkishor Dayma, Vidya Prakashan, Nagpur
- 5) Microsoft Office- By Dienes Sheila
- 6) Microsoft Word- Varsha Varmashekhar

SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED.  
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With Effect from 2018-2019

## VII.2. Entrepreneurship - I

End of Semester Examination	40 Marks
Continuous Assessment	35 Marks
<b>Total</b>	<b>75 Marks</b>

**Learning Objectives:** - The objective of the course is to equip the students with the ability to analyse, interpret and apply the basic concepts and theories of entrepreneurship in starting a new venture.

**Utility:** Student can acquire basic-level knowledge of business entrepreneurship.

**Prerequisite:** Willingness to be an entrepreneur.

Sr. No.	Topic	No. of Lectures
1	<b>Entrepreneur</b> <ul style="list-style-type: none"> <li>• Definitions, characteristics, functions, types of Entrepreneurs.</li> <li>• traits for Entrepreneur, Entrepreneur v/s manager.</li> </ul>	11
2	<b>Entrepreneurship</b> <ul style="list-style-type: none"> <li>• Entrepreneurship: Meaning &amp; Importance, Four Key elements of Entrepreneurship; Why Entrepreneurship?</li> <li>• factors stimulating Entrepreneurship, environment for Entrepreneurship, obstacles inhibiting Entrepreneurship.</li> </ul>	11
3	<b>Theories of entrepreneurship development</b> <ul style="list-style-type: none"> <li>• Risk bearing theory of knight</li> <li>• Innovation theory of Schumpeter</li> <li>• Regional climate theory</li> <li>• Entrepreneurial motivation theory.</li> </ul>	11
4	<b>Entrepreneurship-Creativity and Innovation</b> <ul style="list-style-type: none"> <li>• Application of Creativity and Innovation in an Entrepreneurial organization.</li> <li>• Tools for Environment Scanning- SWOT Analysis &amp; PESTLE Analysis.</li> </ul>	11
5	<b>Women Entrepreneurs</b> <ul style="list-style-type: none"> <li>• Concept of women Entrepreneur, factors influencing women Entrepreneurs, types of women Entrepreneurs.</li> <li>• Women Entrepreneurs in India, support and assistance, problems, remedial measures.</li> </ul>	10
	<b>Total</b>	<b>54</b>

**Reference Books:**

1. Entrepreneurship development, E Gordan and K Natarajan, Himalaya Publishing house, Mumbai
2. Fundamentals of entrepreneurship, G.S. Sudha, Ramesh Book depo. Jaipur
3. Entrepreneurship development programme and practices, Saini J.S. Deep and Deep publications, New Delhi
4. Entrepreneurial development concept and practices, Sarwate Dilip M, Everest publishing house, Pune 1996.

<b>BBA I Year (Semester II)</b>								
<b>Paper No.</b>	<b>Name of the Paper</b>	<b>Course No.</b>	<b>Lecture/ Week</b>	<b>Total Periods</b>	<b>Continuous Assessment (CA)</b>	<b>End of Semester Exam (ESE)</b>	<b>Total Marks</b>	<b>Total Credit</b>
VIII	Organisational Behaviour	CORE-5	4	54	35	40	75	3
IX	Business Accounting	CORE-6	4	54	35	40	75	3
X	Business Statistics	CORE-7	4	54	35	40	75	3
XI	Indian Economy	CORE-8	4	54	35	40	75	3
XII	Business Correspondence	AECC-3	4	54	35	40	75	3
XIII	Business Ethics	AECC-4	4	54	35	40	75	3
<b>Discipline Specific Elective (Any one of the following)</b>								
XIV.1	Computer Applications in Business II	DSE-2A	4	54	35	40	75	3
XIV.2	Entrepreneurship-II	DSE-2B	4	54	35	40	75	3
<b>Total</b>			<b>28</b>	<b>378</b>	<b>245</b>	<b>280</b>	<b>525</b>	<b>21</b>

All the papers would be of 75 marks each, of which the End of Semester Examination for each paper shall be of 40 marks and its duration, would be of 2 hours and Continuous assessment would be of 35 marks.

