



School of Management Studies

BBA (ENTREPRENEURSHIP)

A joint Initiative of REVA University and Entrepreneurship Development Institute of India, Ahmedabad

HAND BOOK

2018

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Rukmini Educational
Charitable Trust

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Chancellor's Message

*"Education is the most powerful weapon
which you can use to change the world."*

- Nelson Mandela.

There was a time when survival depended on just the realization of physiological needs. We are indeed privileged to exist in a time when 'intellectual gratification' has become indispensable. Information is easily attainable for the soul that is curious enough to go look for it. Technological boons enable information availability anywhere anytime. The difference, however, lies between those who look for information and those who look for knowledge.



It is deemed virtuous to serve seekers of knowledge and as educators it is in the ethos at REVA University to empower every learner who chooses to enter our portals. Driven by our founding philosophy of 'Knowledge is Power', we believe in building a community of perpetual learners by enabling them to look beyond their abilities and achieve what they assumed impossible.

India has always been beheld as a brewing pot of unbelievable talent, acute intellect and immense potential. All it takes to turn those qualities into power is a spark of opportunity. Being at a University is an exciting and rewarding experience with opportunities to nurture abilities, challenge cognizance and gain competence.

For any University, the structure of excellence lies in the transitional abilities of its faculty and its facility. I'm always in awe of the efforts that our academic board puts in to develop the team of subject matter experts at REVA. My faculty colleagues understand our core vision of empowering our future generation to be ethically, morally and intellectually elite. They practice the art of teaching with a student-centered and transformational approach. The excellent infrastructure at the University, both educational and extra-curricular, magnificently demonstrates the importance of ambience in facilitating focused learning for our students.

A famous British politician and author from the 19th century - Benjamin Disraeli, once said 'A University should be a place of light, of liberty and of learning'. Centuries later this dictum still inspires me and I believe, it takes team-work to build successful institutions. I welcome you to REVA University to join hands in laying the foundation of your future with values, wisdom and knowledge.

Dr. P. Shyama Raju

The Founder and Hon'ble Chancellor, REVA University

Vice-Chancellor's Message

The last two decades have seen a remarkable growth in higher education in India and across the globe. The move towards interdisciplinary studies and interactive learning have opened up several options as well as created multiple challenges. India is at a juncture where a huge population of young crowd is opting for higher education. With the tremendous growth of privatization of education in India, the major focus is on creating a platform for quality in knowledge enhancement and bridging the gap between academia and industry.



A strong believer and practitioner of the dictum “Knowledge is Power”, REVA University has been on the path of delivering quality education by developing the young human resources on the foundation of ethical and moral values, while boosting their leadership qualities, research culture and innovative skills. Built on a sprawling 45 acres of green campus, this ‘temple of learning’ has excellent and state-of-the-art infrastructure facilities conducive to higher teaching-learning environment and research. The main objective of the University is to provide higher education of global standards and hence, all the programs are designed to meet international standards. Highly experienced and qualified faculty members, continuously engaged in the maintenance and enhancement of student-centric learning environment through innovative pedagogy, form the backbone of the University.

All the programs offered by REVA University follow the Choice Based Credit System (CBCS) with Outcome Based Approach. The flexibility in the curriculum has been designed with industry-specific goals in mind and the educator enjoys complete freedom to appropriate the syllabus by incorporating the latest knowledge and stimulating the creative minds of the students. Bench marked with the course of studies of various institutions of repute, our curriculum is extremely contemporary and is a culmination of efforts of great think-tanks - a large number of faculty members, experts from industries and research level organizations. The evaluation mechanism employs continuous assessment with grade point averages. We believe sincerely that it will meet the aspirations of all stakeholders – students, parents and the employers of the graduates and postgraduates of REVA University.

At REVA University, research, consultancy and innovation are regarded as our pillars of success. Most of the faculty members of the University are involved in research by attracting funded projects from various research level organizations like DST, VGST, DBT, DRDO, AICTE and industries. The outcome of the

research is passed on to students through live projects from industries. The entrepreneurial zeal of the students is encouraged and nurtured through EDPs and EACs.

REVA University has entered into collaboration with many prominent industries to bridge the gap between industry and University. Regular visits to industries and mandatory internship with industries have helped our students. REVA University has entered into collaboration with many prominent industries to bridge the gap between industry and University. Regular visits to industries and mandatory internship with industries have helped our students become skilled with relevant to industry requirements. Structured training programs on soft-skills and preparatory training for competitive exams are offered here to make students more employable. 100% placement of eligible students speaks the effectiveness of these programs. The entrepreneurship development activities and establishment of “Technology Incubation Centers” in the University extend full support to the budding entrepreneurs to nurture their ideas and establish an enterprise.

With firm faith in the saying, “Intelligence plus character –that is the goal of education” (Martin Luther King, Jr.), I strongly believe REVA University is marching ahead in the right direction, providing a holistic education to the future generation and playing a positive role in nation building. We reiterate our endeavor to provide premium quality education accessible to all and an environment for the growth of over-all personality development leading to generating “GLOBAL PROFESSIONALS”.

Welcome to the portals of REVA University!

Dr. S. Y. Kulkarni
Vice-Chancellor, REVA University

Director's Message

Entrepreneurship development has emerged as one of the top priorities in management education in India and a majority of B Schools offer Entrepreneurship as one of the core subjects at UG and PG levels of management programs. Entrepreneurship education is considered to be one of the most influential factors that is capable of accelerating the growth in any economy. This changing scenario calls for a corresponding change in curriculum design and delivery of entrepreneurship courses.

REVA University and EDII entered into an Academic Partnership by signing an MOU. Under this partnership, students will experience world-class learning from both campuses. EDII, being an academic partner, provides the state of the art training facilities to students with a strong focus on practical and real time experiences. EDII faculty will be visiting REVA University campus and engage in teaching several courses related to entrepreneurship and family business in addition to organizing workshops, training programs, seminars and conferences from time to time. REVA University and EDII association will be providing cutting edge, high quality education with great emphasis on experiential and practical learning.

After successful completion of entrepreneurship education programs the students will be have multiple career paths:

Starting a New Venture : The Programs shall give complete knowledge and skill sets to the learners that they can start their own business. Educational institutions need to create necessary infrastructure for incubating new businesses on the campus by setting up incubation centres. Students with viable entrepreneurial projects need to be connected with venture capitalists and angel investors.

Joining Family Business: Family Business Management Programs support students who come with business background with excellent professional knowledge and with a focus on emerging business trends and markets to enable them to join family businesses with refreshing ideas to take them to new trajectories

The University is at the forefront of innovative learning methods and is committed to the use of new technologies in and outside the classroom. Students will benefit from personalized mentoring, tailored education with the opportunity to transfer between REVA and EDII campuses to enjoy the unique learning culture in each diverse location.

The Curriculum caters to and has relevance to local, regional, national, and global development needs. A maximum number of courses are integrated with cross-cutting issues with relevant to professional ethics, gender, human values, environment and sustainability.

I am sure the students choosing BBA Entrepreneurship in REVA University will enjoy the curriculum, teaching and learning environment comprising of academic partnership with EDII, the vast infrastructure and the experienced teachers involvement and guidance. We will strive to provide all needed comfort and congenial environment for their studies. I wish all students pleasant stay in REVA and grand success in their career.

Prof. Shubha A
Director, School of Management Studies

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RUKMINI EDUCATIONAL CHARITABLE TRUST

It was the dream of late Smt. Rukmini Shyama Raju to impart education to millions of underprivileged children as she knew the importance of education in the contemporary society. The dream of Smt. Rukmini Shyama Raju came true with the establishment of Rukmini Educational Charitable Trust (RECT), in the year 2002. **Rukmini Educational Charitable Trust (RECT)** is a Public Charitable Trust, set up in 2002 with the objective of promoting, establishing and conducting academic activities in the fields of Arts, Architecture, Commerce, Education, Engineering, Environmental Science, Management Studies, Legal Studies, Performing Arts and Science & Technology, among others. In furtherance of these objectives, the Trust has set up the REVA Group of Educational Institutions comprising of REVA Institute of Technology & Management (RITM), REVA Institute of Science and Management (RISM), REVA Institute of Management Studies (RIMS), REVA Institute of Education (RIE), REVA First Grade College (RFGC), REVA Degree College (Evening), REVA Independent PU College at Kattigenahalli, Ganganagar and Sanjaynagar and now REVA University. Through these institutions, the Trust seeks to fulfill its vision of providing world class education and create abundant opportunities for the youth of this nation to excel in the areas of Engineering, Commerce, Management, Education, Arts and Science & Technology.

Every great human enterprise is powered by the vision of one or more extraordinary individuals and is sustained by the people who derive their motivation from the founders. The Chairman of the Trust is Dr. P. Shyama Raju, a developer and builder of repute, a captain of the industry in his own right and the Chairman and Managing Director of the DivyaSree Group of companies. The idea of creating these top notch educational institutions was born of the philanthropic instincts of Dr. P. ShyamaRaju to do public good, quite in keeping with his support to other socially relevant charities such as maintaining the Richmond road park, building and donating a police station, gifting assets to organizations providing accident and trauma care, to name a few.

The Rukmini Educational Charitable Trust drives with the main aim to help students who are in pursuit of quality education for life. REVA is today a family of ten institutions providing education from PU to Post Graduation and Research leading to M. Phil and PhD degrees. REVA has well qualified experienced teaching faculty of whom majority are doctorates. The faculty is supported by committed administrative and technical staff. Over 14,000 students study various courses across REVA's three campuses equipped with exemplary state-of-the-art infrastructure and conducive environment for the knowledge driven community.

ABOUT REVA UNIVERSITY

REVA University has been established under the REVA University Act, 2012 of Government of Karnataka and notified in Karnataka State Gazette dated 27thFebruary, 2013. The University is empowered by UGC to award degrees any branch of knowledge under Sec.22 of the UGC Act. The University is a Member of Association of Indian Universities, New Delhi. The main objective of the University is to prepare students with knowledge, wisdom and patriotism to face the global challenges and become the top leaders of the country and the globe in different fields.

REVA University located in between Kempegowda International Airport and Bangalore city, has a sprawling green campus spread over 45 acres of land and equipped with state-of-the-art infrastructure that provide conducive environment for higher learning and research. The REVA campus has well equipped laboratories, custom-built teaching facilities, fully air-conditioned library and central computer center, the well planned sports facility with cricket ground, running track & variety of indoor and outdoor sports activities, facilities for cultural programs. The unique feature of REVA campus is the largest residential facility for students, faculty members and supportive staff.

The University is presently offering 24 Post Graduate Degree programs, 21 Degree programs in various branches of studies and has 14000+ students studying in various branches of knowledge at graduate and post graduate level and 410 Scholars pursuing research leading to PhD in 21 disciplines. It has 900+ well qualified, experienced and committed faculty members of whom majority are doctorates in their respective areas and most of them are guiding students pursuing research leading to PhD.

