

St. Joseph's College of Commerce **(Autonomous)**

163, Brigade Road, Bengaluru – 560 025

Accredited with 'A++' Grade (4th Cycle) by the National Assessment
and Accreditation Council (NAAC)

Recognized by the UGC as

“COLLEGE WITH POTENTIAL FOR EXCELLENCE”



Bachelor of Business Administration **(Entrepreneurship)**

Semester II

Syllabus as per Karnataka State Education Policy 2024

Curriculum Framework w.e.f., 2024 - 2025

Academic Year 2025 – 2026

Batch 2025 - 2028

St. Joseph's College of Commerce
(Autonomous)
Affiliated to Bengaluru City University

St. Joseph's College of Commerce (SJCC) was formerly a part of St. Joseph's College, established in the year 1882. The Commerce Department was established in the year 1949 and it became an independent college with its own building in Brigade Road in the year 1972.

The college has in its Vision a model for higher education which encourages individuals to dream of a socially just world and in its Mission a strategy to empower individuals in realizing that dream.

With an objective of imparting quality education in the field of Commerce and Management, the college has been innovating in all aspects of higher education over a long period of time. These innovations were further bolstered with the granting of autonomous status to the college by UGC in September 2005. From then on, the college has taken a lead in reforming curriculum and syllabus, examination and evaluation pattern and teaching and learning methods through the Board of Studies, the Academic Council and the Governing Council comprising of eminent academicians, industry representatives and notable alumni.

The college has undergone four cycles of NAAC accreditation starting from the year 2000 in which it secured 'five stars', next in the year 2007 an 'A' grade, in the year 2012 again an 'A' grade and recently in February 2021 an 'A++'. It is one of the very few institutions in the country to have secured A++ grade in the fourth cycle under the Revised Accreditation Framework (RAF) and the first college in Karnataka to do so. The college was declared as a 'College with Potential for Excellence' in the year 2010. In 2011, SJCC was recognized as a Research Centre by Bangalore University. The college has been ranked 55th in the National Institutional Ranking Framework (NIRF) ratings of Ministry of Education, Government of India, in 2024 and it has been the only institution from Karnataka to make it consistently to the top 100 in the country.

The college offers diverse programmes in Commerce, Business Administration Arts and Science. Under Commerce Studies it offers B.Com, B.Com (Professional-International Accounting and Finance), B.Com (BPM- Industry Integrated), B.Com (Travel and Tourism), B.Com (Analytics), B.Com (Professional - Strategic Finance), M.Com (Finance & Taxation/ Marketing & Analytics), M.Com (International Business) & M.Com (Financial Analysis). Under Business Administration it offers BBA, BBA (Entrepreneurship) and BBA (Professional- Finance and Accountancy). Under Arts it offers BA (English, Communicative English and Psychology) and Under Science it offers B.Sc (Economics, Mathematics and Data Analytics). The college also offers five one-year Post Graduate Diploma programmes.

THE DEPARTMENT OF BUSINESS ADMINISTRATION

With the world of business constantly changing and a strong base created for technology in the country, it is of utmost importance to augment management talent and resources at all levels. Strategies and goals of any educational institution has to be constantly redefined to keep in pace with the external environment. All this led to the birth of the BBA department at St. Joseph's College of Commerce in the year 2004-2005. Within a short period of time, the department has emerged as a promising centre in the field of management studies at the undergraduate level. This department aims at motivating students to take up higher studies in management, so that they may blossom into effective entrepreneurs who would not be afraid of taking risk, or teachers and researchers who would contribute positively towards the betterment of the society or to take up consultation to help business units leverage on management knowledge.

BBA (ENTREPRENEURSHIP) PROGRAMME

The BBA (Entrepreneurship) Programme at St Joseph's College of Commerce, established in the academic year 2017-2018, under the Department of Business Administration. The programme is specially designed to cultivate entrepreneurial talent and foster a culture of innovation to drive sustainable growth and adaptability in an ever-changing market. The programme provides a unique and dynamic combination of hands-on business creation experience, cutting-edge entrepreneurial education, and a globally focused perspective. Students acquire the skills and confidence to ideate, launch, and scale their own ventures, with a solid grasp of business management fundamentals. Taught by faculties with proven entrepreneurial experience and academic credentials, the programme involves opportunity recognition, business model innovation, start-up financing, and venture growth strategies. This comprehensive curriculum aims to motivate students to identify business opportunities, develop innovative solutions, and become effective entrepreneurs or entrepreneurship educators and researchers, contributing to a vibrant start-up ecosystem.

OBJECTIVES OF THE PROGRAMME

- To impart knowledge to students in functional areas of business so that they may pursue careers in management and excel in different fields of management.
- To incorporate extensively – along with theoretical knowledge sharing – various skills (viz., Presentations, rapid reading, geo political awareness, time management) needed for managerial effectiveness.
- To promote knowledge through research – applied and conceptual, relevant to management studies.
- To enhance the decision-making skills and administrative competence of students.
- To motivate students to apply management techniques to new and innovative areas of management.

I. ELIGIBILITY FOR ADMISSION

Candidates who have completed the two-year Pre-University course of Karnataka State or its equivalent are eligible for admission into this Programme.

II. DURATION OF THE PROGRAMME

The duration of the programme is three (03) years of Six Semesters. A candidate shall complete his/her degree within five (5) academic years from the date of his/her admission to the first semester. Students successfully completing three (03) years of the course will be awarded Bachelor's Degree in Business Administration.

III. MEDIUM OF INSTRUCTION

The medium of instruction shall be in English.

IV. ATTENDANCE

- a. A student shall be considered to have satisfied the requirement of attendance for the semester, if he/she has attended not less than 75% in aggregate of the number of working periods in each of the courses, compulsorily.
- b. A student who fails to complete the course in the manner stated above shall not be permitted to take the End Semester Examination.

