General Objectives

The general objective of the course is to make the students proficient communicators in English. It aims to develop in the learners the ability to understand English in a wide range of contexts. The main thrust is on understanding the nuances of listening, speaking, reading and writing English. The course is a step towards preparing the learners to face situations with confidence and to seek employment in the modern globalized world. As knowledge of English phonetics will help the students to listen and to speak English better, they would be given rudimentary training in English phonetics. It also enhances the student’s general standard of spoken English. The knowledge of the phonetic alphabets/symbols will help the students to refer the dictionary for correct pronunciation.

Module I Listening

Introduction, definition of listening, listening Vs hearing, process of listening, problems students face in listening, sub-skills of listening, what is good listening? strategies of listening, barriers to listening, listening in the workplace, activities that help you to become better listeners.

Module II Speaking

English, the lingua franca, varieties of English; Indian English, Received Pronunciation, Why phonetics? Organs of speech and speech mechanism; Classification of English sounds- vowels; consonants; IPA symbols, transcription, the syllable, syllable structure, stress and intonation, some rules of pronunciation, Indian English and deviations from RP, Speaking as a skill; speaking on formal and informal occasions; how to perform a wide range of language functions such as greeting, thanking, complaining, apologizing.

Module III Reading

Introduction, The Reading Process, Reading and Meaning, Methods to Improve Reading, Strengthening Your Vocabulary, Understanding Graphics and Visual Aids, Previewing, Reading in Thought Groups, Avoiding the re-reading of the Same Phrases, Barriers to Reading, Skills for Speed Reading, Sub-skills of Reading, Skimming, Scanning, Extensive Reading, Intensive Reading, Reading E-mail, E-books, Blogs and Web pages

Module IV

Letter writing- formal and informal; CV; report writing; presentation as a skill- elements of presentation strategies-audience-objectives-medium- key ideas, structuring the material, organizing content, audio-visual aids-handouts-use of power point .

Course Material

Modules 1-3  Core Reading: English Language for Communication Part I (OUP)

Module 4  Core Reading: Part III of English for Effective Communication (OUP)

For further Reading


OBJECTIVE: To create the awareness among the students about the deteriorating condition of our environment and to make them understand the importance of managing environmental hazards.

Module 1: The Multidisciplinary Nature of Environmental Studies

Module 2: Natural Resources

Module 3: Ecosystem

Module 4: Biodiversity
Introduction – Definition– Genetic, Species, Ecosystem Diversity – Biogeographic Classification of India and Kerala. – Value of Biodiversity

Module 5: Conservation of Biodiversity
Biodiversity at Global, National and Local Levels – India as a Mega Diversity Nation – Hotspots of Biodiversity – Threats To Biodiversity: Habitat Loss, Poaching Of Wildlife, Man-Wildlife Conflicts – Endangered and Endemic Species in India– Conservation of Biodiversity -In-Situ and Ex-Situ

Module 6: Pollution
Definition – Causes, Effect And Control Measures Of :Air, Water, Soil, Marine, Noise, Thermal, Nuclear Hazards – Solid Waste Management – Role Of Individuals In Pollution Prevention

Module 7: Social Issues and Environment
Module 8: Environmental Ethics


Module 9: Legal Aspects of Environment


Module 10: Human Population and the Environment


Recommended books:

BBA P03 - PRINCIPLES OF MANAGEMENT

Objective: The Basic Purpose of this Course is to introduce the Concepts and Basic Principles of Management and Organisational Behaviour to the Students.

Module 1: The Concept of Management


Module 2: Managerial Class

Management as a Profession – Management Education – Training and Development – Managerial Values – Role of Manager and Management in Economic Development.

Module 3: Management Objectives

Importance of Objectives – Setting Up Of Objectives – Quantitative and Qualitative Objectives – Harmonizing Objectives – Management Participation

Module 4: Organising

Module 5: Coordinating

Module 6: Organisational Behaviour
Definition – Key Elements – Nature and Scope – Need for Studying Organisational Behaviour – Contributing Disciplines to OB – Modes of OB - Challenges and Opportunities of OB.