The programs being offered by the REVA University are well planned and designed after detailed study with emphasis with knowledge assimilation, applications, global job market and their social relevance. Highly qualified, experienced faculty and scholars from reputed universities / institutions, experts from industries and business sectors have contributed in preparing the scheme of instruction and detailed curricula for this program. Greater emphasis on practice in respective areas and skill development to suit to respective job environment has been given while designing the curricula. The Choice Based Credit System and Continuous Assessment Graded Pattern (CBCS – CAGP) of education has been introduced in all programs to facilitate students to opt for subjects of their choice in addition to the core subjects of the study and prepare them with needed skills. The system also allows students to move forward under the fast track for those who have the capabilities to surpass others. These programs are taught by well experienced qualified faculty supported by the experts from industries, business sectors and such other organizations. REVA University has also initiated many supportive measures such as bridge courses, special coaching, remedial classes, etc., for slow learners so as to give them the needed input and build in

them confidence and courage to move forward and accomplish success in their career. The University has also entered into MOUs with many industries, business firms and other institutions seeking their help in imparting quality education through practice, internship and also assisting students' placements.

REVA University recognizing the fact that research, development and innovation are the important functions of any university has established an independent Research and Innovation division headed by a senior professor as Dean of Research and Innovation. This division facilitates all faculty members and research scholars to undertake innovative research projects in engineering, science & technology and other areas of study. The interdisciplinary-multidisciplinary research is given the top most priority. The division continuously liaisons between various funding agencies, R&D Institutions, Industries and faculty members of REVA University to facilitate undertaking innovative projects. It encourages student research projects by forming different research groups under the guidance of senior faculty members. Some of the core areas of research wherein our young faculty members are working include Data Mining, Cloud Computing, Image Processing, Network Security, VLSI and Embedded Systems, Wireless Sensor Networks, Computer Networks, IOT, MEMS, Nano- Electronics, Wireless Communications, Bio-fuels, Nano-technology for coatings, Composites, Vibration Energies, Electric Vehicles, Multilevel Inverter Application, Battery Management System, LED Lightings, Renewable Energy Sources and Active Filter, Innovative Concrete Reinforcement, Electro Chemical Synthesis, Energy Conversion Devices, Nano-structural Materials, Photo-electrochemical Hydrogen generation, Pesticide Residue Analysis, Nano materials, Photonics, Nano Tribology, Fuel Mechanics, Operation Research, Graph theory, Strategic Leadership and Innovative Entrepreneurship, Functional Development Management, Resource Management and Sustainable Development, Cyber Security, General Studies, Feminism, Computer Assisted Language Teaching, Culture Studies etc.

The REVA University has also given utmost importance to develop the much required skills through variety of training programs, industrial practice, case studies and such other activities that induce the said skills among all students. A full-fledged Career Development and Placement (CDC) department with world class infrastructure, headed by a dynamic experienced Professor & Dean, and supported by well experienced Trainers, Counselors and Placement Officers.

The University also has University-Industry Interaction and Skill Development Centre headed by a Senior Professor & Director facilitating skill related training to REVA students and other unemployed students. The University has been recognized as a Centre of Skill Development and Training by NSDC (National Skill Development Corporation) under Pradhan Mantri Kaushal Vikas Yojana. The Centre conducts several add-on courses in challenging areas of development. It is always active in facilitating student's variety of Skill Development Training programs.

The University has collaborations with Industries, universities abroad, research institutions, corporate training organizations, and Government agencies such as Florida International University, Okalahoma State University, Western Connecticut University, University of Alabama, Huntsville, Oracle India Ltd, Texas Instruments, Nokia University Relations, EMC², VMware, SAP, Apollo etc, to facilitate student exchange and teacher–scholar exchange programs and conduct training programs. These collaborations with foreign universities also facilitates students to study some of the programs partly in REVA University and partly in foreign university, viz, M.S in Computer Science one year in REVA University and the next year in the University of Alabama, Huntsville, USA.

The University has also given greater importance to quality in education, research, administration and all activities of the university. Therefore, it has established an independent Internal Quality division headed by a senior professor as Dean of Internal Quality. The division works on planning, designing and developing different quality tools, implementing them and monitoring the implementation of these quality tools. It concentrates on training entire faculty to adopt the new tools and implement their use. The division further works on introducing various examination and administrative reforms.

To motivate the youth and transform them to become innovative entrepreneurs, successful leaders of tomorrow and committed citizens of the country, REVA organizes interaction between students and successful industrialists, entrepreneurs, scientists and such others from time to time. As a part of this exercise great personalities such as Bharat Ratna Prof. C. N. R. Rao, a renowned Scientist, Dr. N R Narayana Murthy, Founder and Chairman and Mentor of Infosys, Dr. K Kasturirangan, Former Chairman ISRO, Member of Planning Commission, Government of India, Dr. Balaram, Former Director IISc., and noted Scientist, Dr. V S Ramamurthy, Former Secretary, DST, Government of India, Dr. V K Aatre, noted Scientist and former head of the DRDO and Scientific Advisor to the Ministry of Defense Dr. Sathish Reddy, Scientific Advisor, Ministry of Defense, New Delhi and many others have accepted our invitation and blessed our students and faculty members by their inspiring addresses and interaction.

As a part of our effort in motivating and inspiring youth of today, REVA University also has instituted awards and prizes to recognize the services of teachers, researchers, scientists, entrepreneurs, social workers and such others who have contributed richly for the development of the society and progress of the country. One of such award instituted by REVA University is '**Life Time Achievement Award**' to be awarded to successful personalities who have made mark in their field of work. This award is presented on occasion of the "**Founders' Day Celebration**" of REVA University on 6th January of every year in presence of dignitaries, faculty members and students gathering. The first "REVA Life Time Achievement Award" for the year 2015 has been awarded to Shri. Kiran Kumar, Chairman ISRO, followed by Shri.

Shekhar Gupta, renowned Journalist for the year 2016, Dr K J Yesudas, renowned play back singer for the year 2017. REVA also introduced “**REVA Award of Excellence**” in the year 2017 and the first Awardee of this prestigious award is Shri Ramesh Aravind, Actor, Producer, Director, Screen Writer and Speaker.

REVA organises various cultural programs to promote culture, tradition, ethical and moral values to our students. During such cultural events the students are given opportunities to unfold their hidden talents and motivate them to contribute innovative ideas for the progress of the society. One of such cultural events is REVAMP conducted every year. The event not only gives opportunities to students of REVA but also students of other Universities and Colleges. During three days of this mega event students participate in debates, Quizzes, Group discussion, Seminars, exhibitions and variety of cultural events. Another important event is Shubha Vidadaya, - Graduation Day for the final year students of all the programs, wherein, the outgoing students are felicitated and are addressed by eminent personalities to take their future career in a right spirit, to be the good citizens and dedicate themselves to serve the society and make a mark in their respective spheres of activities. During this occasion, the students who have achieved top ranks and won medals and prizes in academic, cultural and sports activities are also recognised by distributing awards and prizes. The founders have also instituted medals and prizes for sports achievers every year. The physical education department conducts regular yoga classes everyday to students, faculty members, administrative staff and their family members and organises yoga camps for villagers around.

Recognizing the fast growth of the university and its quality in imparting higher education, the BERG (Business Excellence and Research Group), Singapore has awarded BERG Education Award 2015 to REVA University under Private Universities category. The University has also been honoured with many more such honors and recognitions.

ABOUT SCHOOL OF MANAGEMENT STUDIES

The School of Management Studies offers BBA (Industry Integrated), BBA(Honors), BBA (Entrepreneurship) and MBA programs. It also facilitates research leading to Doctoral degree. The BBA and MBA programs are designed to provide adequate scope students to enter into wide range of business spheres, entrepreneurship, and reduce the widening gap between Industry – Academia.

Entrepreneurship Development Institute of India (EDII)- Knowledge Partner

BBA Entrepreneurship Program is joint initiative of REVA University and Entrepreneurship Development Institute of India (EDII) under an MOU. REVA University signed an MOU with EDII to jointly organize various programs including Degrees, Diplomas, Certification courses, Faculty Development Programs at REVA University.

Entrepreneurship Development Institute of India (EDII), an autonomous and not-for-profit institute, set up in 1983, is sponsored by apex financial institutions - the IDBI Bank Ltd., IFCI Ltd., ICICI Bank Ltd. and the State Bank of India (SBI). The Government of Gujarat pledged 23 acres of land on which stands the majestic and sprawling EDII campus. In the international arena, efforts to develop entrepreneurship by way of sharing resources and organizing training programs, have helped EDII earn accolades and support from the World Bank, Commonwealth Secretariat, UNIDO, ILO, British Council, Ford Foundation, European Union, ASEAN Secretariat and several other renowned agencies.

Program Objectives :

BBA Entrepreneurship Program has been designed with a three - fold objective-

1. Train and Develop well rounded first generation entrepreneurs who can establish and run their own businesses
2. To groom the younger generation members of business families and prepare them to take the reins of family business
3. To prepare well trained management professionals and equip them to run the businesses as managers

VISION

- “To produce world class management experts through excellent teaching and research so as to offer professional services at National and International levels”

MISSION

- To provide high-standard, forward-looking, morally, socially and ethically responsive, coherent, interdisciplinary and career-oriented programs in a dynamic global education environment.
- To contribute to the enrichment and dissemination of knowledge through theoretical, applied and

problem-oriented research for the benefit of students, faculty, and society in general;

- To serve the community by undertaking customer-oriented research, providing training and professional consultation for business, industry and government and pursue research in partnership with business and governmental organizations.

VALUES

Excellence in all our academic and research endeavors

Dedication and service to our stakeholders

Leadership through innovation

Accountability and transparency

Creating conducive academic environment with service motto

Integrity and intellectual honesty

Ethical and moral behavior

Freedom of thought and expression

Adaptability to the change

Team-work

“Seven Deadly Sins

**Wealth without work
Pleasure without conscience
Science without humanity
Knowledge without character
Politics without principle
Commerce without morality
Worship without sacrifice.”**

— Mahatma Gandhi

Advisory Board

Sl. No.	Name of Members
1	<p>Dr. B. Mahadevan Professor, IIM – Bangalore, Bannerghatta Road, Bangalore Phone: +91-80-26993275 E-mail: b.mahadevan@iimb.ernet.in</p>
2	<p>Dr S Nayana Tara Professor IIM- Bangalore, Bannerghatta Road, Bangalore Phone: +91-80-26993082 E-mail: tara@iimb.ernet.in</p>
3	<p>Dr. D N S Kumar Director (Research) Christ University, Bangalore (O) 40129018(M) 8880919142</p>
4	<p>Dr. M. S. Moodithaya Registrar, Nitte University Derlakatte, Mangalore (M) 9845370401</p>
5	<p>Dr. A. H. Chachadi Retired Professor, Karnataka University, Dharwad (M) 9448631340 (R) (0836) 2742820</p>
6	<p>Dr. Teerooven Soobaroyen School of Management, Faculty of Business and Law University of Southampton, Highfield, Southampton, SO17 1BJ, UK Email: t.soobaroyen@soton.ac.uk</p>
7	<p>Dr Collins Ntim - BSc, MSc, MRes, PhD, PGCTHE, FHEA. Professor of Accounting & Finance, Department of Accountancy University of Huddersfield, UK Email: c.ntim@hud.ac.uk</p>
8	<p>Dr. Shanthi S K Chair Professor - Union Bank Center for Banking Excellence, Greta Lakes University, Chennai--6303102 Email: shanthi.sk@greatlakes.edu.in</p>
9	<p>Mr. Nagaraj Kulkarni Director, Compegece Bangalore. Mobile: 9980540426 Email:- nagarjkulkarni@compegece.com</p>

BBA (ENTREPRENEURSHIP) PROGRAM

Program Overview

Bachelor of Business Administration (Entrepreneurship)

The BBA Entrepreneurship Program is a three year program spreading over six semesters. This Program is unique among the Bachelors programs offered by the university because of the academic collaboration with Entrepreneurship Development Institute of India, Ahmedabad a premier institution in India engaged in entrepreneurship development. This program comprises of a total number of 150 credits of which EDII faculty members teach 60 credits and remaining 90 credits are taught by REVA University faculty members.