V. TEACHING AND EVALUATION

M.Com/MBA/MFA/MBS/MTA/MA/M.Sc graduates with B.Com, B.B.A, B.B.S,BA and B.Sc as basic degree from a recognized university are only eligible to teach and to evaluate the courses including part – B courses of I and II semesters except languages, compulsory additional courses and core Information Technology related courses, Skill based, Value Based and Foundation courses, mentioned in this regulation. These courses shall be taught by the Post graduates as recognized by the respective Board of Studies.

VI. SCHEME OF EXAMINATION

Academic Evaluation under State Education Policy (SEP) (**Effective from Academic Year 2024-2025**):

The academic evaluation of both undergraduate (UG) and postgraduate (PG) programmes consists of two components: Continuous Internal Assessment (Formative Assessment) and End-Semester Examination (Summative Assessment).

Assessment for UG Students under SEP will be as follows:

Type of Assessment	Assessment Component	Allotted Marks
Continuous Internal Assessment / Formative Assessment	CIA I (Test)	10 Marks
	CIA II (Skill-based Assessment)	10 Marks
	Mid-Term Exam	20 Marks
Total	40 marks (scaled down to 20 marks)	
End-Semester Examination / Summative Assessment	End-Semester Examination (For three hours duration)	80 Marks
TOTAL		100 Marks

A. Additional Details

- **Mid-Term Exam:** The mid-term exam covers at least 40-50% of the syllabus and has duration of one hour.

- **Continuous Internal Assessment (CIA) Activities:** CIA activities are designed with clear objectives, modalities, assessment rubrics, and outcomes.

B. CIA Improvement

There is **no provision for enhancing CIA marks** for UG students once the semester ends.

Attendance requirement for taking ESE

- The University Grants Commission (UGC) mandates a minimum of 75% attendance in each course to be eligible to write the End Semester Examinations (ESE).
- There is no provision for condonation of attendance under the UGC Act.

VII. Minimum for a Pass

- **Minimum Pass Marks in Final Examination:** A minimum of 40 percent is required in each course in the End Semester Exams. The student must score at least 32 marks out of 80 in the End Semester Examination (ESE).
- **Overall Pass Requirement:** The aggregate of Continuous Internal Assessment (CIA) and End Semester Examination (ESE) should also be a minimum of 40 percent. Out of 100 marks, a student must secure at least 40 marks in each course to qualify as passed inclusive of minimum 32 marks out of 80 in End Semester Exam.

VIII. GRADING SYSTEM FOR CHOICE BASED CREDIT SYSTEM (CBCS)

The modalities and operational details are given below:

- **Grade Points:** The College adopts a ten-point grading system. The papers are marked in a conventional way for 100 marks. The marks obtained are converted to grade point according to the following table. If a student is absent for the paper the grade point assigned is 0.

% Marks	95 - 100	90 - 94	85 - 89	80 - 84	75 - 79	70 - 74	65 - 69	60 - 64	55 - 59	50 - 54	45 - 49	40 - 44	Below 40
Grade Point	10	9.5	9	8.5	8	7.5	7	6.5	6	5.5	5	4.5	0

- **Credits:** Credits are assigned to courses based on the following broad classification:

Courses Category	Instruction Hours/week	Credits
Languages	3 Hours	3
Major Core	4 Hours	4
Skill Enhancement Courses	1-4 Hours	1-4
Compulsory Courses	1-2 Hours	1-2

- **Grade Point Calculation**

- **Semester Grade Point Average (SGPA):** The SGPA is calculated as the sum of

the product of the credits and the grade points scored in all courses, divided by the total credits.

- Minimum SGPA required for a pass is 4.5.
 - If a student has not passed in all courses or is absent, the SGPA is not assigned.
 - Cumulative Grade Point Average (CGPA): The CGPA is the weighted average of all the courses taken by a student across all semesters of a programme.
- **Cumulative Grade Point Average (CGPA):** The CGPA is the weighted average of all the courses taken by a student across all six semesters of a programme.

$$\text{CGPA} = \frac{\sum \text{Total Credits in the Semester} \times \text{SGPA}}{\text{Total Credits of the Courses}}$$

Note: SGPA and CGPA will be rounded off to two decimal places.

• **Interpretation of SGPA/CGPA and Classification of Final Result**

Grade Points	% of Marks	Grade	Result/Class Description
9.00-10.00	85 - 100	O	Outstanding
8.00-8.99	75 - 85	A+	First Class Exemplary
7.00-7.99	65 - 75	A	First Class Distinction
6.00-6.99	55 - 65	B+	First Class
5.50-5.99	50 - 55	B	High Second Class
5.00-5.49	45 - 50	C	Second Class
4.50 -4.99	40 - 45	P	Pass Class
Below 4.5	Below 40	RA	To Re-Appear

IX. PATTERN OF ESE QUESTION PAPER UNDER SEP

The End Semester Examination (ESE) question paper under SEP will include questions that assess both Lower Order Thinking Skills (LOTS) and Higher Order Thinking Skills (HOTS). The difficulty level of the question paper will be distributed as follows: 40% easy, 30% difficult, and 30% very challenging.

- **Duration:** 3 Hours
- **Maximum Marks:** 80

The question paper pattern will be as follows:

Sections	Marks per Question	Number of Questions	Total Marks
Section A	2 marks	5 questions (out of 7)	10 Marks

Section B	5 marks	4 questions (out of 6)	20 Marks
Section C	12 marks	3 questions (out of 5)	36 Marks
Section D	14 marks	1 question (Case Study)	14 Marks
Total			80 Marks

X. REVALUATION AND RETOTALING

Requests for **revaluation, retotaling, and photocopies of the answer book** for the End-Semester Examination (ESE) must be submitted to the Controller of Examination along with the prescribed fee within two weeks from the declaration of results.