Module 7: Individual Perspective

Module 8: Groups

Module 9: Motivation

Module 10: Organisational Development (OD)

Recommended Books:
1. Principles of Management - Koontz and O’Donnell
2. Principles of Management - George R Terry
3. Practice of Management - Peter Drucker
4. Principles and Practice of Management - Prasad L.M
5. Business Organisation and Management - M.C. Shukla
6. Organisational Behaviour - Stephen P Robbins
7. Organisational Behaviour - S.S Khanka
8. Organisational Behaviour - Jit S Chandan
9. Organisational Behaviour - K Aswathappa
Objective: To acquaint the student with the principles of Economics which are used for managerial decision making

Module 1: Introduction
Meaning, definition, nature, scope and objectives of Managerial Economics. Decision making in business – steps in decision making – decision models – Application of economic theories in business decisions - Economic environment of business

Module 2: Profit Decision
Business firm – the economic unit – Nature of profit – Function of profit – Measurement of profit – Theories of profit – Profit policies

Module 3: Demand Analysis

Module 4: Demand forecasting
Short term forecasting and long term forecasting – purpose – methods of forecasting – forecasting demand for new products – essentials of good forecasting

Module 5: Theory of supply
Meaning of supply – individual and market supply – factors determining supply - law of supply – supply schedule and supply curve – causes for the operation of the law of supply – assumptions of the law of supply – extension and contraction of supply

Module 6: Production Theory

Module 7: Cost Analysis
Different concepts of costs – cost output relations – short run and long run cost – long run marginal cost curves – Break-even analysis (Theory) – cost control and cost reduction – areas of cost control (elementary aspects)

Module 8: Market structure and pricing policy
Types of markets – perfect competition – features – price determination and equilibrium in the short run and long run. Monopoly – features -equilibrium condition – price discrimination
Module 9: Monopolistic competition


Module 10: Business Cycles


Books Recommended:-

1. Managerial Economics : Joel Dean
2. Managerial Economics : D C Hague
4. Managerial Economics : C J Stokes
5. Managerial Economics : M Adhikary
6. Managerial Economics : Barry Keating and J HoltonWilson
7. Managerial Economics : S M Wali and A B Kalkundrikar
8. Business Economics : V G Mankar and S P Denkar
10. A Study in Managerial Economics : D Gopalakrishnan
11. Managerial Economic Theory and Application for decision making : Larry C Peppers & Dale G Bails
12. Managerial Economics : D V Dwivedi

BBA P05 - QUANTITATIVE METHODS FOR MANAGEMENT

Objective: To acquaint the student with some basic quantitative methods for decision making by management people.

Module 1: Introduction

Meaning – definition – scope – limitations – relationship with other sciences – types of data – collection and editing of data – diagrammatic and graphical representation of data

Module 2: Measures of central tendency


Module 3: Measures of variation


Module 4: Probability concepts

Classical definition – relative frequency definition – subjective definition – axiomatic definition – addition rule – multiplication rule – dependent and independent events – conditional probability – Bayes’ theorem
Module 5: Probability distributions
Random variable – discrete and continuous - expected value – binomial distribution – Poisson distribution – normal distribution

Module 6: Operations Research

Module 7: Transportation model

Module 8: Assignment model
Hungarian method of assignment – unbalanced problems - maximization problems

Module 9: Decision theory

Module 10: Game theory
Payoff matrix – two person zero sum games – 2x2 games – arithmetic method – mx2 and 2xn games – graphical method – principle of dominance

Books Recommended
1. Statistical Methods S. P. Gupta
3. Statistics Sancheti & Kapoor
4. Operations Research S. D. Sharma

BBA P06 - BUSINESS ENVIRONMENT

Objective: The objective of this course is to make the student understand the fundamentals of the prevailing environment of business.