Entrepreneurship program at Bachelors level provides students a unique opportunity to gain the competencies to start, develop and / or manage a small business venture; to engage in social entrepreneurship; to pursue a career that requires entrepreneurship or one that provides professional expertise to manage small enterprises.

Programme Educational Objectives (PEOs)

The main objective of BBA Entrepreneurship Program is to produce well rounded management professionals with entrepreneurial strengths and make students to gain knowledge and relevant practical experience provided to intense project internships and action-based learning methods.

The Program Education Objectives :

1. To equip the students with requisite knowledge, skills and right attitude required to be successful managers and entrepreneurs.
2. To mould students as competent management professionals with a strong entrepreneurial mind set and with ethical values.
3. To prepare students with strong foundations in key managerial functions like marketing, finance, HR and operations with deeper knowledge and expertise in the areas of chosen specialization.
4. To acquaint students with business environment, legal aspects, tax and other compliances, industrial safety and security norms and standards.
5. To ensure that students learn to be socially responsible while doing business.
6. To enable students to pursue higher education in India and abroad with strong academic foundations at graduation level.
7. To make sustained efforts for holistic development of the students and thereby enabling them to work in the Volatile, Uncertain, Complex and Ambiguous (VUCA) business environment.

8. To prepare students to start their own businesses or lead their family business towards vibrant and innovative growth arenas.

Program Outcomes:

BBA Entrepreneurship Program shall enable students:

1. To acquire necessary knowledge and skills required to function as successful managers and entrepreneurs.
2. To develop theoretical and practical insights and problem-solving capabilities in effectively running businesses.
3. To be conversant with managing financial resources in a prudent manner.
4. To understand the intricacies of managing business operations effectively.
5. To drive the expansion and growth strategies of entrepreneurial ventures.
6. To identify, nurture and develop human resources needed by business enterprises.
7. To be able to exhibit exemplary leadership and team building capabilities.
8. To uphold moral and ethical principles and values in their professional pursuits.

BBA (ENTREPRENEURSHIP) PROGRAM

Scheme of Instruction

(Effective from Academic Year 2018-19)

Scheme of Instruction

Sl. No	Course Code	Title of the Course	HC/SC/SE/CC	Credit Pattern			
				L	T	P	Total
FIRST SEMESTER							
1	B18BE1010	Communicative English	CC	1	0	1	2
2	B18BE1021	Language – II Kannada	CC	2	0	0	2
3	B18BE1022	Language – II Hindi					
4	B18BE1023	Language – II Additional English					
5	B18BE1030	Fundamentals of Accounting	HC	3	0	1	4
6	B18BE1040	Business Economics	HC	3	1	0	4
7	B18BE1050	Management and Entrepreneurship	HC	3	1	0	4
8	B18BE1060	Indian Constitution and Human Rights	FC	2	0	0	2
9	B18BE1070	Skill Development Course	EDII	0	0	2	2
10	B18BE1080	Sports / Yoga / Dance / Music / Theatre	RULO	0	0	2	2
Total Credits				14	02	06	22
SECOND SEMESTER							
1	B18BE2010	Communicative English	CC	2	0	0	2
2	B18BE2021	Language – II Kannada	CC	2	0	0	2
3	B18BE2022	Language – II Hindi					
4	B18BE2023	Language – II Additional English					
5	B18BE2030	Business Statistics	HC	3	0	1	4
6	B18BE2040	Principles of Marketing	HC	3	1	0	4
7	B18BE2050	Entrepreneurial Competency Development	HC	3	1	0	4
8	B18BE2060	Computer Applications in Business	FC	1	0	1	2
9	B18BE2070	Self-Study Component(Online course)	RULO	0	0	2	2
10	B18BE2080	Skill Development Course	EDII	0	0	2	2
11	B18BE2090	Summer Internship – 1 (Minor Project)	HC	0	0	4	4
Total Credits				14	02	10	26

Sl. No	Course Code	Title of the Course	HC/SC / SE/CC	Credit Pattern			
				L	T	P	Total
THIRD SEMESTER							
1	B18BE3010	Organizational Psychology	HC	3	0	1	4
2	B18BE3020	Production and Operation Management	HC	3	1	0	4
3	B18BE3030	Understanding Business Opportunities	HC	2	0	1	3
4	B18BE3040	Entrepreneurial Lab	HC	2	1	0	3
5	B18BE3050	Legal Aspects of Entrepreneurship	HC	2	1	0	3

6	B18BE3060	Environmental Studies	FC	2	0	0	2
7	B18BE3070	Ethical Values For Business (Offered by School of Management to other schools)	OE	3	1	0	4
8	B18BE3080	Skill Development Course	EDII	0	0	2	2
9	B18BE3090	Soft Skill Training (Placement Department)	RULO	0	0	2	2
Total Credits				17	04	6	27

FOURTH SEMESTER

1	B18BE4010	Family Business Management	HC	3	0	1	4
2	B18BE4020	Business Research Methodology	HC	3	1	0	4
3	B18BE4030	New Venture Creation	HC	3	1	0	4
4	B18BE4040	Fundamentals of Financial Management	HC	3	1	0	4
5	B18BE4050	Services Marketing	HC	3	1	0	4
6	B18BE4060	Soft Skill Training (Placement Department)		2	0	0	2
7	B18BE4070	Self-Study Component (Online Course)	RULO	0	0	2	2
8	B18BE4080	Skill Development Course	EDII	0	0	2	2
9	B18BE4090	Summer Internship Project – 2	HC	0	0	4	4
Total Credits				13	04	09	26

FIFTH SEMESTER

1	B18BE5010	Corporate Entrepreneurship	HC	3	0	1	4
2	B18BE5020	Business Policy and Strategy	HC	3	1	0	4
3	B18BE5030	Project Management	HC	3	1	0	4
4	B18BE5040	Management Accounting	SC	2	1	0	3
Elective: New Venture Creation							
5	B18BE5051	Project Feasibility Analysis	SC	2	1	0	3
6	B18BE5052	Business Plan Preparation for New Venture	SC	2	1	0	3
Elective: Family Business Management							
7	B18BE5061	Growth and Diversification of Family	SC	2	1	0	3

		Business					
8	B18BE5062	Succession Planning in Family Business	SC	2	1	0	3
9	B18BE5070	Soft Skill Training (Placement Department)	RULO	2	0	0	2
10	B18BE5080	Skill Development Course	EDII	0	0	2	2
Total Credits				17	05	3	25
SIXTH SEMESTER							
1	B18BE6010	Total Quality Management	HC	2	0	1	3
2	B18BE6020	Operational Research for Managerial Decision	HC	3	1	0	4
Elective : New Venture Creation							
3	B18BE6031	Managing Growth and Diversification	SC	2	1	0	3
4	B18BE6032	Business Negotiation Strategies	SC	2	1	0	3
OR							
Elective : Family Business Management							
3	B18BE6041	Corporate and Family Governance	SC	2	1	0	3
4	B18BE6042	Professionalization of Family Business	SC	2	1	0	3
5	B18BE6050	Social Media Marketing	SC	2	1	0	3
6	B18BE6060	Skill Development Course	RU	0	0	2	2
7	B18BE6070	Major Project (Based on Specialization)	HC	1	0	5	6
Total Credits				12	03	08	24
Total Credits of all Semesters				88	20	42	150

Distribution of Credits based on L:T:P

Semester	L	T	P	REVA University	EDII	Total
I	14	02	06	18	04	22
II	14	02	10	18	08	26
III	17	04	6	18	09	27
IV	14	04	09	17	10	27
V	17	05	3	09	14	25
VI	12	03	08	08	15	23
Total	88	20	42	90	60	150

BBA (ENTREPRENEURSHIP) PROGRAM

Detailed Syllabus

(Effective from Academic Year 2018-19)

FIRST SEMESTER

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B18BE1010	Communicative English	CC	1	0	1	2	2

Course Objectives:

1. To attune young minds to concerns and issues which have a broad and wide scope of use and application to life.
2. To acquire a functional use of language in context.
3. To equip students to deliver formal and informal oral presentations to a variety of audiences in multiple contexts
4. To enable students to construct effective written message in various formats and styles.
5. To inculcate the habit of reading and writing leading to effective and efficient communication.

Course Outcomes:

On completion of the course, learners will be able to:

1. Demonstrate ethical and political responsibilities in taking cognizance of issues relating to society, environment and media.
2. Develop a process oriented approach to writing.
3. Make use of grammatical skills developed during the course aptly.
4. Utilize the target language effectively to focus on interpersonal skills and develop a good command over the language.

Course Contents:

Unit-1

Functional English

Remedial Grammar: Past Simple; Past Continuous; Irregular Verbs

Writing Skills: Paragraph Writing

Activities: Conversations; Leaving Phone Messages

Literature: Chief Seattle – The End of Leaving and Beginning of Survival

Unit-2

Interpersonal Skills

Remedial Grammar: Present Simple & Present Continuous; Activity & State Verbs

Writing Skills: Official Letters

Activities: Making Apologies; Invitations & Making Arrangements

Literature: Ruskin Bond – Tiger in the Tunnel

Unit-3

Multitasking Skills

Remedial Grammar: Present Perfect; For, Since & How Long; -ed& -ing adjectives; Prefix & Opposites of Adjectives

Writing Skills: Note Making

Activities: Agreeing & Disagreeing with Opinions

Literature: Jesse Owens - My Greatest Olympic Prize

Unit-4**Communication Skills****Remedial Grammar:** Collocations; Prepositions**Writing Skills:** Precis Writing**Activities:** Offers, Suggestions & Requests**Literature:** Avijit Pathak – Onscreen Magic

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B18BE1021	Language – II: Kannada	CC	2	0	0	2	2

Course Outline:

ಭಾಷೆಯನ್ನು ಮಾತನಾಡುವ ಬರೆಯುವ ಕೌಶಲ್ಯ, ಸಾಹಿತ್ಯದ ಬಗ್ಗೆ ಸ್ಥೂಲವಾಗಿ ಪರಿಚಯಿಸುವ ಮೂಲಕ ವಿದ್ಯಾರ್ಥಿಗಳ ವ್ಯಕ್ತಿತ್ವ ವಿಕಾಸ ಹಾಗೂ ಸ್ಪರ್ಧಾತ್ಮಕ ಪರೀಕ್ಷೆಗಳನ್ನು ಗಮನದಲ್ಲಿಟ್ಟುಕೊಂಡು, ಪ್ರಸ್ತುತ ಸಂದರ್ಭಕ್ಕೆ ವಿದ್ಯಾರ್ಥಿಗಳನ್ನು ಸಜ್ಜುಗೊಳಿಸಲು ಪಠ್ಯವನ್ನು ರೂಪಿಸಲಾಗಿದೆ. ಕಲೆ ಮತ್ತು ವಿಜ್ಞಾನದ ವಿಚಾರಗಳಿಗೆ ಒತ್ತನ್ನು ನೀಡಲಾಗಿದೆ. ಇದು ಮೂರು ಕ್ರೆಡಿಟ್ ಹೊಂದಿದೆ.