XI. ABSENCE DURING END SEMESTER EXAMINATION

If a student misses the End Semester Examination, they will be marked as "Absent" and will be required to take the supplementary examination for that course during the next available opportunity only.

XII. MALPRACTICE

Students will be dealt severely in case if they are found guilty of any malpractices during examination. The college has zero tolerance towards any kind of unethical means adopted to secure marks in the exams.

OUTCOME BASED EDUCATION (OBE)

Our BBA programmes will produce graduates who will be capable of the following:

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

- PE O1** **Develop** professional competence to become successful managers and entrepreneurs in the academia, industry or government.
- PE O2** **Adapt** to a rapidly changing environment with newly learnt and applied skills and competencies, become socially responsible and value driven citizens, committed to sustainable development
- PE O3** **Act** with conscience of global, ethical, societal, ecological and commercial awareness with sustainable values as is expected of practicing management professionals contributing to the country
- PE O4** **Able** to continue their professional development by obtaining advanced degrees in Management or other professional fields

PROGRAMME OUTCOMES (POS)

PO 1 Disciplinary and Inter-disciplinary Knowledge

Demonstrate the understanding of relevant business, management and organization knowledge, both academic and professional, in line with industry standards.

PO 2 Decision Making Skill

Apply underlying concepts, principles, and techniques of analysis, both within and outside the discipline to generate all the possible solutions and pick one that shows their understanding of the problem and the outcomes.

PO 3 Integrated Problem-Solving and Research

Analyze how parts of a whole interact with each other to produce overall outcomes in complex systems by analyzing key managerial issues in a particular industry or company and propose appropriate managerial solutions to the situation.

PO 4 Critical Thinking Skill

Evaluate evidence, arguments, claims and beliefs by using right type of reasoning as appropriate to the situation and Analyze how parts of a whole interact with each other to produce overall outcomes in complex systems.

PO 5 Creative Thinking Skill

Develops, implements and communicates new and worthwhile ideas using both incremental and radical concepts to make a real and useful contribution to their work.

PO 6 Usage of Modern Technology and Tools

Use tools and technologies of digital nature, communication/networking tools and social networks appropriately to access, manage, integrate, evaluate and create information to successfully function in a knowledge economy.

PO 7 Leadership and Team Work

Develop a vision, translate that vision into shared goals, and effectively work with others to achieve these goals.

PO 8 Ethical Conduct

Act responsibly and sustainably at local, national, and global levels.

PO 9 Collaboration

Work collaboratively and respectfully as members and leaders of diverse teams.

PO 10 Self-Directed and Life-Long Learning

Create goals and monitor progress toward them by developing an awareness of the personal, environmental and task-specific factors that affect the attainment of the goals.

PROGRAMME SPECIFIC OUTCOMES (PSOs)

PO 11 Entrepreneurial Perspectives

Evaluate entrepreneurial opportunities for new business ventures, evaluate the potential for business success and consider implementation issues including financial, legal, operational and administrative procedures involved in starting a new business venture.

PO 12 Development of a Sustainable Business Model

Develop a Sustainable business plan and a model and investigate viability, applicability and suitability in the context of emerging environmental and socio-economic challenges.

BBA (ENTREPRENEURSHIP)							
PROGRAMME MATRIX AS PER STATE EDUCATION POLICY (SEP)							
Category/Semester	I	II	III	IV	V	VI	Total Credits
PART A: LANGUAGES							
Languages 3 Hrs - 3 Crs	Lang I	Lang I	Lang I	Lang I	-	-	
	Lang II	Lang II	Lang II	Lang II	-	-	
Part A Credits	6	6	6	6			24

PART B: DISCIPLINE SPECIFIC COURSES							
Major Core Courses 4 Hrs - 4 Crs	Perspectives in Management	Organisational Behaviour	Production and Operations Management	Project Management	Operations Research	Business Law & Business Ethics	
	Business Environment	Managerial Economics	Human Resource Management	Marketing Management	Income Tax I	Income Tax II	
	Fundamentals of Entrepreneurship	Entrepreneurship Planning & Development	Indian Financial System	Financial Management for Entrepreneurs	Venture Establishment & Sustainability	Strategic Management for Entrepreneurs	
	Business Mathematics and Statistics	Fundamentals of Accounting	Cost Accounting and Techniques	Management Accounting	-	Goods and Services Tax	
Major Elective Courses 4 Hrs - 4 Crs	-	-	-	-	Entrepreneurship Elective I	Entrepreneurship Elective II	
4 Hrs - 4 Crs	16	16	16	16	16	20	100
PART C: SKILL ENHANCEMENT COURSES/ACTIVITIES							
Skill Based Courses/Activities	-	MOOCs/ Certificate Courses 1 Cr	Introduction to Spreadsheet 2 Crs	MOOCs/ Certificate Courses 1 Cr	Social Internship 2 Crs	Start-up Internship 2 Crs	
				Technology for Business 2 Crs	Research Methodology 4 Crs	Capstone Project 4 Crs	
Value Based Activities		Extra-Curricular Activities 1 Cr	-	Extra-Curricular Activities 1 Cr	-	Extension Activities 1 Cr	
Part C Credits		2	2	4	8	5	21
PART D: FOUNDATION/COMPULSORY COURSES							
Foundation/ Compulsory Courses	Constitutional Values I 2 Crs	Constitutional Values II 2 Crs	Environmental Studies 2 Crs.	-	-	-	
	Psychological Wellbeing 1 Cr						
Part D Credits	3	2	2				7
Total Credits	25	26	26	26	24	25	152