Module 1: Introduction

Module 2: Environmental Analysis
Meaning, stages, approaches and techniques for environmental analysis – Environmental forecasting, steps, types and techniques of environmental forecasting – Merits and demerits of environmental analysis.
Module 3: Economic Environment

Introduction, nature and type of economy, structure of the economy, economic policies and economic conditions – Concept of capitalism, socialism and mixed economy.

Module 4: Political Environment


Module 5: Technological Environment


Module 6: Socio-cultural Environment


Module 7: Financial Environment


Module 8: Corporate Social Responsibility

Introduction, Meaning and Definition - Need for social responsibility of business - Social responsibility of business towards different groups - Barriers to social responsibility.

Module 9: Consumerism and Consumer Rights

Introduction – Meaning and definition- consumer rights - Consumer protection - UN guidelines for consumer protection – Consumer protection in India.

Module 10: Global Business Environment


Books Recommended
1. Business Environment Francis Cherunilam
2. Essentials of Business Environment K Aswathappa
3. Business Environment Raj Agarwal
4. Business Environment A C Fernando

BBA P07 MARKETING MANAGEMENT

Module 1: Introduction

Definition of marketing - scope - marketing concepts and tools - core marketing concepts - marketing environment - macro and micro factors - marketing mix - role of marketing in modern management - marketing information system - marketing intelligence system
Module 2: Analyzing consumer markets and buyer behavior
Determinants of consumer buying behavior - buying decisions oceans - buying roles - buying motives - stages of the buying decision process - analyzing business markets and business buying behavior - buying behavior models (simple models)

Module 3 Market segmentation
Need and requirements of effective segmentation - basis for segmentation - selecting target markets - positioning the market offering - developing and communicating a positioning strategy

Module 4: Product planning
Meaning of product - types of product - product line and product mix decisions - new product development - product life cycle - branding and packaging

Module 5: Price planning
Meaning - break even analysis - relationship with other marketing variables - price and non-price competition - pricing objectives - factors affecting pricing decisions - pricing strategies

Module 6: Promotion planning
Meaning - importance - steps in developing effective communication - advertising - personal selling - publicity - sales promotion - public relations - direct marketing

Module 7: Distribution management
Meaning - structure and types of marketing channel - channel functions - role of intermediaries - selection of distribution channels - channel dynamics - channel co-operation and conflicts - wholesaling - retailing - physical distribution - channel management in India

Module 8: Managing the total marketing effort
Developing customer value and satisfaction - developing strategy - customer relationship marketing - TQM in marketing - ethics in marketing

Module 9: Services marketing
Characteristics of services - classification of services - marketing mix for services - internal marketing and service delivery - service quality - introduction to gaps model and SERVQUAL dimensions - trends in services marketing

Module 10: Retail management
Nature and scope - functions of retailing - types of retailing format - types of location - site selection - store design, layout and space allocation - pricing labeling and packaging - retail promotion mix strategy

Books Recommended
1. Marketing Management - Text and Cases - K. S. Chandrasekar
2. Principles of Marketing - Philip Kotler and Gary Armstrong
3. Marketing Management - V. S. Ramaswamy et al
4. Marketing - Rajan Nair
5. Services Marketing - S. M. Jha
6. Retail Management - Pradhan
Objective: The objective of this course is to familiarise the students with the fundamental principles to be followed while financing and investing in business and to gain familiarity with the tools and techniques to be used for evaluating the performance of the business.

Module 1: Introduction


Module 2: Management of Working Capital


Module 3: Cost of Capital

Meaning, definition and importance – Computation of specific and weighted average cost of capital.

Module 4: Capital Budgeting

Meaning, definition and importance – Methods of evaluating project proposals – payback period method, average rate of return method, net present value method, internal rate of return method and profitability index method.

Module 5: Capital Structure


Module 6: Dividend Policy


Module 7: Analysis and Interpretation of Financial Statements


Module 8: Fund Flow Analysis

Module 9: Marginal Costing
Marginal cost and marginal costing – meaning, definition, nature and scope – basic concepts – Assumptions of marginal costing – CVP analysis – Break-even point – Break-even chart – Margin of safety – Profit Volume Graph – Applications in Decision making.