Continuous Assessment of 35 marks would be as follows:

<b>Sr. No.</b>	<b>Particulars</b>	<b>Marks</b>
1.	Tests-Two (10 Marks Each)	20
2.	Tutorial-One	05
3.	Seminar-One	10
<b>Total:</b>		<b>35 Marks</b>

**Pattern of Question Paper (40 Marks, 2 Hours) (University Assessment):**

- Q. No. 1 will be compulsory and will have 10 Multiple Choice Questions carrying one marks each (10 marks).
- Q. Nos. 2, 3, 4 are alternative broad questions of 10 marks each. (30 Marks)

**Note:**

- Minimum marks for passing in all papers will be-
  - Continuous Assessment (CA) 14 marks (40%)
  - End of Semester Exam (ESE) 16 marks (40%)
- Other rules for ATKT, Grace, Class determination etc. applicable to B. Com (CBCS) degree would be applicable to BBA (CBCS) also.
- Depending upon the nature of subject, the questions may be conceptual/numerical/applied and may be consisting of two/three sub- questions.

## VII. Organisational Behaviour

End of Semester Examination	40 Marks
Continuous Assessment	35 Marks
<b>Total</b>	<b>75 Marks</b>

**Learning Objectives:** - The objective of the course is to equip the students with the ability to analyse, interpret and apply the basic concepts of Organisational Behaviour in organisation.

**Utility:** Student can acquire basic-level knowledge of psychology for beginners.

**Prerequisite:** Basic knowledge of management.

Unit. No.	Particulars	No. of Lectures
1	<b>Introduction to Organizational Behavior</b> <ul style="list-style-type: none"> <li>• Definition, Assumptions, Significance of organisational behaviour, characteristics of OB.</li> <li>• Individual Behavior and Group Behaviour, Factors affecting behavior, formal and informal group, stages of group formation.</li> </ul>	11
2	<b>Attitudes, Emotions, Personality, Perception</b> <ul style="list-style-type: none"> <li>• Main Components of Attitudes, Major Job Attitudes.</li> <li>• Meaning of Emotions and Moods, Sources of Emotions and Moods.</li> <li>• Personality &amp; its importance.</li> <li>• Definition of Perception &amp; Factors That Influence Perception</li> </ul>	11
3	<b>Motivation:</b> <ul style="list-style-type: none"> <li>• Meaning, Importance of Motivation.</li> <li>• Motivation Theories: Maslow Theory, Herzberg Theory, McGregor Theory and McClelland Theory</li> </ul>	11
4	<b>Leadership:</b> <ul style="list-style-type: none"> <li>• Meaning, Importance, Qualities of Good Leader.</li> <li>• Theories of Leadership, Leadership Styles</li> </ul>	11
5	<b>Decision making:</b> <ul style="list-style-type: none"> <li>• Decision Making: Concept, Importance, The Decision-Making Process.</li> <li>• Types of Decisions, Decision-Making Models -Classical Decision Model, Behavioral Decision Model, Systematic and Intuitive Thinking.</li> </ul>	10
	<b>Total</b>	<b>54</b>

### Reference Books:

1. Principles of Management - Dr. S.C. Saxena – Sahitya Bhavan Publication
2. Essentials of Organisation Behaviour by Robbins S.J., Text N.D.
3. Organisational Behaviour by John Schermerhorn & Richard Osborn, John Wiley & Sons Publishers.
4. Organizational Behaviour- Text, Cases and Games- by K. Aswathappa, Himalaya Publishing House.

## IX. Business Accounting

End of Semester Examination	40 Marks
Continuous Assessment	35 Marks
<b>Total</b>	<b>75 Marks</b>

**Learning Objectives:** - The objective of the course is to equip the students with the ability to analyse, interpret and apply the basic concepts and theories of accounting in business management.

**Utility:** Student can acquire basic-level knowledge of accounting for beginners.

**Prerequisite:** Basic knowledge of mathematical calculation.

Unit. No.	Particulars	No. of Lectures
<b>1</b>	<p><b>Final Accounts of Partnership Firm:</b></p> <p>Meaning and Significance of Partnership Final Accounts, Preparation of Trading Account, Profit &amp; Loss account, Balance Sheet of partnership firm with adjustments like closing stock. Depreciation, Outstanding &amp; prepaid expenses, Interest on capital &amp; drawing. R.D.D., Bad debts, Income received in advance, Income earned but not received.</p>	11
<b>2</b>	<p><b>Depreciation:</b></p> <p>Meaning, Objectives for providing depreciation, Causes of depreciation, Methods of depreciation (Theory only) Examples only on straight line methods, Reducing balance method.</p>	10
<b>3</b>	<p><b>Accounts of Not for profit Organization:</b></p> <p>Concepts, Salient features, Distinction between Receipt &amp; Payment Account v/s Income &amp; Expenditure account. Examples on preparation of Income &amp; Expenditure account &amp; Balance sheet from the Receipt &amp; Payment account</p>	11
<b>4</b>	<p><b>Accounting for Consignment:</b></p> <p>Meaning, features of consignment, difference between Consignment and sale, types of commission, valuation of unsold stock, some important terms (Account Sale, Proforma Invoice) Accounting of consignment transaction.</p>	11
<b>5</b>	<p><b>Bank Reconciliation Statement:</b></p> <p>Meaning, Needs, Scope, Advantages &amp; Disadvantages of Bank Reconciliation Statement, Preparation of Bank Reconciliation Statement.</p>	11
<b>Total</b>		<b>54</b>