BBA (Entrepreneurship)
Course Structure as per SEP
SEMESTER II

Course Code	Title of the Course	Category of Course	Teaching Hours Per Week	CIA	ESE	Total Marks	Credits
M3 24 GE 201	General English	Language I	3	20	80	100	3

M3 24 KN 201	Kannada	Language II	3	20	80	100	3
M3 24 HN 201	Hindi						
M3 24 AE 201	Additional English						
M3 24 MC 201	Organisational Behaviour	Major Core	4	20	80	100	4
M3 24 MC 202	Managerial Economics	Major Core	4	20	80	100	4
M3 24 MC 203	Entrepreneurship Planning & Development	Major Core	4	20	80	100	4
M3 24 MC 204	Fundamentals of Accounting	Major Core	4	20	80	100	4
UG 24 SB XXX	MOOCS/ Certificate Course	Skill Based Courses	1	25	-	25	1
UG 24 VB XXX	Extra-Curricular Activities	Value Based Activities	1 (Practical)	25	-	25	1
UG 24 CC 201	Constitutional Values II	Compulsory Course	2	10	40	50	2
Total Credits							26

Department of Business Administration BBA (Entrepreneurship)						
Semester	Course Code	Course Title	Course Duration	Course Type	Teaching Hours Per week	Credits
II	M3 24 MC 201	ORGANIZATIONAL BEHAVIOUR	60 Hours	Major Core	4 Hours	4
Course Objectives	The course aims to develop a theoretical understanding among learners about the structure and behaviour within the organization of individuals and their interpersonal influence using various theories and techniques.					
Course Outcomes: After completion of the course, the students will be able to:					T Levels	K Levels

CO1	Understand the fundamental concepts and significance of organizational behaviour in managing organizations	T2	K1
CO2	Analyze the impact of personality, perception, and motivation on individual behaviour in organizational settings	T4	K3
CO3	Apply learning theories and attitude formation concepts to improve individual and organizational performance	T3	K3
CO4	Evaluate the effectiveness of leadership styles and group dynamics in achieving organizational goals, and justify recommendations	T5	K3
CO5	Examine the influence of organizational culture and climate on employee behaviour and organizational effectiveness, and identify patterns	T4	K2
CO6	Design and develop strategies to manage conflict, stress, and change in organizational settings, promoting employee well-being and organizational resilience	T6	K3
Module 1	Introduction to Organizational Behaviour	6 Hours	
Introduction to organization-Organization behaviour - Meaning and definition -Need and significance of organization behaviour -Organization goals-Nature of goals-Goal changes-Contributions of other disciplines in organization behaviour- Models of Organization behaviour - Hawthorne studies- Learning organizations -Challenges and opportunities in Organization behaviour.			
	BEHAVIOUR WITHIN ORGANIZATIONS: THE INDIVIDUAL		
Module 2	Personality, Perception & Motivation	18 Hours	
Personality: Meaning and definition of personality-Characteristics of personality-Determinants of personality-Environmental and biological factors of personality- Major Personality attributes influencing OB: Locus of Control, Machiavellianism, Self-Esteem, Self-Monitoring, Risk-Taking, Type A and Type B Personality- The Big Five Model of Personality.			
Perception: Meaning and definition - Need - Perceptual process - Perceptual inputs-Perceptual Mechanism - Perceptual Outputs-Perceptual errors-Factors influencing perception interpersonal perception.			
Motivation: Meaning - Characteristics - Role of Motivation -Motivation and Behaviour - Motivation and Performance - Financial and Non-financial incentives - Theories of motivation: Theory X and Y, Maslow’s need hierarchy, Herzberg two-factor theory, ERG Theory.			
Module 3	Attitudes and Learning	10 Hours	
Attitudes: Definition-Nature of attitudes-components of attitudes-attitude and opinion-attitude and belief- Formation of attitudes-Work related attitudes: job satisfaction, job involvement, and organizational commitment- Attitude measurement - Attitude change.			
Learning: Definition-Nature of learning-Theories of learning-Classical conditioning-Operant conditioning-Cognitive learning-Social learning-Principles of learning-Determinants of learning.			
	BEHAVIOUR WITHIN ORGANIZATIONS: GROUPS AND INTERPERSONAL INFLUENCE		
Module 4	Group Dynamics and Leadership	12 Hours	
Group Dynamics: Introduction to team-Differentiation between team and group -			

<p>Meaning of groups and dynamics- Definition of group dynamics-Features of group dynamics-Types of groups-Dynamics of group formation-Group norms- Inter- group behaviour.</p> <p>Leadership: Meaning-Characteristics of leadership- Formal and informal leadership- Leadership theories (Trait, Behavioural and Contingency, Transactional, Translational Transformational) - Power – Sources of power.</p>		
Module 5	Organization Culture and Climate	4 Hours
<p>Organization Culture: Meaning and Definition- Characteristics, Uniformity of Culture- Dominant culture and sub-culture.</p> <p>Organization Climate: Meaning and Definition- Characteristics-Factors influencing organization climate- developing a sound organization climate-organizational effectiveness.</p>		
Module 6	Management of Conflict, Stress and Change	10 Hours
<p>Conflict Management: Meaning - process – causes – sources – types of conflict – consequences of conflict – conflict resolution strategies.</p> <p>Stress Management: Understanding Stress – causes, consequences and Stress Management.</p> <p>Organisational Change: Kinds of change – identification of the problems and implementation of change – resistance to change – overcoming resistance to change.</p>		
Self-Learning Topics		
1	Analysis about case studies of effective leadership styles (e.g., transformational, transactional) in organizations.	
2	Research factors that shape organizational climate and their impact on employee satisfaction.	
3	Read about different conflict resolution techniques and their effectiveness in various organizational contexts.	
Skill Development		
1	Conduct a Survey on resistance to changing policies in the Banking Sector/ the IT Sector and make a report of your understanding.	
2	Undertake a study in a company to find out the various non-financial incentives used to motivate the employees and make a presentation of your findings.	
3	Conduct a study on job enrichment opportunities given by a company to the employees; also identify the factors contributing to absenteeism and employee turnover in any industry of your choice. Submit your findings in the form of a report.	
4	Analyse the characteristics and components of attitudes and make a presentation of the same.	
5	Perform a study on the determinants of personality of a group of individuals and make a report on your findings.	
6	Analyse the organizational culture and climate prevailing in the BPO industry. Make a presentation of the same in class.	