Module 10: Standard Costing and Variance Analysis

Books Recommended
1. Financial Management - S N Maheswari
2. Financial Management - M Y Khan and P K Jain
3. Financial Management - Prasanna Chandra
4. Financial Management - I M Pandey
5. Management Accounting - S N Maheswari
6. Management Accounting - S P Gupta
7. Management Accounting - S Banerjee
8. Principles and Practice of Management Accounting - Sharma and Gupta

BBA P09 HUMAN RESOURCE MANAGEMENT

Objective: The objective of this course is to familiarise students with the basic principles of Human Resource Management

Module 1: Introduction

Module 2: Human Resource planning

Module 3: Job Analysis
Purpose, Contents, Methods – Job Description – Job Specification

Module 4: Human Resource Recruitment and Selection
Recruitment and selection – approaches, sources, policy Procedures – Psychological tests – types, characteristics.

Module 5: Training
Module 6: Performance Appraisal
Need, Uses, Purpose, Process, Methods

Module 7: Performance Management
Principles, Objectives, Characteristics, Functional areas of Performance management, Benefits of Performance Management

Module 8: Career Planning and Management Development
Career Management, objectives of career planning, need for career planning. Need and importance of Management Development, Methods of Management Development.

Module 9: Compensation Management
Job Evaluation – Wage and Salary Administration- Quality of Work Life

Module 10: Industrial Relations

Recommended Books
3. Wayne F Cascio - Managing Human Resources

BBA P 10 PRODUCTION AND OPERATIONS MANAGEMENT

Objective: The Objective of this Course is to Familiarise Students with the Basic Principles of Production and Operations Management

Module 1: Introduction

Module 2: Production And Process Design And Development

Module 3: Facility Location
Meaning, Factors Affecting Location Decision – Location Selection – Location Decision Process – Cost Factor – Location Decision for Warehouses.

Module 4: Facility Layout
Module 5: Application of Inventory Management Techniques
Materials Requirement Planning (MRP) Concepts Functions, Benefits, Inventory Control, Just-In-Time (JIT) System.

Module 6: Production and Operations Planning
Aggregate Planning, Production Planning in Mass Production System and Assembly Line Balancing – Production Scheduling – Project Scheduling – Application of Network Analysis.

Module 7: Maintenance Management
Functions, Types of Maintenance Management, Types of Maintenance Systems

Module 8: Work Study

Module 9: Quality Management
Definition – Quality Parameters – Planning Quality – Inspection and Control.

Module 10: Quality Control
Statistical Quality Control, Quality Standards, TQM.

Recommended Books
1. Production and Operations Management - S N Chary
2. Production and Operations Management - Adam and Ebert
3. Modern Production and Operations Management - Elwood S Buffa
4. Operations Management - Paneerselvam

BBA P11 BUSINESS LAWS

Objectives: The objectives of this course are to familiarize the students with various legal provisions governing the business, to understand the rules and the regulations regarding Company formation corporate governance and raising of capital.

Module 1: Introduction
Definition of Law- Its importance- Branches of Nature and Sources Mercantile Law- Definition of Mercantile Law.

Module 2: Law of Contracts

Module 3: Contracts of Indemnity and Guarantee
Definition- Distinction between indemnity and guarantee- Kinds of Guarantee- Surety-Nature and Extend of Suerty’s Liability Discharge of Surety.
Module 4: Contract of Agency
Definition- Essentials - Creation of agency- kinds of agents- Rights and Duties of agent, Principal-Liability of Principal to third parties-Delegation of Authority by an Agent-termination of agency.

Module 5: Sale of Goods Act 1930

Module 6: Introduction and Formation of Companies

Module 7: Memorandum, Articles and Prospectus
Memorandum Definition- Importance- Clauses of Memorandum (Contents in Details) Procedure and alteration of Memorandum of Association- Doctrine of ultravires, Indoor Management, Lifting of Corporate Veil and its legal consequences. Articles of Association Definition- Contents in Detail- Procedure of Alteration of Articles- Constructive Notice of Memorandum and Articles and its legal effect- Table-A.