Course Objectives:

ಎರಡು ಸೆಮಿಸ್ಟರ್‌ಗಳಲ್ಲಿ ಸಮಗ್ರ ಕನ್ನಡ ಸಾಹಿತ್ಯವನ್ನು ಪರಿಚಯಿಸುವ ಉದ್ದೇಶವನ್ನು ಹೊಂದಿದೆ. ಅದರಂತೆ ಮೊದಲನೆಯ ಸೆಮಿಸ್ಟರ್‌ನಲ್ಲಿ ಜನಪದ, ಪ್ರಾಚೀನ, ಮಧ್ಯಕಾಲೀನ ಕಾವ್ಯಗಳು, ಹೊಸಗನ್ನಡದ ಸಣ್ಣಕಥೆಗಳು ಹಾಗೂ ನಾಟಕ ಸಾಹಿತ್ಯವನ್ನು ಪಠ್ಯವನ್ನಾಗಿ ಆಯ್ಕೆ ಮಾಡಿಕೊಂಡು, ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ಸಾಹಿತ್ಯದ ಬಗ್ಗೆ ಸದಭಿರುಚಿಯನ್ನು ಮೂಡಿಸಲಾಗುತ್ತದೆ. ಸಾಂಸ್ಕೃತಿಕ ತಿಳುವಳಿಕೆಯ ಜೊತೆಗೆ ವ್ಯಕ್ತಿತ್ವ ವಿಕಾಸದ ಕಡೆಗೆ ಗಮನ ನೀಡಲಾಗುತ್ತದೆ.

1. ಭಾಷೆ, ಸಾಹಿತ್ಯ, ಇತಿಹಾಸ ಮತ್ತು ಸಂಸ್ಕೃತಿಗಳನ್ನು ಕನ್ನಡ, ಕರ್ನಾಟಕಕ್ಕೆ ಸಂಬಂಧಿಸಿದಂತೆ ಪರಿಚಯಿಸಲಾಗುತ್ತದೆ.
2. ವಿದ್ಯಾರ್ಥಿಗಳ ಸರ್ವತೋಮುಖ ಬೆಳವಣಿಗೆಗೆ ಅನುವಾಗುವಂತೆ ಹಾಗೂ ಅವರಲ್ಲಿ ಮಾನವ ಸಂಬಂಧಗಳ ಬಗ್ಗೆ ಗೌರವ, ಸಮಾನತೆ ಮೂಡಿಸಿ, ಬೆಳೆಸುವ ನಿಟ್ಟಿನಲ್ಲಿ ಪಠ್ಯಗಳ ಆಯ್ಕೆಯಾಗಿದೆ.
3. ಅವರಲ್ಲಿ ಸೃಜನಶೀಲತೆ, ಶುದ್ಧ ಭಾಷೆ, ಉತ್ತಮ ವಿಮರ್ಶಾ ಗುಣ, ನಿರರ್ಗಳ ಸಂಭಾಷಣೆ, ಭಾಷಣ ಕಲೆ ಹಾಗೂ ಬರಹ ಕೌಶಲ್ಯಗಳನ್ನು ಬೆಳೆಸುವುದು ಗುರಿಯಾಗಿದೆ.
4. ಸ್ಪರ್ಧಾತ್ಮಕ ಪರೀಕ್ಷೆಗಳಿಗೆ ಅನುಕೂಲವಾಗುವಂತಹ ವಿಷಯಗಳನ್ನು ಗಮನದಲ್ಲಿಟ್ಟುಕೊಂಡು ಸೂಕ್ತ ಪಠ್ಯಗಳನ್ನು ಆಯ್ಕೆ ಮಾಡಿಕೊಳ್ಳಲಾಗಿದೆ.

Course Outcomes:

ಜನಪದ, ಪ್ರಾಚೀನ, ಮಧ್ಯಕಾಲೀನ ಕಾವ್ಯಗಳು, ಹೊಸಗನ್ನಡದ ಸಣ್ಣಕಥೆಗಳು ಹಾಗೂ ನಾಟಕ ಸಾಹಿತ್ಯ ಕಲಿಕೆಯ ಮೂಲಕ ಕಾಲದ ಸ್ಥಿತ್ಯಂತರಗಳನ್ನು ಅದರ ಒಳನೋಟಗಳನ್ನು ಬೆಳೆಸುತ್ತದೆ.

- ಸಾಮಾಜಿಕ, ರಾಜಕೀಯ, ಧಾರ್ಮಿಕ, ಸಾಂಸ್ಕೃತಿಕ ಹಾಗೂ ಲಿಂಗಸಂಬಂಧಿ ವಿಚಾರಗಳೆಡೆ ಗಮನ ಹರಿಸುವುದರೊಂದಿಗೆ ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ಚರ್ಚಾ ಮನೋಭಾವವನ್ನು ಬೆಳೆಯುತ್ತದೆ.
- ಜೀವನದಲ್ಲಿ ಬರುವ ಅಭಿಪ್ರಾಯ ಬೇಧಗಳು, ಸಮಸ್ಯೆಗಳನ್ನು ಆಧುನಿಕ ಸಂದರ್ಭದಲ್ಲಿ ಮಾನವೀಯತೆಯೊಂದಿಗೆ ನಿರ್ವಹಿಸುವಂತೆ ಪ್ರೇರೇಪಿಸುತ್ತದೆ.
- ಉತ್ತಮ ಸಂವಹನ ಕಲೆಯನ್ನು ಬೆಳೆಸುವ ಉದ್ದೇಶವನ್ನು ಈಡೇರಿಸುತ್ತದೆ.

Course Contents:

Unit	Description	Topics	
I.	ಜನಪದ/ಪ್ರಾಚೀನ/ವಾಡ್ಯಕಾಲೀನ ಕಾವ್ಯ	1. ಉತ್ತರದೇವಿ 2. ಸೂಳೆಡೆಯಲಪ್ಪುದು ಕಾಣಾ ಮಹಾಜಿರಂಗದೊಳ್? 3. ವಚನಗಳು 4. ಕೋಳೂರು ಕೊಡಗೂಸು	ಜನಪದ ಗೀತೆ ಪಂಪ ಅಲ್ಲಮ ಪ್ರಭು ಹರಿಹರ
II.	ಮಧ್ಯಕಾಲೀನ ಕಾವ್ಯ	5. ಉತ್ತರಕುಮಾರ ಪ್ರಸಂಗ 6. ತ್ರಿಪದಿಗಳು 7. ಸೋರಿದುದು ನೃಪಾಲನ ಗರ್ವಭಂಗ 8. ಗಿಳಿಯು ಪಂಜರದೊಳಿಲ್ಲ	ಕುಮಾರವ್ಯಾಸ ಸರ್ವಜ್ಞ ರತ್ನಾಕರವರ್ಣಿ ಪುರಂದರದಾಸರು
III.	ಸಣ್ಣ ಕಥೆಗಳು	9. ಗಂಭೀರಿಯೆಂಬ ಬಿದಿಯ ಕಥೆ 10. ಕಮಲಾಪುರದ ಹೋಟಿನಲ್ಲಿ 11. ನರಬಲಿ 12. ಅಮಾಸ	ಶಿವಕೋಟ್ಯಾಚಾರ್ಯ ಪಂಜೆ ಮಂಗೇಶರಾಯ ತ್ರಿವೇಣಿ ದೇವನೂರು ಮಹಾದೇವ
IV.	ನಾಟಕ	13. ಶೂದ್ರ ತಪಸ್ವಿ	ಕುವೆಂಪು

ಪಠ್ಯಮರ್ಶನ ಗ್ರಂಥಗಳು:

1. ಮುಗಳಿ ರಂ.ಶ್ರೀ., ಕನ್ನಡ ಸಾಹಿತ್ಯ ಚರಿತ್ರೆ, ಪ್ರಕಾಶಕರು ಗೀತಾ ಬುಕ್ ಹೌಸ್, ಮೈಸೂರು. 2014
2. ಸಂಗ್ರಹ. ನಾಗೇಗೌಡ ಎಚ್.ಎಲ್., ಚಾರಿತ್ರಿಕ ಜನಪದ ಕಥನ ಕಾವ್ಯಗಳು, ಪ್ರಕಾಶಕರು ಕರ್ನಾಟಕ ಜಾನಪದ ಪರಿಷತ್ತು, ಬೆಂಗಳೂರು. 2008
3. ಸೀಮಾಶೀತ ಕನ್ನಡ ಸಾಹಿತ್ಯ ಚರಿತ್ರೆ ಸಂಪುಟ 1,2,3,4,5 ಮತ್ತು 6, ಕುವೆಂಪು ಕನ್ನಡ ಅಧ್ಯಯನ ಸಂಸ್ಥೆ, ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಮೈಸೂರು. 2014
4. ಸಂಗ್ರಹ. ನಾಗೇಗೌಡ ಎಚ್.ಎಲ್., ಕನ್ನಡ ಜನಪದ ಕಥನ ಕಾವ್ಯಗಳು, ಪ್ರಕಾಶಕರು ಕರ್ನಾಟಕ ಜಾನಪದ ಪರಿಷತ್ತು, ಬೆಂಗಳೂರು. 2007
5. ಹಂಪ ನಾಗರಾಜಯ್ಯ, ಸಾಂಗತ್ಯ ಕವಿಗಳು, ಪ್ರಕಾಶಕರು ಸ್ವಪ್ನ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು. 2010
6. ನಾರಾಯಣ ಪಿ.ವಿ, ಚಂಪೂ ಕವಿಗಳು, ಪ್ರಕಾಶಕರು ಸ್ವಪ್ನ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು. 2010
7. ಕಾಳೇಗೌಡ ನಾಗವಾರ, ತ್ರಿಪದಿ, ರಗಳೆ ಮತ್ತು ಜಾನಪದ ಸಾಹಿತ್ಯ, ಪ್ರಕಾಶಕರು ಸ್ವಪ್ನ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು. 2010
8. ಸಂ. ಬೆನಗಲ್ ರಾಮ ರಾವ್ ಮತ್ತು ಪಾನ್ಯಂ ಸುಂದರ ಶಾಸ್ತ್ರಿ, ಪುರಾಣ ನಾಮ ಚೂಡಾಮಣಿ, ಪ್ರಕಾಶಕರು ಪ್ರಸಾರಾಂಗ, ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ. 2010
9. ಡಾ. ಚಿದಾನಂದ ಮೂರ್ತಿ, ವಚನ ಸಾಹಿತ್ಯ, ಪ್ರಕಾಶಕರು ಸ್ವಪ್ನ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು. 2013
10. ಸಂ. ಬಸವರಾಜು ಎಲ್. ಸರ್ವಜ್ಞನ ವಚನಗಳು, ಪ್ರಕಾಶಕರು ಗೀತಾ ಬುಕ್ ಹೌಸ್, ಮೈಸೂರು. 2012
11. ಸಂ ಮರುಳಸಿದ್ದಪ್ಪ ಕೆ, ನಾಗರಾಜ ಕಿ.ರಂ. ವಚನ ಕಮಟ, ಪ್ರಕಾಶಕರು ಸ್ವಪ್ನ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು. 2016
12. ಮರುಳಸಿದ್ದಪ್ಪ ಕೆ, ಷಟ್ಪದಿ ಸಾಹಿತ್ಯ, ಪ್ರಕಾಶಕರು ಸ್ವಪ್ನ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು. 2010
13. ನರಸಿಂಹಾಚಾರ್. ಡಿ.ಎಲ್., ಪಂಪ ಭಾರತ ದೀಪಿಕೆ, ಪ್ರಕಾಶಕರು ಡಿ.ವಿ.ಕೆ ಮೂರ್ತಿ ಪ್ರಕಾಶನ, ಮೈಸೂರು. 2012
14. ಸಂ. ಜಿ.ಎಸ್.ಭಟ್., ಕುಮಾರವ್ಯಾಸನ ಕರ್ಣಾಟ ಭಾರತ ಕಥಾಮಂಜರಿ ಪ್ರವೇಶ, ಪ್ರಕಾಶಕರು ಅಕ್ಷರ ಪ್ರಕಾಶನ, ಹೆಗ್ಗೋಡು, ಸಾಗರ. 2006
15. ರಂಜಾನ್ ದರ್ಗಾ, ಶರಣರ ಸಮಗ್ರ ಕ್ರಾಂತಿ, ಪ್ರಕಾಶಕರು. ಲೋಹಿಯಾ ಪ್ರಕಾಶನ, ಬಳ್ಳಾರಿ. 2015
16. ವಸಿಷ್ಠ., ರತ್ನಾಕರವರ್ಣಿಯ ಭರತೇಶ ವೈಭವ, ಪ್ರಕಾಶಕರು ಚೇತನ ಬುಕ್ ಹೌಸ್, ಮೈಸೂರು. 1999
17. ಶಾಮರಾಯ ತ.ಸು., ಕನ್ನಡ ಸಾಹಿತ್ಯ ಚರಿತ್ರೆ, ಪ್ರಕಾಶಕರು ತಳುಕಿನ ವೆಂಕಣ್ಣಯ್ಯ ಸ್ಮಾರಕ ಗ್ರಂಥಮಾಲೆ, ಮೈಸೂರು -2014
18. ಶಿವರುದ್ರಪ್ಪ ಜಿ.ಎಸ್. ಕನ್ನಡ ಸಾಹಿತ್ಯ ಸಮೀಕ್ಷೆ, ಪ್ರಕಾಶಕರು ಸ್ವಪ್ನ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು. 2013