7	Conduct a study on the reasons for attrition in the BPO industry.
8	Submit your understanding in the form of a report and also make a graph showing the rate of attrition.

Books for Reference

1	<i>Reddy, H. R., & Appaniah. (2017), Organizational Behavior (1st ed.), Himalaya Publishing House.</i>
2	<i>Robbins, S. (2015), Organizational Behavior (16th ed.), Pearson Education.</i>
3	<i>Ashwathappa, K. (2016), Organizational Behavior (12th ed.), Himalaya Publishing House.</i>
4	<i>Luthans, F. (2010), Organizational Behavior (12th ed.), McGraw-Hill Education.</i>
5	<i>Subha Rao, P. (2010), Management and Organizational Behavior (3rd ed.), Himalaya Publishing House.</i>
6	<i>Davis, K. (2007), Human Behavior at Work (8th ed.), McGraw-Hill Education.</i>

Mapping of CO and PO

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H	M	L	L			H	M		L		
CO2	H	H	M	M			L		L			L
CO3		H	M	M	H	L	L				L	
CO4		H	M	M			H	L				L
CO5	H	M	L	L			H	M		L		
CO6	H	H	M		M		M				M	L

Department of Business Administration BBA (Entrepreneurship)

Semester	Course Code	Course Title	Course Duration	Course Type	Teaching Hours Per week	Credits
II	M3 24 MC 202	MANAGERIAL ECONOMICS	60 Hours	Major Core	4	4
Course Objectives	The course aims to familiarize the students with the fundamental concepts of economics and its applicability in the business environment along with the knowledge on concepts of consumer behavior and its impact on managerial decisions and operations.					
Course Outcomes: After completion of the course, the students will be able to:					T Levels	K Levels

CO1	Describe the role of Managerial Economics in Business decisions making.	T2	
CO2	Evaluate the laws relating to consumer behaviour and law of demand in the context of using the appropriate demand forecasting technique.	T5	
CO3	Examine the factors influencing pricing decisions in order to arrive at appropriate pricing.	T4	
CO4	Compare and contrast the implication of the law of production and short run and long run curves on average cost and marginal cost.	T4	
CO5	Describe the equilibrium pricing and output under perfect and imperfect market competitions.	T2	
CO6	Relate dynamics of Business cycles, changes in monetary and fiscal policies and other macroeconomic variables with the corresponding impact on managerial decisions and operations.	T4	
Module 1	Introduction to Managerial Economics	4 Hours	
Meaning and significance of Managerial Economics, Basic concepts of Micro and Macro Economics, Impact of Micro and Macro Economic Factors on Business Operations - Economic Growth and Development, Concept of Equilibrium – Types of Equilibrium			
Module 2	Approaches to Consumer Behaviour and Demand Analysis	12 Hours	
Cardinal and Ordinal approaches to Consumer Behaviour - Law of Diminishing Marginal Utility and Equi - Marginal Utility - Indifference Curves – Properties Demand – Meaning - Determinants - Law of Demand, Elasticity of Demand – Price Elasticity - Degrees – Measurement of Price Elasticity - Concept of Income and Cross elasticity - Methods of Demand Forecasting including problems.			
Module 3	Pricing	4 Hours	
Pricing – Factors influencing Pricing, Objectives of Pricing - Methods of Pricing: Cost plus pricing, Dual pricing, Administered pricing, Target rate of return pricing.			
Module 4	Production and Cost Analysis	8 Hours	
Laws of Production: Law of variable proportion - Law of returns to scale – Isoquant and Isocost curves – Producer’s equilibrium. Cost Analysis – Types of costs and calculation - Relationship between Short run and Long run curves, Relationship between Average Cost and Marginal Cost.			
Module 5	Market Competition	15 Hours	
Revenue analysis – Revenue curves under different market competitions, Perfect competition – Meaning, Equilibrium under Perfect competition – Time element under price and output. Monopolistic competition - Oligopoly – Meaning and features – Types of Equilibrium			
Module 6	Macro-Economic Concepts for Managerial Operations	17 Hours	
Phases of Business Cycles and features, Inflation – Types and Causes – Deflation Monetary Policy and Fiscal Policy – Meaning and Tools National income - Basic Concepts and Methods of Computation (Only theoretical concepts) Exchange rate regime – Fixed Vs Floating exchange rates, Foreign Direct Investment and Foreign Institutional Investment Impact of Microeconomic and Macroeconomic Factors on Business			