Prospectus Definition- Importance- Contents in Detail- Statement in Lieu of Prospectus-Deemed Prospectus- Misleading Prospectus-Red herring and Shelf Prospectus.

Module 8: Management and Administration: Meetings

Module 9: Winding up of Companies

Books Recommended
1. Law of Contact - M. Krishnan Nair
Objective: The objective of this course is to provide knowledge about the financial and cost accounting principles and their application in different business situations.

Module 1: Introduction

Accounting – a financial information system – inputs and outputs of accounting system – Generally accepted accounting principles, concepts and conventions and postulates.

Module 2: Final Accounts of Sole Trading Concern

Construction of manufacturing, trading and profit and loss account and balance sheet with adjustments for prepaid and outstanding expenses, unearned and accrued incomes, bad debts, provision for bad and doubtful debts and provision for discount debtors and creditors.

Module 3: Study of Partnership Accounts

Accounting – Problems related to admission, retirement and death of a partner.

Module 4: Study of Company Accounts

Share capital of a company – Types of shares – Accounting entries on issue of shares for cash – forfeiture of shares – Re-issue of forfeited shares.

Module 5: Final Accounts of Joint Stock Companies

Form of Balance Sheet as per Companies Act (Preliminary Study only).

Module 6: Cost Accounting


Module 7: Elements of Cost

a. Material:

Accounting for material – classification, purchasing, store keeping, classification and codification, level settings – maximum, minimum and re-order level – Economic Order Quantity – Material Issues, material control, methods of pricing issues, stock valuations – Perpetual inventory system, ABC and VED analysis.
b. Labour:
Definition and classification – computation of labour cost – Treatment of idle time – overtime wages – Leave with wages, etc. – Principle methods of remuneration – Various incentive wage systems.

c. Overheads:
Definition, importance, classification, collection and accumulation of overheads – Allocation, apportionment and absorption of overheads – Treatment of over and under absorption of overheads

Module 8: Costing Methods
Unit/Output Costing, Job Costing, Batch Costing and Contract Costing – Treatment of profit on incomplete contracts – Cost plus contracts.

Module 9: Process Costing
Characteristics of process costing system – Distinction between process costing and job order costing – Process losses - Accounting for Joint product and By-product.

Module 10: Budget and Budgetary Control
Introduction – Meaning and definition of budget, budgeting and budgetary control – Objectives, Characteristics, Advantages and limitations of budgetary control.

Books Recommended
1. Advanced Accounting - S P Jain and K L Narang
2. Advanced Accountancy - R L Gupta
3. Advanced Accountancy - S N Maheswari
4. Cost Accounting - S P Jain and K L Narang

BBA P13 STRATEGIC MANAGEMENT

Objective: The objective of the course is to make the students familiar with the holistic perspective of the enterprises.

Module I: Introduction- Meaning- evolution of strategic management-nature – importance - Purpose of strategic management- objectives – industrial and business policy- differences-


Module IV: Expansion strategies- Retrenchment strategies- Combination strategies- examples

Module V: Generic business strategies- Strategic analysis and Choice

Module VI: implementation- Project implementation – Procedural implementation- Resource implementation –Structural implementation
Module VII: Strategy– Organisational design and change- Organisational systems- Functional strategies- Functional plans and policies- Integration of plans and policies

Module VIII: Strategic evaluation and control – Operational control- Techniques of evaluation and control- Role of organisational systems in evaluation

Module IX: Globalisation: Conditions –meaning- competitive advantages for nations- Threats and challenges- Issues in joint ventures- sell offs- divestiture- spin offs- corporate control- changes in ownership structure- exchange offers

Module X: Liberalisation in the Indian context- restructuring in Indian economy- role played by public and private sector- role of top management – Changes in Companies Act and its relevance to strategic management.

Books recommended:
2. LM Prasad: Business Policy and Strategic Management, Sultan Chand

BBA P 14 FINANCIAL MARKETS AND SERVICES

Aim: To provide a general awareness about the financial markets and services

Objective: To familiarize the students with the structure and functioning of the financial markets and financial service sector in India.