Course Code	Course Title	Course Type	L	T	P	C	Hrs./Wk.
B18BE1022	Language – II: Hindi	CC	2	0	0	2	2

ಪಾಠ್ಯಕ್ರಮ ರೂಪರೇಖಾ :

यह पाठ्यक्रम नौसिखिया, अपनी भाषा की क्षमता का विकास करने हेतु तथा विभिन्न साहित्यिक प्रक्रियाओं द्वारा समाज, संस्कृति एवं जीवन के मूल्यों को समझने हेतु अभिकल्पित है।

ಪಾಠ್ಯಕ್ರಮ ಉದ್ದೇಶ :

- संदर्भानुसार उचित भाषा का प्रयोग करने की दक्षता को छात्रों में उत्पन्न करना |
- साहित्य के माध्यम से समाज एवं मानवीय मूल्यों को समझाकर, उन मूल्यों की रक्षा हेतु प्रेरित करना |
- छात्रों में पुस्तक पठन एवं लेखन की अकृतिम प्रवृत्ति स्थापित करना |
- अध्येताओं में साहित्य के माध्यम से प्रभावी एवं कुशल संचार का विकास करना |

अधिगम परिणाम :

अध्ययन की समाप्ति पर अध्येता –

- सामाजिक मूल्य एवं नैतिक जवाबदेही को स्वीकार कर सकता है |
- साहित्य की प्रासंगिकता को जीवन में समझने की दक्षता रखता है |
- समाज में अंतर्निहित पद्धतियाँ एवं विचारधाराओं का व्याख्यान करने में सक्षम बन सकता है |

अध्ययन विषय सूची / पाठ्यक्रम

इकाई – 1: कहानी, व्यंग्य रचना

अध्यापन अवधियाँ : 12 hrs.

1. कहानी - नमक का दारोगा – प्रेमचंद
2. उसकी रोटी – मोहन राकेश
3. व्यंग्य रचना – वैष्णव की फिसलन – हरिशंकर परसाई

इकाई – 2: कहानी, निबंध

अध्यापन अवधियाँ : 12 hrs.

4. कहानी – परदा – यशपाल
5. कहानी – मेरी माँ कहाँ – कृष्णा सोबती
6. निबंध – अच्छी हिन्दी – रविन्द्रनाथ त्यागी

इकाई – 3: कहानी

अध्यापन अवधियाँ : 12 hrs.

7. कहानी – गुंडा - जयशंकर प्रसाद
8. कहानी – जल्लाद – पांडेय बेचन शर्मा 'उग्र'

इकाई – 4: अनुवाद, पत्र-लेखन

अध्यापन अवधियाँ : 12 hrs.

पत्रलेखन- : बैंक संबंधी पत्र, बीमा पत्र और आवेदन पत्र |

सन्दर्भ ग्रन्थ :

- पाठ्य पुस्तक – रेवा विश्वविद्यालय
- सुबोध व्यवहारिक हिन्दी – डॉ. कुलदीप गुप्त
- अभिनव व्यवहारिक हिन्दी – डॉ. परमानन्द गुप्त
- हिन्दी साहित्य का इतिहास - डॉ. नागेन्द्र
- आधुनिक हिन्दी साहित्य का इतिहास - डॉ. बच्चन सिंह
- हिन्दी साहित्य का नवीन इतिहास - डॉ. लाल साहब सिंह
- शुद्ध हिन्दी कैसे बोले कैसे लिखे- पृथ्वीनाथ पाण्डे
- कार्यालय अनुवाद निदेशिका

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B18BE1023	Language – II: Additional English	CC	2	0	0	2	2

Course Objectives:

1. To equip students with the ability to acquire the functional use of language in context.
2. To motivate the students to explore and critique issues related to society and Ethics.
3. To develop in the students a genuine habit of reading and writing leading to effective and efficient communication.

Course Outcomes:

1. On completion of the course, learners will be able to:
2. Demonstrate ethical responsibilities in taking cognizance of issues relating to society and values.
3. Develop an understanding of literature in context.
4. Interpret and paraphrase their ideas logically and cohesively.
5. Illustrate the systems and ideologies inherent in the society.

Course Contents:

Unit-I: Values and Ethics

12 Hrs

Literature:

Rabindranath Tagore - Where the Mind is Without Fear, William Wordsworth – Three Years She Grew in Sun and Shower, Saki – The Lumber-room, William Shakespeare – Extract from *Julius Caesar* (Mark Antony's Speech) Language: Vocabulary Building

Unit-II: Natural & Super Natural

12 Hrs

Literature: John Keats – La Belle Dame Sans Merci Charles Dickens – The Signal Man

Hans Christian Anderson - The Fir Tree William Shakespeare – An Excerpt from *The Tempest*

Language: Collective Nouns

Unit-III: Travel and Adventure

12 Hrs

Literature: R.L. Stevenson – Travel, Elizabeth Bishop - The Question of Travel, H.G. Wells – The Magic Shop, Jonathan Swift – Excerpt from *Gulliver's Travels Book – I*

Writing Skills: Travelogue

Unit-IV: Success Stories

12 Hrs

Literature: Emily Dickinson – Success is Counted Sweetest Rupert Brooke – Success

Dr. Martin Luther King - I Have a Dream Helen Keller – Excerpt from *The Story of My Life*

Writing Skills: Brochure & Leaflet

Reference Books:

1. Tagore, Rabindranath. *Gitanjali*. Rupa Publications, 2002.
2. Wordsworth, William. *The Complete Works of William Wordsworth*. Andesite Press, 2017.
3. Munro, Hector Hugh. *The Complete Works of Saki*. Rupa Publications, 2000.
4. Shakespeare, William. *The Complete Works of William Shakespeare*. Sagwan Press, 2015.
5. Chindhade, Shirish. *Five Indian English Poets: Nissim Ezekiel, A.K. Ramanujan, Arun Kolatkar, Dilip Chitre, R. Parthasarathy*. Atlantic Publications, 2011.
6. Dickens, Charles. *The Signalman and Other Horrors: The Best Victorian Ghost Stories of Charles Dickens: Volume 2*. Createspace Independent Publications, 2015.
7. Anderson, Hans Christian. *The Fir Tree*. Dreamland Publications, 2011.
8. Colvin, Sidney (ed). *The Works of R. L. Stevenson. (Edinburgh Edition)*. British Library, Historical Prints Edition, 2011.
9. Bishop, Elizabeth. *Poems*. Farrar, Straus and Giroux, 2011.
10. Swift, Jonathan. *Gulliver's Travels*. Penguin, 2003.

11. Dickinson, Emily. *The Complete Poems of Emily Dickinson*. Createspace Independent Publications, 2016.
12. Brooke, Rupert. *The Complete Poems of Rupert Brooke*. Andesite Press, 2017.
13. King, Martin Luther Jr. & James M. Washington. *I Have a Dream: Writings And Speeches That Changed The World*. Harper Collins, 1992.
14. Keller, Helen. *The Story of My Life*. Fingerprint Publishing, 2016.
15. Green, David. *Contemporary English Grammar Structures and Composition*. New Delhi: MacMillan Publishers, 2010.
16. Thorpe, Edgar and Showick Thorpe. *Basic Vocabulary*. Pearson Education India, 2012.
17. Leech, Geoffrey and Jan Svartvik. *A Communicative Grammar of English*. Longman, 2003.
18. Murphy, Raymond. *Murphy's English Grammar with CD*. Cambridge University Press, 2004

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B18BE1030	Fundamentals of Accounting	HC	3	0	1	4	5

Course Objectives:

The main objective of this course is to:

1. Help students understand fundamental accounting concepts and principles.
2. Understand concepts and standards underlying the accounting procedures used to measure business performance.
3. Develop the capability to perform the basic accounting functions: the recognition, valuation, measurement and recording of the most common business transactions and the preparation of accounting statements.
4. Enable students to understand the preparation of Profit and Loss Accounts and Balance Sheets

Course Outcomes:

After successful completion of this course, the students shall be able to:

1. Explain the nature and purpose of financial statements in relationship to decision making.
2. Develop the ability to use the fundamental accounting equation to analyze the effect of business transactions on an organization's accounting records and financial statements.
3. Use a basic accounting system to create (record, classify, and summarize) the data needed to solve a variety of business problems.
4. Practically apply the skills of accounting concepts, principle and frameworks to analyze and effectively communication information to variety of audiences.