Operations	
Self-Learning Topics	
1	Understanding Poverty and different Methods to calculate it.
2	Business Decision Making Process
3	Law of Supply
4	Ten Principles of Economics
5	Basic understanding of Circular Flow
Skill Development	
1	To analyze the role of a Managerial Economist in the everyday functioning of an organization taking live examples.
2	Choose a specific sector and prepare a survey report on the Demand Forecasting for a product/service.
3	Conduct a small survey to understand the Consumer Behaviour in situations like an epidemic or pandemic.
4	Analyse the different types of Costs incurred in the education sector.
5	Create a product/service of your choice and determine the Pricing Method involved in its pricing.
6	Analyse the different phases of Business Cycles in India since Independence and study how Business Cycles have impacted the global economy in the past.
7	Study the recent changes introduced in Monetary and Fiscal policy.
8	Examine statistically the macroeconomic elements of the Indian Economy such as HDI, Inflation, Unemployment, Poverty and Capital Formation.
Books for Reference	
1	<i>Craig Petersen H. & Cris Lewis W., Managerial Economics, Latest Edition, New York, Pearson.</i>
2	<i>Dr. Mithani D. M., Anjali Sane, Business Economics, latest Edition, Kolkata, Himalaya Publishing House.</i>
3	<i>Dewett K., Economic Theory, Latest Edition, New Delhi, S Chand & Co Ltd.</i>
4	<i>Jhingan M.L, Micro Economic Theory, Latest Edition, Delhi, Vrinda Publications.</i>
5	<i>Joel Dean, Managerial Economics, Latest Edition, Delhi, PHI Learning Pvt. Ltd.</i>
6	<i>Mote V. L., Paul. S & Gupta G, Managerial Economics, Latest Edition, New Delhi, McGraw Hill Education.</i>
7	<i>Dr. Reddy P. N. & Appanaiah H. R., Essentials of Managerial Economics, Latest Edition, Kolkata, Himalaya Publishing House.</i>
8	<i>Dr. Sankaran S., Business Economics, Latest Edition, Chennai, Margham Publications.</i>
9	<i>Seth M.L., Principles of Economics, Latest Edition, Agra, Lakshmi Narain Agarwal.</i>
10	<i>Varsheney R.L & Maheswari S.N, Managerial Economics, Latest Edition, New Delhi, Sultan Chand & Sons.</i>
Mapping of CO and PO	

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H	H	M	M	L						L	L
CO2	H	H	M	M	L						L	L
CO3	H	H	M	L	L			L			M	
CO4	H	M	H	M	L						L	L
CO5	H	M	H	L	L			L			H	M
CO6	M	H	L	H	M						M	H

Department of Business Administration BBA (Entrepreneurship)						
Semester	Course Code	Course Title	Course Duration	Course Type	Teaching Hours Per week	Credits
II	M3 24 MC 203	ENTREPRENEURSHIP PLANNING & DEVELOPMENT	60 Hours	Major Core	4	4
Course Objectives	The course aims to empower students with a comprehensive understanding of the entrepreneurial process by cultivating an innovative and growth-oriented mindset. It enables students to generate and assess business opportunities, develop robust business models and plans, and apply strategic decision-making tools for effective execution. The course also focuses on building resilience in risk management and aligning entrepreneurial goals with market dynamics to successfully launch and scale sustainable ventures.					
Course Outcomes: After completion of the course, the students will be able to:					T Levels	K Levels

CO1	Apply creative thinking and resilience strategies to real-world entrepreneurial challenges, demonstrating a growth mindset in problem-solving and goal-setting.	T3	
CO2	Analyze various methods of generating business ideas (e.g., SCAMPER, Mind Mapping), and differentiate between viable opportunities by evaluating market demand, economic viability, and timing.	T4	
CO3	Evaluate business ideas by conducting comprehensive market research, using SWOT, PESTLE, and competitor analysis to assess feasibility, risks, and regulatory requirements for startup success.	T5	
CO4	Develop a comprehensive business model using the Business Model Canvas by defining value propositions, customer segments, key partnerships, and revenue streams, and assess the sustainability of business models.	T6	
CO5	Formulate a detailed business plan covering market research, product development, marketing strategy, operations, financial planning, and risk management, while designing prototypes and developing a Minimum Viable Product (MVP).	T5	
CO6	Develop and execute a strategic business plan by applying competitive advantage models (e.g., Porter’s Five Forces), setting SMART goals, and using tools like the BCG and Ansoff Matrices to align strategies with market trends and business objectives.	T6	
Module 1	Entrepreneurial Perspective		8 Hours
Defining the Entrepreneurial Mindset-Growth vs. Fixed Mindset-Risk-taking and Resilience-Innovation and Creativity in Entrepreneurship-Setting Entrepreneurial Goals-Passion and Commitment in Entrepreneurship – Effectuation – Principles of Effectuation			
Module 2	Business Idea and Opportunity Recognition		12 Hours
Introduction to Business Idea generation- New Business Ideas: First Mover Advantage/Disadvantage; Sources of Business Ideas; Methods of Generating Business Ideas: Mind Mapping, Brainstorming, SCAMPER (Substitute, Combine, Adapt, Modify, Put to another use, Eliminate, Reverse), D.I.S.R.U.P.T (derive, include, separate, repurpose, unite, personalize, transplant) Reverse Thinking Core Concepts of Business Opportunities: Problem-Solution Fit-Market Demand and Trends-Economic Viability and Scalability-Timing: Risk and Reward, Passion and Commitment			
Module 3	Techniques for Evaluating Business Ideas		10 Hours
Market Research and Industry Analysis: PESTLE Analysis, SWOT Analysis, Competitor Analysis; Value Proposition Assessment; Business Model Validation; Prototyping and Minimum Viable Product (MVP) Testing; Customer Feedback and Iteration; Feasibility Study: Financial Forecasting and Risk Assessment; Legal and Regulatory Considerations for Startups; Assessing Team Capabilities			
Module 4	Business Modeling		8 Hours
Business Model Canvas-Value Proposition and Customer Segments-Revenue Streams and Cost Structure-Key Activities and Key Resources-Key Partnerships-Customer Relationships, Channels – Sustainable and Unsustainable Business Models			