Module 1 - Indian Financial System

Financial system- meaning- structure- Financial markets – financial institutions – Financial Instruments (Brief discussion only) - Financial services

Module 2 – Financial Markets


Module 3 - Capital Market in India - Classification - Primary and Secondary - Structure – Industrial securities market – Govt. Securities market – Market for mortgages

Module 4 - Primary Market


Module 5 - Secondary Market

Functions of stock exchange – Securities traded in the stock exchange (Brief discussion only)–Dematerialization of securities – Depositories – Listing – Trading procedure – Online trading — Clearing and settlement - Rolling settlement – Investment Vs Speculation- types of
speculators – Membership in stock exchange - stock market indices – Recent developments in the Indian stock market

**Module 6 – Derivatives**

Meaning - Types of derivatives – Commodity Vs Financial derivatives - Forwards – Futures – Options – Trading mechanism -commodity exchanges

**Module 7 – Regulatory framework of stock exchanges**


**Module 8 – Financial Services**


**Module 9 – Other Fund based Financial Services**


**Module 10 – Fee based financial services**

Fee Based Financial Services – Credit rating – objectives – Significance -credit rating factors – Credit rating agencies , Portfolio management – Meaning – objectives - significance.

**References:**


**BBA P15 FOREIGN TRADE**

1. Basics of Foreign trade: Essential elements of foreign trade - traditional and modern theories of international trade - differences between domestic and international trade - advantages and disadvantages of foreign trade - trade growth trends, direction and composition
2 Balance of payments: Meaning - components of BoP statement - balance of trade - types and causes of disequilibrium - measures taken to correct disequilibrium - BoP crisis in 1991 and economic reforms thereafter - analysis and changes over time

3 Trading blocks: Meaning - nature and scope of strategic alliances - economic considerations - impact on foreign trade - international treaties and conventions - major regional trade/economic groupings - European Union - G8 - G20 - NAFTA - ASEAN - APEC - SAARC - SAPTA - OECD - BRICS - African and Middle East initiatives - India's trade agreements with various blocks

4 Institutional support: UN - UNCTAD - IMF - World Bank - ADB – WTO

5 Foreign trade policy: Foreign trade regulations - free trade and protection - EXIM policy - India's major export items - impact of transactionalisation of economy on exports - tax incentives - special licensing and protection – FDI

6 Export promotion: Concept of export promotion - export promotion strategies - import substitution - export promotion and role of SEZs - export promotion organisations - export promotion schemes

7 Exchange rate determination: Meaning of exchange rate - factors influencing exchange rates - determination of exchange rate - gold standard - Bretton Woods system - floating rate system - international reserve currency – SDRs

8 Foreign exchange: Forex quotes - types - spot and forward rates - currency derivatives - currency risks

9 Export Financing : Sources of finance - role of commercial banks, EXIM bank, ECGC and others - insurance for exports - types - export credit insurance - risk management - types of risks - mitigation methods

10 Documentation and procedures: Types of foreign trade documents - letters of credit - shipping and air-cargo documents - banking documents - obtaining export license - obtaining import license - processing an export order - pre shipment practices and GR policy - excise and custom clearances - shipment of goods and port formalities - customs clearance for imports - post shipment formalities - obtaining payment - duty drawbacks and other benefits

Books Recommended

International Marketing. Kripalini V. H.
International Finance. S. Kevin
Foreign Exchange and Financing of Foreign Trade. S. K. Varghese
Exports - What, Where, and How. Paras Ram

BBAP16 E-COMMERCE AND CYBER LAWS

Aim of the course: To familiarise the students with the emerging developments in commerce and industry and also build up the experience of computer usage in business.
Module I: Introduction to E-Commerce - Emergence of the Internet – Commercial use of the Internet – Emergence of World wide Web – Advantages and Disadvantages of E-commerce – Transition to E-commerce in India - E-commerce opportunities for Industries


Module VI: CYBER WORLD - Cyber space, information overload, cyber ethics, cyber addictions, cybercrimes – categories – person, property, Government – types - stalking, harassment, threats, security & privacy issues,


Module VIII: MIS: Concept of information – differences between information and data – types of decision – structures, unstructured, programmable and non-programmable. MIS structure based on management activity, organisational function.