Course Contents:

Unit-1: Introduction to Accounting**16 hours**

Meaning, Nature, Need for accounting, Internal and External users of accounting information, limitations of accounting, accounting Concepts and Conventions, Accounting Practices, Generally Accepted Accounting Principles (GAAP), IFRS and proposed changes in Indian Accounting Standards

Accounting systems & process

Accounting equation - Systems of Accounting, Process of Accounting transactions, types of Accounts, Rules of Accounting. Journal - Meaning, features, simple and compound entries, Capital and revenue expenditures, Capital and revenue receipts, Contingent assets and contingent liabilities, Preparation of ledgers.

Unit-2: Subsidiary Books**16 hours**

Subsidiary books – material evidences – Pro forma invoice, debit and credit note, types of subsidiary books - Sales book, Sales return book, Purchases book, Purchase returns book, receivable book, payable book, Cash Book- (Single column, double column, and three columnar cash book, petty cash book) and journal proper.

Unit-3: Bank Reconciliation statement and Rectification of errors**16 hours**

Reconciliation Statement – Preparation of Bank Reconciliation Statement. Rectification of errors, preparation of trial balance.

Unit-4: Final Accounts**16 hours**

Preparation of Trading and Profit and Loss account and Balance Sheet of sole trading concerns and partnership firms including all adjustments.

Suggested Readings:

1. Jain S.P., & Narang K L. (2013). *Basic Financial Accounting*, I, Kalyani publishers, New Delhi
2. Maheshwari, S.N., & Maheshwari, S.K. (2012). *Advanced Accountancy*, 1, JainBookAgency, NewDelhi.
3. Shukla, M. (2013). *Advanced Accounts*, SChand Publishers, New Delhi
4. Tulsian, P.C. (2011), *Financial Accounting*, S Chand Publishers, New Delhi.

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B18BE1040	Business Economics	HC	3	1	0	4	5

Course Objectives:

1. To provide knowledge about economic situation of the country
2. To provide knowledge about the factors that influence the buying behaviour of the consumers
3. To impart knowledge about those factors which influence the business economics
4. To enable the students to understand and identify demand and supply patterns in the growing economy
5. To enable the students to gain knowledge about the kinds of competitions in the market

Course Outcomes:

After completion of the course students shall be able to:

1. Analyze the basic problems related to economics
2. Understand the concepts of micro and macro economics
3. Understand the demand determinants which influence the decisions producers
4. Comprehend the concepts related to demand and supply elasticity
5. Identify the approaches to the study of Consumer behaviour
6. To differentiate between the perfect and imperfect competition

Course Contents:

Unit-1: Introduction

16 hours

Business Economics, Meaning, Scope, Importance, Basic terminologies of Economics, Ordinal utility theory: (Indifference curve approach), Consumer's preferences; Budget line; Consumer's equilibrium; Effects on Consumer Equilibrium; Reveled preference theory.

Problems of Economics, Micro and Macro Economics: Meaning & Differences with examples. Goals of a business firm, Application of Economics in business decisions.

Unit-2: Consumer Theory

16 hours

Demand and supply: Meaning, Determinants of demand, movements vs. shift in demand curve, Law of demand Criticisms of the law of demand, Determinants of supply, movement along a supply curve vs. shift in supply curve; - Market equilibrium, Elasticity of demand and supply, Application of demand and supply. Income distribution, factor pricing- demand for factor, supply of factor, backward bending supply curve for labor concepts of economic rent. Functional distribution of income.

Unit-3: Production and Cost

16 hours

Production: Firm as an agent of production. Concepts of Production function. Law of variable proportions; Iso-quants; Return to scale; Economies and Diseconomies of scale. Costs: Costs in the short run, Costs in the long run, Profit maximization and cost minimization, Equilibrium of the firm, Technological change.

Unit-4: Market Structure

16 hours

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

Suggested Readings:

- 1) Salvatore, D. Schaum'S. Outline of Theory and Problems of Microeconomic Theory, New Delhi: McGraw-Hill, International Edition.
- 2) Ahuja, H.L. Business Economics, S. Chand & Co Publishers, New Delhi.
- 3) Pindyck, R.S., and Rubinfeld, D.L. Microeconomics. Prentice-Hall of India Pvt. Ltd.
- 4) Deepashree, Business Economics, New Delhi: Ane Books Pvt. Ltd.
- 5) Varian, H.R. Intermediate Microeconomics: A Modern Approach, Affiliated East-West Press, New Delhi.

Course Code	Course Title	Course Type	L	T	P	C	Hrs./Wk.
B18BE1050	Management and Entrepreneurship	HC	3	1	0	4	5

Course Objectives:

- 1.To familiarize the learner with the fundamentals of management and principles
2. To enable the student to understand the evolution of management and management practices in 21 Century
3. To understand the management process and functions in the context of small business management
4. To enable the student to understand the nature of entrepreneurship and entrepreneurial roles and responsibilities
5. To understand the meaning, importance and scope of creativity and innovation in entrepreneurial pursuits

Course Outcomes :

Upon successful completion of this course, a student will be able to:

1. Apply the basic principles of management in the context of a new venture creation
2. Distinguish the concepts entrepreneurship and innovation
3. Understand management process and functions in the context of small business
4. Distinguish managerial and entrepreneurial roles

Unit 1

16 Hours

Introduction: - Concept of Management, Scope, Functions and Principles of Management, Evolution of Management thought-. Planning: - The Process of Planning, Objectives, Policy and Procedures, Forecasting and Decision Making -Case Studies

Unit 2

16 Hours

Organizing: - Meaning, Importance and Principles, Span of Management, Centralization and Decentralization, Patterns of Organization, Line and Staff Relationships: Staffing: - Nature & Scope of Staffing, Manpower Planning, Selection & Training, Performance Appraisal. Controlling: - Concept or Managerial Control, Control aids, Score Responsibilities of Managers- Case Studies.

Unit 3

16 Hours

Introduction – Meaning & Definition of Entrepreneurship, Entrepreneur & Enterprise – Differences between Entrepreneurship, Entrepreneur & Enterprise – Types of Entrepreneurs - Functions of Entrepreneur – Role of Entrepreneur for Economic Development - Case Studies

Unit 4

16 Hours

Creativity and Innovation: Definition Creativity Process- Sources of New Ideas- Innovation- Principles- Why Innovate? Sources and Types of Innovation- Case Studies .

Reference Books:

Paul Hersey & Ken Blanchard, Management & Organizations Behaviour , Pearson Publishers, 10th Edition, 2012.

Koontz & O'Donald, Essentials of Management , McGraw Hill Higher Education; 4th Revised edition edition (1 March 1986).

L.M. Prasad, Principles and Practice of Management, Sultan Chand & Sons; Eight edition, (2013).

David Holt, Entrepreneurship – New Venture Creation, PHI

Rober D. Hisrich, et al, Entrepreneurship, McGrawhill Co, 2016

Rajiv Roy, Entrepreneurship, Oxford University Press.

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B18BE1060	Indian Constitution and Human Rights	FC	2	0	0	2	4

Course Objective:

The objective of this course is to provide a comprehensive view of Indian Constitution and Human Rights.

Course Contents:**Unit-1: Indian Constitutional Philosophy**

- a. Features of the Constitution and Preamble
- b. Fundamental Rights and Fundamental Duties
- c. Directive Principles of State Policy

Unit-2: Union and State Executive, Legislature and Judiciary

- a. Union Parliament and State Legislature: Powers and Functions
- b. President, Prime Minister and Council of Ministers
- c. State Governor, Chief Minister and Council of Ministers
- d. The Supreme Court and High Court: Powers and Functions

Unit-3: Concept and Development of Human Rights

- a. Meaning Scope and Development of Human Rights
- b. United Nations and Human Rights- UNHCR
- c. UDHR 1948, ICCR 1996 and ICESCR 1966

Unit-4 : Human Rights in India

- a. Protection of Human Rights Act, 1993 (NHRC & SHRC)

- b. First, Second and Third Generations- Human Rights
- c. Judicial Activities and Human Rights

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B18BE1070	Skill Development Course	RULO	0	0	2	2	4

Note: The students will have to undergo Skill Development course being conducted by Training and Placement cell of the University.

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B18BE1080	Sports / Yoga / Dance / Music / Theatre	RULO	0	0	2	2	4

Note: Music, Dance, and Theater courses are offered by the School of Performing Arts, whereas the Sports and Yoga courses are offered by the Department of Physical Education. The students have to choose any **ONE** of these courses.

A. YOGA FOR HEALTH

Course Objectives:

Following are the Course Objectives.

1. To prepare the students for the integration of their physical, mental and spiritual faculties;
2. To enable the students to maintain good health;
3. To practice mental hygiene and to attain higher level of consciousness;
4. To possess emotional stability, self control and concentration; and
5. To inculcate among students self discipline, moral and ethical values.

Course Outcomes:

On completion of the course learners will be able to:

1. Practice yoga for strength, flexibility, and relaxation.
2. Learn techniques for increasing concentration and decreasing anxiety
3. Become self disciplined and self-controlled
4. Improve physical fitness and perform better in studies
5. Gain self confidence to face the challenges in the society with commitment to serve the society

Course Content:

Unit-I:

Yoga: Introduction, **Surya Namaskara:-** 12 counts

Unit-II:

Asanas: Sitting- Vajrasana, Dandasana, Padmasana, Matsyasana, Paschimottasana, Shirasasana.

Asanas: Standing- Tadasana, Trikonasana, Parshwa konasana, Veerabhadrasana.

Unit-III:

Asanas: Prone Position- Bhujangasana, Dhanurasana.

Asanas: Supine Position- Sarvangasana, Halasana.

Mudras- Dhyana mudra, , Namaste mudra, Nasika mudra

Unit-IV:

Pranayams:- Anuloma – Viloma, Basthrika, Bhramari.

Dhyana & its types: Competition format, Rules and their interpretations

B. VOLLEYBALL

Course Objectives:

To learn the rules, fundamental skills, and strategies of volleyball

1. To develop skills in passing, setting, serving, spiking, and blocking.
2. To learn basic offensive and defensive patterns of play.
3. To develop a positive attitude towards volleyball as a lifetime sport and to improve physical fitness through participation in volleyball.

Course Outcomes:

On completion of the course learners will be able to:

1. Learn basic skills and knowledge associated with volleyball.
2. Apply these skills while playing volleyball and exhibit improved performance
3. Improve physical fitness and practice positive personal and lifestyle.
4. Gain an understanding of the value of sports in attaining wellness, maintaining good health and developing spirit of teamwork.