**Reference Books:**

1. Financial Accounting - P. C. Tulsian
2. Advance Accounting - Dr. Shukla & Dr Grewal
3. Modern Accountancy Volume - A Mukherjee & M. Hanif
4. Book Keeping and Accountancy (Std. XI & XII) Maharashtra State Board.

## X. Business Statistics

End of Semester Examination	40 Marks
Continuous Assessment	35 Marks
<b>Total</b>	<b>75 Marks</b>

**Learning Objectives:** - The objective of the course is to equip the students with the ability to analyse, interpret and apply the basic concepts and theories of statistics in business management.

**Utility:** Student can acquire basic-level knowledge of statistics for beginners.

**Prerequisite:** Basic knowledge of mathematical calculation.

Unit. No.	Particulars	No. of Lectures
1	<b>Fundamental of Statistics &amp; Frequency Distribution:</b> <ul style="list-style-type: none"> <li>• Introduction of Statistics, Meaning of data, Discrete variables, Continuous variables.</li> <li>• Formation of Frequency, Cumulative Frequency &amp; Relative Frequency Distribution.</li> </ul>	11
2	<b>Measures of Central Tendency</b> <ul style="list-style-type: none"> <li>• Arithmetic Mean, Median, Quartile, Mode - definitions and calculations.</li> </ul>	11
3	<b>Measures of dispersion:</b> <ul style="list-style-type: none"> <li>• Range, Quartile Deviation, Variance - definitions and calculations.</li> <li>• Standard Deviations, Co-efficient of Variation - definitions and calculations.</li> </ul>	11
4	<b>Correlation and Regression:</b> <ul style="list-style-type: none"> <li>• Definition of Correlations, Karl Pearson's Co-efficient of Correlations - definitions and calculations.</li> <li>• Definition of Regression, Regression Equations - definitions and calculations.</li> </ul>	11
5	<b>Probability:</b> <ul style="list-style-type: none"> <li>• Permutation and combinations, Random Experiment, Sample Space, Events &amp; Types of Events, Probability - definitions and calculations.</li> </ul>	10
<b>Total</b>		<b>54</b>

**Reference Books:**

- 1) Statistical Methods - S. P. Gupta (9th Edition, S. Chand Publication)
- 2) Fundamentals of Statistics - S. C. Gupta (6th Edition, Himalaya Publication)
- 3) Fundamentals of Mathematical Statistics – S.C. Gupta & V. K. Kapoor (37 Edition, S. Chand Publication)



## XI. Indian Economy

End of Semester Examination 40 Marks

Continuous Assessment 35 Marks

Total 75 Marks

**Learning Objectives:** - The objective of the course is to equip the students with the ability to analyse, interpret and apply the basic concepts and theories of Indian economy in managerial decision making.

**Utility:** Student can acquire basic-level knowledge of Indian economy for business.

**Prerequisite:** Basic knowledge of Indian economy.

Unit. No.	Particulars	No. of Lectures
1	<b>INDIAN ECONOMY-A PROFILE</b> A) Nature of Indian economy B) Role of Agriculture, Industry and Service sector in development of Indian economy: their problems and growth. C) Basic understanding of tax system in India —Direct tax and Indirect tax	11
2	<b>SELECTED ASPECTS OF INDIAN ECONOMY</b> A) Population —Its size, rate of growth, measures to control the growth of population. B) Poverty- Absolute and relative poverty and main programs for poverty alleviation C) Unemployment- Types, causes and incidence of unemployment. D) Infrastructure- Energy, Transportation, communication, Health and education.	11
3	<b>MONEY AND BANKING</b> A) Money —Meaning and function B) Commercial banks- Role and functions. C) Reserve bank of India- Role and functions, monetary policy	11
4	<b>INFLATION AND DEFLATION</b> A) Concepts and features of inflation, demand pull and cost push inflation; measures to control inflation. B) Deflation and measures to control it.	11
5	<b>NATIONAL INCOME</b> Concept, significance, methods of measurement of National income, growth of national income and per capita income in various plans.	10
	<b>Total</b>	54

**Reference books :**

1. Indian Economy - Misra and Puri - Himalaya Publication
2. Indian Economy - Datt and Sundaram -S. Chand
3. Indian Economy - Francis Cherunilam - Himalaya Publication

## XII. Business Correspondence

End of Semester Examination	40 Marks
Continuous Assessment	35 Marks
<b>Total</b>	<b>75 Marks</b>

**Learning Objectives:** - The objective of the course is to equip the students with the ability to analyse, interpret and apply the basic concepts of English Language in business communication.