Books Recommended:
1. P.T. Joseph, SJ : E-commerce An Indian Perspective
2. WP Publishers : E-commerce Development –Business to Business
3. R. Kalakota : Frontiers of E-commerce
5. IT Act 2000,
6. Rohas Nagpal, IPR & Cyberspace – Indian Perspective
7. Kenneth C Laudon and Jane Laudon : MIS A management Perspective
8. Murdick & Ross : MIS
BBAP17 CORPORATE TAXATION

Aim of the course: To familiarize the students with the provisions of the Indian Tax Laws pertaining to corporate enterprises.


Module II: Principles of Taxation: Objectives of Taxation – Effects of Taxation on Production, Distribution and Employment - Canons of Taxation - Characteristics of a good tax system - Taxation under Constitution - Union list (List I) relevant to taxation – Entry No. 82 to Entry No. 97 - State list (List II) relevant to taxation – Entry No.46 to Entry No. 54 - Concurrent list (List III).


Module V: Computation of Income under Different Heads - Salaries - Income from House Property - Profits and Gains of Business or Profession – Capital Gains – Income from Other Sources.

Module VI: Clubbing of Income - Meaning of clubbing of income – Different items come under the provisions of clubbing of income.


Module IX: Taxation of Companies - Rule of Corporate Tax - Residential Status of a Company - Types of companies - Computation of taxable income of companies - Computation of the amount of corporate tax liability - Minimum Alternate Tax - Tax on distributed profits of domestic companies.


Books Recommended

Objective: The objective of this course is to make the student understand the concept of entrepreneurship and project management to give him a comprehensive idea of opportunities for small enterprises.


2. **Entrepreneurial Development Programmes in India** – Phase of entrepreneurial development programmes – content of training programme – steps for starting a small industry – selection of forms of organisation.


4. **Franchising** : As a strategy to start up with small business code of ethics in franchising – merits and demerits of franchising – Venture capital as a source of fund to SSEs – Tapping venture capital funds – stages of financing – estimating return on various types – family business.

5. **Feasibility Study in Setting up a New SSI** : Study with regard to location, Market, physical layout facilities, finance and personnel – practical study.

6. **Introduction to Project Management** : Project meaning and definition, features, project management – meaning and definition, characteristics, processes, benefits, project family tree, project life cycle, classification, scope and significance, systems approach, project manager – skills, roles and responsibilities.

7. **Project Analysis** : Market and demand analysis, feasibility analysis, technical analysis, financial analysis, break even analysis, profitability analysis, risk analysis and social cost benefit analysis.

8. **Project Planning and Organisation** : Development of project organisation, forms of project organisation, planning the project organisation structure, modular approach to project management, effective and ineffective project management.

9. **Project Finance** : Sources of project financing, institutional finance to entrepreneurs, financial institutions, working capital management, incentives and subsidies.

10. **Project Evaluation** : Techniques for project evaluation and review, project control, performance control, cost control, control during different stages of project.
**Books Recommended**

1. Entrepreneurial Development    Vasant Desai
2. Entrepreneurial Development Programmes    Kanuga
3. Small Business management    Gupta and Srinivasan
4. Entrepreneurial Development    P Saravanavel
5. Project Planning and Control    Prasanna Chandra
6. Project Management    Vasant Desai

Project management    V C Sontakki, Himalaya Publishing House

**BBA P 19 CASE STUDY ANALYSIS**

It is a general paper which carries Compulsory Case Study Analysis. It is an organization related case study on any functional area. It consists of one Summary and SWOT Analysis. There will be four questions from Case Study. Summary & SWOT carries 20 Marks and each question also carries 20 marks. The Total marks will be 100. (No choice, One compulsory question)