Course Content:

Unit-I

- Introduction about Volleyball
- Players Stance, Receiving and passing
- The Volley (Overhead pass), The Dig (Underhand pass), Service Reception

Unit-II

- Service- Under Arm Service, Tennis Service, Side Arm Spin Service, Round Arm Service, High spin service, Asian serve / American serve (floating)
- Setting the ball- Set for attack, Back set, Jump set

Unit-III

- Smash/Spike- Straight smash, Body turn smash, Wrist outward smash, Wrist inward smash
- Block- Single block, Double block, Three-man block
- Rolls- Overhead pass & back rolling, One hand underhand pass with side rolling, Forward dive

Unit-IV

- Attack Combination, Defense Systems, Libero play
- Court marking, Rules and their interpretations and Duties of officials

C. BASKETBALL

Course Objectives:

1. To learn the rules, fundamental skills, and strategies of Basketball
2. To develop technical skills in passing, in ball handling, individual offense, individual defense, rebounding, screen, team offense, team defense and fast break.
3. To learn basic offensive and defensive strategies of play.
4. To develop a positive attitude towards Basketball as a lifetime sport and to improve physical fitness through participation in Basketball.
5. To develop positive understanding and appreciation of the basketball game.

Course Outcomes:

On completion of the course learners will be able to:

1. Learn basic skills and knowledge associated with basketball.
2. Apply these skills while playing basketball and exhibit improved performance
3. Improve physical fitness and practice positive personal and lifestyle.
4. Gain an understanding of the value of sports in attaining wellness, maintaining good health and developing spirit of teamwork.

Course Content:

Unit-I

- Basketball: Introduction
- Grip; Player stance- Triple threat stance and Ball handling exercises
- Passing (Two hand/one hand)- Chest pass, Bounce Pass, Over head pass, Underhand pass, Hook Pass, Behind the back pass, Baseball pass, Side arm pass and passing in running.
- Receiving-Two Hand receiving, One hand receiving, Receiving in stationary position, Receiving while jumping, Receiving while running.

Unit-II

- Dribbling- How to start dribble, How to stop dribble, High / Low dribble with variations
- Shooting- Layup shot and its variations, One hand set shot, One hand jump shot, Free throw, Hook shot, Tip-in shot.
- Stopping- Stride/Scoot, Pivoting and Faking /Feinting footwork.

Unit-III

- Rebounding- Defensive rebound, Offensive rebound, Box out, Rebound Organization.
- Individual Defensive- Guarding the man with the ball and without the ball.
- Offensive drills, Fast break drills, Team Defense/Offense, Team Tactics

Unit-IV

- Court marking, Rules and their interpretations

D. FOOTBALL

Course Objectives:

1. To learn the rules, fundamental skills, and strategies of football.
2. To develop skills in passing, receiving, controlling the ball, dribbling, shielding, shooting, tackling, beating a defender and heading in football.

3. To learn basic offensive and defensive patterns of play
4. To use different parts of the body in utilizing the above skills while playing football
5. To develop a positive attitude towards football as a lifetime sport and to improve physical fitness through participation in football.

Course Outcomes:

On completion of the course learners will be able to:

1. Learn basic skills and knowledge associated with football.
2. Apply these skills while playing football and exhibit improved performance
3. Use the knowledge and understanding to perform, refine and adapt the above skills and related skills with precision, accuracy, fluency and clarity in any situation.
4. Improve physical fitness and practice positive personal and lifestyle.
5. Gain an understanding of the value of sports in attaining wellness, maintaining good health and developing spirit of teamwork.

Course Content:

Unit-I

1. Football: Introduction

- Kicks- Inside kick, Instep kick, Outer instep kick, Lofted kick, Chipping, Volley, Half Volley
- Trapping- Trapping rolling the ball, Trapping bouncing ball with sole

Unit-II

- Dribbling- With instep and outer instep of the foot.
- Heading- From standing, running and jumping.
- Feinting- With the lower limb and upper part of the body.

Unit-III

- Tackling- Simple tackling, Slide tackling.
- Throw-in- Standing and Sliding
- Goal Keeping- Collection of balls, Ball clearance, throwing and deflecting.

Unit-IV

- Ground marking, Rules and their interpretations

E. ATHLETICS (TRACK AND FIELD)

Course Objectives:

1. To teach students the skilled techniques in sprints, relay running, hurdles, long jump, high jump, and shot put and practice them.
2. To develop competence among students in demonstrating all the techniques covered in the course.

3. To make students understand some of the scientific and empirical principles and their rationale underlying the development of skilled performance.
4. To inculcate among students the habit of team work and cooperative learning and develop competence in detecting / correcting technique errors.
5. To develop a positive attitude towards sports in general and athletics in particular and to improve physical fitness through participation in various athletic games / sports activities.

Course Outcomes:

On completion of the course students shall be able to:

1. Display competencies in executing basic techniques and skills associated with select track and field events.
2. Develop basic skills and techniques to improve one's running posture and take-off position for different jumps.
3. Learn regular practice of select track and field events and improve physical fitness
4. Appreciate track and field events by applying sports science knowledge to explain the execution of the events.

Course Content:

Unit-I

- Athletics: Introduction
- Track Events - Steeple Chase, Race Walking, Middle and Long distance races
- Race walking - Technique, Faults and Officiating.
- Middle and Long distance races – Technique and Training

Unit-II

- Jumping Events - High Jump and Triple Jump: Basic Skills and techniques
- High Jump - Straddle Roll & Flop Technique, Approach, Take-off, Technique in the air, Clearance over the bar & Landing
- Triple Jump – Hop, Step and Jump Technique, Approach, Take-off & Landing

Unit-III

- Throwing Events - Discus Throw and Hammer Throw: Basic Skills and techniques
- Discus Throw - Standing and Rotatory techniques, Grip, Stance, Rotation Technique, Power stance, Release and Reverse (Follow through)
- Hammer Throw - Grip, Swings, Rotation foot work, Release and Follow through

Unit-IV

- Rules, Officiating and Marking - Ground / Sector Marking, Interpretation of Rules.

Reference Books

1. Arthur E. Ellison (ed) (1994). Athletic Training and Sports Medicine.
2. Ballisteros, J.M. (1998). Hurdles Basic Coaching Manual, IAAF.
3. Bosen K.O. (1993). Teaching Athletics Skills and Technique.
4. Bosen K.O. (1990). Study Material on Hurdles for the Regular Course Students.

5. Doherty K. (1995). Track and Field Omni book.
6. Martin, David E. Peter N. Coe (1991). Training Distance Runner.
7. Howard S. (1981). Science of Track and Field Athletics.
8. Briggs Graeme (1987). "Track and field coaching Manual", Australian Track and Field Coaches Association. Rothmans Foundation National Sports Division.
9. Carr, Gerry (1999). "Fundamentals of Track and Field. Track Athletics Title G.V. 1060 5.e. 368.
10. I.A.A.F. Level-II (2001). Text Book on Jumping Event.
11. Jarver, Jesse (1987). "The Jumps", Track and Field Coaching Manual Australia.

F. DRAMATICS

Pre-requisites: Students with background in Theatre Arts/ Keen interest in Dramatics.

Course Objectives:

- To imbibe the acting skills.
- To understand the broader applications of theatre studies in allied arts forms.
- To be able to use body language for better communication.
- Students shall also be able to understand voice modulation and Navarasas.

Course Outcomes:

On successful completion of this course, students should be able to:

- Freely express improvisation in non-verbal communication.
- Shall hone good acting skills and be able to emote better.
- Be able to put up a theatre act and play a key role.
- Be able to differentiate good acting and understand the importance of good lyrics, stage crafting, music, dance, costume and lighting.

Course Content:

UNIT – 1

Working on Body:

Body and its analysis. Understanding physical abilities (Anga, Pratyanga and Upanga). Challenges of the body. Using body as metaphor and language. The class's bodies as a collective, an ensemble, a collaborative team.

UNIT – 2

Sound and Movement:

Awareness of creating sound patterns, voice modulations, rhythm in speech and dialogues. Understanding the rhythm and patterns of movements like walking, framing, shaping, primitive and animal movements.

UNIT – 3

Characterization and Improvisation:

Observation of people around. Getting into the role and living it. Developing a character from establishment (pace and rhythm). Improvisation techniques of body and mind.

UNIT – 4

Group work and Production:

Develop a theme, concept or a play and include all the theatre skills, stage craft, costuming and put up an act. Choosing theme and characters.

Reference Books:

1. All about Theatre – Off stage – Chris Hogget.
2. Rangadalli Anataranga – K V Subbanna
3. The Indian Theatre – Hemendranath Das Gupta.
4. A Practical handbook for an Actor – Milisa Bruder, ee Milchel Cohn, Madeleine Oliek et al, Zigler Publisher.

G. INDIAN CLASSICAL DANCE FORMS (Bharatanatyam, Kuchipudi ,Mohiniyattam)

Prerequisites: Background of classical dance training or any other dance forms.

Note: Non-classical dancers can also join.

Course Objectives:

- To develop an understanding about the Indian classical dance forms and its universal application.
- To be able to understand the fine nuances of Classical dance.
- To understand the importance of health through Indian classical dance, strengthen the body capacity.
- To understand mythology and its characters in Indian classical dance form through lessons of Abhinaya.

Course Outcomes:

- To be able to identify and appreciate the classical dance forms.
- To be able to execute basics of Adavus with finesse.
- To be able to express through abhinaya.
- To be able to perform to perform the fundamentals in the chosen dance form.

Course Content:

Unit 1

An introduction to Indian classical dance forms
Bharatanatyam, Kuchipudi, Mohiniyattam

Unit 2

Learning of Fundamentals
Exercises and Adavus- I (Bharathanatyam , Kuchipudi, Mohiniyattam)

Unit 3

Adavus –II (Bharathanatyam , Kuchipudi, Mohiniyattam)

Unit 4

Learn a basic composition in the chosen dance form.

Reference Books

1. *Indian classical dance forms* –U S Krishna Rao,U K Chandrabhaga Devi

2. *Classical Dances –Sonal Mansingh, Avinash Parischa*
3. *Kuchipudi – Sunil Kothari*
4. *Bharatanatyam An in depth study- Saroja vydyanathan*
5. *Mohiniyattam – Bharathi Shivaji*

H. PERCUSSION INSTRUMENT (TABLA AND MRIDANGAM)

Pre-requisites: Students with background in Percussion instruments and knowledge of Rhythm/
Keen interest in studying Mridagam / Tabala.

Course Objectives:

- To understand the Rhythmology.
- To understand the importance of Laya, Taala.
- To be able to understand the fine finger techniques of playing the instrument.

Course Outcomes:

On successful completion of this course, students should be able to:

- To be able to set instrument to Sruthi.
- To be able to play the fundamentals on instrument.
- To be able to learn and perform a particular taala.

Course Content:

UNIT 1

1. Introduction to Musical Instruments
2. Percussion Instruments
3. Mridangam and its History

UNIT 2

1. Introduction to Tala System
2. Definitions of 5 jaathis and their recitation
3. Adi Talam and its various forms
4. Definitions and recitation of different gathis

UNIT 3

1. Tisra Jaathi
2. Khanda Jaathi
3. Misra jaathi
4. Sankeerna Jaathi

UNIT 4

1. Learning of Jathi Formation
2. Basic jathis
3. Jathis for Dance forms
4. Some Basic Definitions of Korvai, Teermanam etc.,

Reference Books:

1. Mridangam- An Indian Classical Percussion Drum – Shreejyanthi Gopal
2. Theory and practice of Tabala – Sadanand Naimpally.
3. Theory and practice of Mridangam – Dharmala Rama Murthy
4. The Art of the Indian Tabala – Srdjan Beronja.