Module 5	Business Plan Formulation and Prototype Development	12 Hours
Introduction to Business Plan: Importance, Purpose, and Key Components of a Business Plan-Business Idea & Vision-Market Research & Industry Analysis-Product/Service Development-Marketing & Sales Strategy-Operations & Management-Financial Planning-Risk & Contingency Planning-Structuring and Pitching a Business Plan; Prototyping - Developing and designing a prototype- Building of a MVP (Minimum Viable Product)		
Module 6	Strategic Planning and Execution	10 Hours
Business strategy definition and importance, aligning strategy with business goals, Competitive advantage models (Porter's Five Forces, Cost Leadership, Differentiation) Strategic Planning -Strategic planning tools (BCG Matrix, Ansoff Matrix, Growth Strategy Frameworks),Setting SMART goals and objectives; Aligning strategy with market trends Execution and Risk Management - Performance metrics and KPIs; Risk management and contingency planning; Scenario planning and decision-making models; Pivoting and scaling the business		
Self-Learning Topics		
1	Study how startups like Airbnb created MVPs to test their ideas with customers before scaling up.	
2	Explore case studies of companies like Google (late entrant) vs. Yahoo (first mover) to understand the risks and rewards of market entry timing.	
3	Explore case studies of businesses that are successfully capitalizing on emerging trends such as artificial intelligence (AI), green entrepreneurship, digital transformation, and the gig economy	
Skill Development		
1	Come up with a business idea by using the various theories and tested techniques. This activity can be done in a group or individually.	
2	Use various idea generation techniques that utilize action verbs as stimuli and generate an idea and submit the same. Use techniques like mind mapping or Synectics or Morphological analysis, reverse thinking, accidental genius or brain writing or any other technique of your choice.	
3	Analyse the value Proposition of the Idea/product proto type. Make a report of your understanding.	
4	Design a customer profile for a company or product of your choice.	
Books for Reference		
1	John C. Maxwell, (2014), the 5 Levels of Leadership, Latest Edition, Time Warner Trade Publishing, London.	
2	Shalini Verma, (2014), Development of Life Skills and Professional Practice, Latest Edition, Vikas Publishing, New Delhi.	
3	Steve Blank, (2013), The Four Steps to the Epiphany, Latest Edition, Wiley, New Delhi.	
4	Dr. Kalyana Chakravarthi, (2011), Soft Skill for Managers, Latest Edition, Wiley, New Delhi.	

5	<i>Baumgartner. J, (2010), How to Evaluate Ideas - Innovation Management.</i>
6	<i>Alexander Osterwalder,(2010), Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers, 1 edition, Wiley, New Delhi.</i>
7	<i>Larry James, (2006),The First Book of Life Skills, Latest Edition, Embassy Books, Mumbai.</i>

Mapping of CO and PO

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H	M	L			L		L			H	M
CO2	H	H	M	L					L		H	M
CO3	H	M	L	L	L						H	M
CO4	H	M	L	L	L						H	M
CO5	H	M	M	L	L						H	L
CO6	H	M	M	L	L						H	L

Department of Business Administration BBA (Entrepreneurship)

Semester	Course Code	Course Title	Course Duration	Course Type	Teaching Hours Per week	Credits
II	M3 24 MC 204	FUNDAMENTALS OF ACCOUNTING	60 Hours	Major Core	4	4
Course Objectives	The course enables students to understand the conceptual framework of Financial Accounting as per IndAS and IFRS and accounting standards on published accounting information along with preparation of financial statements of business entities.					
Course Outcomes: After completion of the course, the students will be able to:					T Levels	K Levels
CO1	Discuss the objectives of Financial Accounting and Reporting from the perceptive of the Stakeholders.				T2	
CO2	Apply the concepts, assumptions and conventions of Accounting in the Accounting Equation				T3	
CO3	Develop the accounting process - Journals, Ledgers, Trial Balance and Subsidiary books.				T3	
CO4	Construct the financial statements of a Sole proprietor.				T3	

CO5	Construct the Financial Statements by using Tally.	T3	
CO6	Outline the Accounting Standards of IFRS and Ind AS.	T3	
Module 1	Introduction to Accounting	6 Hours	
Basic Financial Statements: Balance Sheet, Profit or Loss Statement and Cash Flow Statement Meaning of Accounting - Objectives of Financial Accounting and Reporting - Users of Financial Accounting Information - Limitations of Accounting - Qualitative Characteristics of Financial Statements - Ethical Values and Role of an Accountant			
Module 2	Conceptual Basis of Accounting	10 Hours	
Five Elements of Accounting: Equity, Assets, Liabilities, Income and Expense - Revenue vs. Capital - Generally Accepted Accounting Principles (GAAP): Accounting Concepts and Concepts - Basic Accounting Equations and Representation in Balance Sheet			
Module 3	Framework of Accounting	16 Hours	
Accounting Cycle - Classification of Accounts (based on Accounting Equation Method) - Process of Journalising - Posting to Ledgers - Preparation of Trial Balance - Preparation of Subsidiary Books: Purchases, Sales, Purchases Returns, Sales Returns, Triple Column Cash Books and Journal Proper - Rectification of Errors			