**Utility:** Student can acquire basic-level knowledge of English for business.

**Prerequisite:** Basic knowledge of English language.

Unit. No.	Particulars	No. of Lectures
<b>1</b>	<b>Business Letters:</b> a) Letter of Enquiry; b) Letter of Order; c) Letter of Complaint.	11
<b>2</b>	<b>English Grammar- Word Classes:</b> a) Open Word Classes; b) Closed Word Classes; c) Nouns, Verbs, Adverbs, Adjectives.	11
<b>3</b>	<b>English Grammar- Phrases; Clauses; Sentences:</b> a) Noun Phrase, Verb Phrase, Adjective Phrase, Adverb Phrase, Prepositional Phrase; b) Clause: Elements and Basic Sentence Structures; c) Sentence: Compound & Complex.	11
<b>4</b>	<b>English Grammar Rules &amp; Usage:</b> a) Tenses: Past, Present, Future; b) Voices: Active & Passive; c) Speech: Direct & Indirect.	11
<b>5</b>	<b>Group Communication:</b> a) Seminar & Conference; b) Meeting; c) Group Discussion & Personal Interview.	10
	<b>Total</b>	<b>54</b>

**REFERENCE BOOKS:**

- 1) Business Communication- Urmila Rai and S.M. Rai (Himalaya Pub. House)
- 2) Business communication - Dr. V.K. Jain (S. Chand Publication)
- 3) Living English Structure- W.S. Allen (Macmillan India Ltd.)
- 4) A Practical English Grammar- A. J. Thomson (Oxford Press)
- 5) Modern English Grammar- L. S. Deshpande (Creative Pub.)

## XII. Business Ethics

End of Semester Examination	40 Marks
Continuous Assessment	35 Marks
<b>Total</b>	<b>75 Marks</b>

**Learning Objectives:** - The objective of the course is to equip the students with the ability to analyse, interpret and apply the basic concepts of ethical practices that affect business & future decision making.

**Utility:** Student can acquire basic-level knowledge of importance of ethical practices in business.

**Prerequisite:** Basic knowledge of ethics in business.

Unit. No.	Particulars	No. of Lectures
1	<b>PRINCIPLES OF BUSINESS ETHICS</b> <ul style="list-style-type: none"> <li>• Introduction, Ethics &amp; Morals, Nature of Ethics.</li> <li>• Need for Business Ethics, Ethical Dilemmas, Benefits of Business Ethics, Fundamental principles of Ethics.</li> </ul>	11
2	<b>CORPORATE SOCIAL RESPONSIBILITY</b> <ul style="list-style-type: none"> <li>• Corporate Social Responsibility, Need for CSR, Key Developments</li> <li>• CSR Mechanisms, Benefits of Corporate Social Responsibility</li> </ul>	11
3	<b>WORKPLACE ETHICS</b> <ul style="list-style-type: none"> <li>• Factors Influencing Ethical Behaviour at Work, Ethical Issues Discrimination, Harassment,</li> <li>• Importance of Ethical Behaviour at the Workplace, Guidelines for Managing Ethics in the Workplace.</li> </ul>	11
4	<b>ENVIRONMENT &amp; ETHICS</b> <ul style="list-style-type: none"> <li>• Introduction, Sustainable Development, Pollution and Resource Depletion, Ecological Ethics, Conservation of Natural Resources, Developments in India, Eco-Friendly Business Practices</li> </ul>	11
5	<b>Ethics in Business</b> <ul style="list-style-type: none"> <li>• Ethics In Marketing And Consumer Protection: Introduction, Ethical Guidelines, Behaving ethically in marketing, Healthy competition and protecting Consumer's interest, Consumer Protection Councils in India.</li> <li>• Ethics In Accounting And Finance: Introduction, Creating an Ethical Environment, Reasons for Unethical Behaviour, Safeguards, Ethical conflict resolution</li> </ul>	10
<b>Total</b>		<b>54</b>

**Reference Books:**

1. Business Ethics and Corporate Governance – S.K. Bhatia.
2. Business Ethics and Corporate Governance – C.S.V. Murthy
3. Business Ethics – IPCC Booklet by ICAI.