Module 4	Final Accounts of a Sole Proprietor	12 Hours
Preparation of Trading Account, Profit & Loss Account, and Balance Sheet of Sole Proprietary concerns - Treatment of Special Items: Adjustments relating to Closing Stock; Outstanding Expenses; Prepaid Expenses; Accrued Income; Income received in advance, provision for discount on debtors, provision for discount on creditors; goods distributed as free samples, goods taken by the owner for personal use, Abnormal loss of stock by fire, theft and accident (insured goods and uninsured goods), Manager's Commission		
Module 5	Computerised Accounting Process	10 Hours
Accounting Process using Tally – Journal, Ledger and Trial Balance		
Module 6	Accounting Standards and IFRS	6 Hours
Meaning and Objectives of Accounting Standards – Procedure for issuing Accounting Standards in India – Introduction to International Financial Reporting Standards (IFRS) – Need for IFRS Convergence – Ind AS - Financial Statements of a Company – Key Accounting Principles as per IFRS - Four Pillars of Accounting - Financial Statements as per Ind AS Schedule III (Format only)		
Self-Learning Topics		
1	Pdf and videos on understanding basics of Tally	
2	Pdf and videos on IFRS and Ind AS	
3	Pdf and videos to understand the concept of Equity, assets, liability and expense	
4	Pdf and videos to understand the structure of Balance sheet and Profit and Loss account	
5	Pdf and videos to understand the modern rules of accounting	
Skill Development		
1	Contact an NGO and find out their system of accounting and make a report.	
2	Collect information with regard to the practical reasons for charging Depreciation and the methods adopted for calculating the same.	
3	Generate different types of financial and cost related reports using excel and tally.	
4	Create a document showing the accounting system adopted by a Sole Proprietor.	
5	Chart out the differences between Double Entry and Single Entry systems of Book-keeping.	
6	Analyze the differences between Profit & Loss Account and Income & Expenditure Account/ Receipts & Payments Account.	
7	Study the published financial statements of any 3 firms (developing skills to interpret the financial statements & assess performance)	

8	Identify and give an account on the accounting software such as Microsoft dynamics, SAP & Oracle and its applications in organizations.											
Books for Reference												
1	Raman, B. S. (2016), Basic Accounting (1st ed.), Sapna Book House.											
2	Jain, S. P., & Narang, K. L. (2015), Advanced Accountancy vol. 1: Principles of accounting (19th ed.), Kalyani Publishers.											
3	Shukla, M. C., Grewal, T. S., & Gupta, S. C. (1960), Advanced Accounts volume 2 (1st ed.), Sultan Chand.											
Mapping of CO and PO												
CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H	M		M	L			H			L	L
CO2	H	L	H	M				L			L	M
CO3	H	L	H	M				L			L	M
CO4	H	L	H	M				L			L	M
CO5	H	M		L		H		L			L	M
CO6	H	L			L			M	M		L	H

Department of Business Administration
BBA (Entrepreneurship)

Semester	Course Code	Course Title	Course Duration	Course Type	Teaching Hours Per week	Credits
II	UG 24 CC 201	CONSTITUTIONAL VALUES – II	30 Hours	Compulsory Course	2	2
Course Objectives	This course aims to provide a proper understanding of state legislature, executive and High Court. Students will explore key constitutional provisions, debates, and contemporary issues to critically analyze the impact of constitution on governance and social equity.					
Course Outcomes					T Levels	
CO1	Analyse the role of decentralisation and cooperative federalism in strengthening the Indian political system.					T4
CO2	Examine the effectiveness of constitutional provisions and affirmative actions in promoting social welfare, equality, and protection of vulnerable groups.					T4
CO3	Describe different constitutional commissions in India, their roles, and their importance.					T2
Module 1	State Legislature and State Executive					10 Hours
State Legislature – Vidhana Sabha, Vidhana Parishath, Composition, powers and functions - State Executive – Governor, Chief Minister, State Council of Ministry, powers and functions - Centre-State Relations, Cooperative Federalism and its Challenges						
Module 2	Democratic De-centralisation					10 Hours
Democratic Decentralization; Local Self-Government, Urban Governments - 73rd and 74th Constitutional amendments, contemporary challenges - Constitutional Amendment Procedure in India; Simple, Special and Special with Concurrence of States - Basic Structure of Indian Constitution with special reference to Keshavananda Bharathi Case						
Module 3	Election Commission of India					10 Hours
Election Commission of India; Composition, Powers and Functions - Public Service Commissions; UPSC and State Public Service Commission - Affirmative Action; Reservation for SC/ST(23%), OBC(27%), EWC(10%) and Women(33% Reservation within)It’s Relevance.						
Skill Development						
1	Understanding Political Structures					
2	Analysing Powers and Functions					
3	Analyse centre-state relations, especially the challenges faced in cooperative federalism.					

4	Analyse the composition, powers, and functions of the Election Commission of India UPSC and State PSCs.
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Books for Reference

1	<i>Sharma, B K (2021), Introduction to the Constitution of India, Prentice Hall</i>
2	<i>Basu, D D (2018), Introduction to the Constitution of India, LexisNexis</i>
3	<i>Khosla, M (2012), The Indian Constitution, Oxford University Press</i>
4	<i>Jayal, N G, & Mehta, P B (Eds) (2010), The Oxford Companion to Politics in India, Oxford University Press</i>
5	<i>Singh, M P, & Saxena, R (2008), Indian Politics: Constitutional Foundations and Institutional Functioning, PHI Learning</i>
6	<i>Sarkar, S (2006), Modern India: 1885-1947, Macmillan</i>
7	<i>Austin, G (1999), The Indian Constitution: Cornerstone of a Nation, Oxford University Press</i>
8	<i>Weiner, M (1989), The Indian Paradox: Essays in Indian Politics, Sage Publications</i>
9	<i>Granville, A (1966), Working a Democratic Constitution: The Indian Experience, Oxford University Press</i>
10	<i>Ambedkar, B R (1948), The Constitution of India, Government of India</i>

Mapping of CO and PO

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H	H	M	M				L			L	L
CO2	H	H	M	M				L			L	L
CO3	H	H	M	M				L			L	L