## XIV.1 Computer Applications in Business II

End of Semester Examination	40 Marks
Continuous Assessment	35 Marks
<b>Total</b>	<b>75 Marks</b>

**Learning Objectives:** - The objective of the course is to equip the students with the ability to analyse, interpret and apply the basic concepts of information & communication technology in business decision-making.

**Utility:** Student can acquire basic-level knowledge of computer for business application.

**Prerequisite:** Basic knowledge of computer.

Unit. No.	Particulars	No. of Lectures
1	<b>Introduction to MS-Word:</b> <ul style="list-style-type: none"> <li>• Introduction to MS-Word window, Introduction to Menus, working with menus, Understanding &amp; working with toolbars, Creating &amp; Saving Documents, Save, Open file, save file with new name, Quitting word.</li> </ul>	11
2	<b>Editing Document</b> <ul style="list-style-type: none"> <li>• Editing text, finding &amp; replacing text, Working with Tools; spell check, grammar check, auto correct, Creating auto correct entry, auto format, Thesaurus</li> </ul>	11
3	<b>Formatting Document</b> <ul style="list-style-type: none"> <li>• Character formatting by using Font dialog box, Paragraph formatting, adding borders and shading, Page Setup, Adding page numbers. Headers &amp; Footers</li> </ul>	11
4	<b>Introduction to MS-Excel:</b> <ul style="list-style-type: none"> <li>• Introduction to Excel working environment: the application window (with its elements), the document window (with its elements), Moving Around in a Worksheet: The workbook, worksheet, rows, columns, &amp; cells, Working with Charts, what is Formula &amp; Function, Entering &amp; editing formula, guidelines for using functions, use of functions in formulas.</li> </ul>	11
5	<b>Introduction to Power Point:</b> <ul style="list-style-type: none"> <li>• Power point basics, creating presentation, working with graphics in power point, Show effect and Animation effects.</li> </ul>	10
Total		54

**Reference Books:**

1. Microsoft word 2000 – Varsha verma shekhar – Unistar publication
2. Microsoft excel 2000 – Varsha verma shekhar – Unistar publication
3. Microsoft power point 2000 – Varsha verma shekhar – Unistar publication

## XIV.2 Entrepreneurship-II

End of Semester Examination	40 Marks
Continuous Assessment	35 Marks
<b>Total</b>	<b>75 Marks</b>

**Learning Objectives:** - The objective of the course is to equip the students with the ability to analyse, interpret and apply the basic concepts and theories of entrepreneurship in starting a new venture.

**Utility:** Student can acquire basic-level knowledge of business entrepreneurship.

**Prerequisite:** Willingness to be an entrepreneur.

Sr. No.	Topic	No. of Lectures
1	<b>MSME in India</b> <ul style="list-style-type: none"> <li>• Introduction, Evolution of MSME, nature, importance,</li> <li>• characteristics and objectives of MSME, problems of MSME.</li> </ul>	11
2	<b>Project Identification</b> <ul style="list-style-type: none"> <li>• Meaning and Definition of Project.</li> <li>• Project classification, Stages of project life cycle.</li> </ul>	11
3	<b>Project Report</b> <ul style="list-style-type: none"> <li>• Meaning, Contents of project report</li> <li>• importance of project report, Reasons for failure of project report</li> </ul>	11
4	<b>Social Entrepreneurship</b> <ul style="list-style-type: none"> <li>• Definition of Social Entrepreneurship; Social Entrepreneur; identifying Social Entrepreneurship Opportunity.</li> <li>• Creating a social business model, Self-Help Group; Funding social ventures.</li> <li>• Challenges for the Indian Social Enterprise Sector</li> </ul>	11
5	<b>Government Initiatives for Business Development</b> <ul style="list-style-type: none"> <li>• Overview of Startup India; Stand Up India, Make-In-India, Atal Innovation Mission (AIM), Support to Training and Employment programme for Women (STEP), Digital India, Pradhan Mantri Kaushal Vikas Yojana (PMKVY), Skill India &amp; National Skill Development Mission; Ease of Business</li> </ul>	10
	<b>Total</b>	<b>54</b>

**Reference Books:**

1. Entrepreneurship development, E Gordon and K Natarajan, Himalaya Publishing house, Mumbai
2. Fundamentals of entrepreneurship, G.S. Sudha, Ramesh Book depo. Jaipur
3. Entrepreneurship development programme and practices, saini J.S. Deep and Deep publications, New Delhi
4. Entrepreneurial development concept and practices, Sarwate Dilip M, Everest publishing house, Pune 1996.
5. Different websites of Government of India.