SECOND SEMESTER

Course Code	Course Title	Course Type	L	T	P	C	Hrs./Wk.
B18BE2010	Functional English	CC	2	0	0	2	2

Course Outline:

This is a 3 credit course for second semester consisting of 4 hours of teaching learning per week, inclusive of direct classroom teaching and practice in language lab.

Course Objectives:

1. To prepare the students to become successful professionals by enhancing their communicative skills.
2. To develop the grammatical base of the students which would serve them in the long run.
3. To equip the students to form a strong command over vocabulary.

Course Outcomes:

After completion of the course students will be able to:

- Develop professional communicative skills.
- Apply their acquired grammatical knowledge in broader spheres of linguistic usage.
- Utilize their communicative skills in multiple arenas of practical existence.

Course Contents:

- Unit-1 Language Acquisition**
Remedial Grammar: Questions & Negatives; Questions Tags
Writing Skills: Email Writing
Activities: Group Discussions
Literature: Alphonse Daudet - The Last Lesson
- Unit-2 Persuasive Skills**
Remedial Grammar: Past Simple & Past Perfect
Writing Skills: Report Writing
Activities: Book & Movie Reviews
Literature: Lord Alfred Tennyson – Ulysses
- Unit-3 Cognitive Skills**
Remedial Grammar: Present & Past Passive; Conditionals
Writing Skills: Creative Writing
Activities: Role Plays
Literature: O. Henry – The Gift of the Magi
- Unit-4 Employability Skills**
Remedial Grammar: Reported Speech; Idioms
Writing Skills: Cover Letter & CV
Activities: Exchanging Information

Literature :Saki – The Open Window

Reference Books:

1. Bansal, R.K. and J.B. Harrison. Spoken English. Orient Blackswan, 2013.
2. Raman, Meenakshi and Sangeeta Sharma. Technical Communication. Oxford University Press, 2015.
3. Thorpe, Edgar and Showick Thorpe. Objective English. Pearson Education, 2013.
4. Dixon, Robert J. Everyday Dialogues in English. Prentice Hall India Pvt Ltd., 1988.
5. Turton, Nigel D. ABC of Common Errors. Mac Millan Publishers, 1995.
6. Samson, T. (ed.) Innovate with English. Cambridge University Press, 2010.
7. Kumar, E Suresh, J. Savitri and P Sreehari (ed). Effective English. Pearson Education, 2009.
8. Goodale, Malcolm. Professional Presentation. Cambridge University Press, 2013.

Course Code	Course Title	Course Type	L	T	P	C	Hrs. / Wk.
B18BE2021	Language – II: Kannada	CC	2	0	0	2	2

Course Outline:

ಭಾಷೆಯನ್ನು ಮಾತನಾಡುವ ಬರೆಯುವ ಕೌಶಲ್ಯ, ಸಾಹಿತ್ಯದ ಬಗ್ಗೆ ಸ್ಥೂಲವಾಗಿ ಪರಿಚಯಿಸುವ ಮೂಲಕ ವಿದ್ಯಾರ್ಥಿಗಳ ವ್ಯಕ್ತಿತ್ವ ವಿಕಾಸ ಹಾಗೂ ಸ್ಪರ್ಧಾತ್ಮಕ ಪರೀಕ್ಷೆಗಳನ್ನು ಗಮನದಲ್ಲಿಟ್ಟುಕೊಂಡು, ಪ್ರಸ್ತುತ ಸಂದರ್ಭಕ್ಕೆ ವಿದ್ಯಾರ್ಥಿಗಳನ್ನು ಸಜ್ಜುಗೊಳಿಸಲು ಪಠ್ಯವನ್ನು ರೂಪಿಸಲಾಗಿದೆ. ಕಲೆ ಮತ್ತು ವಿಜ್ಞಾನದ ವಿಚಾರಗಳಿಗೆ ಒತ್ತನ್ನು ನೀಡಲಾಗಿದೆ. ಇದು ಮೂರು ಕ್ರೆಡಿಟ್ ಹೊಂದಿದೆ.

ಅಂಶಾಧಿಷ್ಠಿತಿ ಔಠಿರಿಷ್ಠಿಣುತಃ:

ಎರಡು ಸೆಮಿಸ್ಟರ್‌ಗಳಲ್ಲಿ ಸಮಗ್ರ ಕನ್ನಡ ಸಾಹಿತ್ಯವನ್ನು ಪರಿಚಯಿಸುವ ಉದ್ದೇಶವನ್ನು ಹೊಂದಿದೆ. ಅದರಂತೆ ಎರಡನೆಯ ಸೆಮಿಸ್ಟರ್‌ನಲ್ಲಿ ಹೊಸಗನ್ನಡದ ವಿವಿಧ ಪ್ರಕಾರಗಳಾದ ನವೋದಯ-ನವ್ಯ-ನವ್ಯೂತ್ತರ ಕಾವ್ಯಗಳು, ಹೊಸಗನ್ನಡದ ವಿವಿಧ ಲೇಖನಗಳು, ವ್ಯವಹಾರ ಪತ್ರಲೇಖನ ಹಾಗೂ ಕಿರು ಕಾದಂಬರಿಯನ್ನು ಪಠ್ಯವನ್ನಾಗಿ ಆಯ್ಕೆ ಮಾಡಿಕೊಂಡು, ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ಸಾಹಿತ್ಯದ ಬಗ್ಗೆ ಸದಭಿರುಚಿಯನ್ನು ಮೂಡಿಸಲಾಗುತ್ತದೆ. ಸಾಂಸ್ಕೃತಿಕ ತಿಳುವಳಿಕೆಯ ಜೊತೆಗೆ ವ್ಯಕ್ತಿತ್ವ ವಿಕಾಸನದ ಕಡೆಗೆ ಗಮನ ನೀಡಲಾಗುತ್ತದೆ.

1. ಭಾಷೆ, ಸಾಹಿತ್ಯ, ಇತಿಹಾಸ ಮತ್ತು ಸಂಸ್ಕೃತಿಗಳನ್ನು ಕನ್ನಡ, ಕರ್ನಾಟಕಕ್ಕೆ ಸಂಬಂಧಿಸಿದಂತೆ ಪರಿಚಯಿಸಲಾಗುತ್ತದೆ.
2. ವಿದ್ಯಾರ್ಥಿಗಳ ಸರ್ವತೋಮುಖ ಬೆಳವಣಿಗೆಗೆ ಅನುವಾಗುವಂತೆ ಹಾಗೂ ಅವರಲ್ಲಿ ಮಾನವ ಸಂಬಂಧಗಳ ಬಗ್ಗೆ ಗೌರವ, ಸಮಾನತೆ ಮೂಡಿಸಿ, ಬೆಳೆಸುವ ನಿಟ್ಟಿನಲ್ಲಿ ಪಠ್ಯಗಳ ಆಯ್ಕೆಯಾಗಿದೆ.
3. ಅವರಲ್ಲಿ ಸೃಜನಶೀಲತೆ, ಶುದ್ಧ ಭಾಷೆ, ಉತ್ತಮ ವಿಮರ್ಶಾ ಗುಣ, ನಿರರ್ಗಳ ಸಂಭಾಷಣೆ, ಭಾಷಣ ಕಲೆ ಹಾಗೂ ಬರಹ ಕೌಶಲ್ಯಗಳನ್ನು ಬೆಳೆಸುವುದು ಗುರಿಯಾಗಿದೆ
4. ಸ್ಪರ್ಧಾತ್ಮಕ ಪರೀಕ್ಷೆಗಳಿಗೆ ಅನುಕೂಲವಾಗುವಂತಹ ವಿಷಯಗಳನ್ನು ಗಮನದಲ್ಲಿಟ್ಟುಕೊಂಡು ಸೂಕ್ತ ಪಠ್ಯಗಳನ್ನು ಆಯ್ಕೆ ಮಾಡಿಕೊಳ್ಳಲಾಗಿದೆ.

ಅಂಶಾಧಿಷ್ಠಿತಿ ಔಠಿಣುಠಿರಃ:

ಹೊಸಗನ್ನಡದ ವಿವಿಧ ಪ್ರಕಾರಗಳಾದ ನವೋದಯ-ನವ್ಯ-ನವ್ಯೋತ್ತರ ಕಾವ್ಯಗಳು, ಹೊಸಗನ್ನಡದ ವಿವಿಧ ಲೇಖನಗಳು, ವ್ಯವಹಾರ ಪತ್ರಲೇಖನ ಹಾಗೂ ಕಿರು ಕಾದಂಬರಿ ಸಾಹಿತ್ಯ ಕಲಿಕೆಯ ಮೂಲಕ ಕಾಲದ ಸ್ಥಿತ್ಯಂತರಗಳನ್ನು ಅದರ ಒಳನೋಟಗಳನ್ನು ಬೆಳೆಸುತ್ತದೆ.

- ಸಾಮಾಜಿಕ, ರಾಜಕೀಯ, ಧಾರ್ಮಿಕ, ಸಾಂಸ್ಕೃತಿಕ ಹಾಗೂ ಲಿಂಗಸಂಬಂಧಿ ವಿಚಾರಗಳೆಡೆ ಗಮನಹರಿಸುವುದರೊಂದಿಗೆ ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ಚರ್ಚಾ ಮನೋಭಾವವು ಬೆಳೆಯುತ್ತದೆ.
- ಜೀವನದಲ್ಲಿ ಬರುವ ಅಭಿಪ್ರಾಯ ಬೇಧಗಳು, ಸಮಸ್ಯೆಗಳನ್ನು ಆಧುನಿಕ ಸಂದರ್ಭದಲ್ಲಿ ಮಾನವೀಯತೆಯೊಂದಿಗೆ ನಿರ್ವಹಿಸುವಂತೆ ಪ್ರೇರೇಪಿಸುತ್ತದೆ.
- ಉತ್ತಮ ಸಂವಹನ ಕಲೆಯನ್ನು ಬೆಳೆಸುವ ಉದ್ದೇಶವನ್ನು ಈಡೇರಿಸುತ್ತದೆ.

ಅರಣ್ಯಾಡಿ ಅರಣ್ಯಾಡಿ:

ಗಮನ	ಆಭಿಧಿಡಿಡಿಡಿಡಿಡಿಡಿ	ಖಿಡಿಡಿಡಿ	
ಏ	ನವೋದಯ-ನವ್ಯ ಕವಿತೆಗಳು	1. ಕಾಣಿಕೆ 2. ಇಂದ್ರಿಯ ಜಯ 3. ಆ ಹಕ್ಕಿ ಬೇಕಾದರೆ 4. ದೀಪದಾರಿ	ಬಿ.ಎಂ.ಶ್ರೀ. ಕುವೆಂಪು ಎ.ಕೆ. ರಾಮಾನುಜನ್ ಚನ್ನವೀರ ಕಣವಿ
ಏಏ	ನವ್ಯ-ನವ್ಯೋತ್ತರ ಕವಿತೆಗಳು	5. ಸಾವಿರಾರು ನದಿಗಳು 6. ಸಮಗಾರ ಭೀಮವ್ವ 7. ನೋಡಬಾರದು ಚೀಲದೊಳಗನು 8. ದಾಂಪತ್ಯ	ಸಿದ್ದಲಿಂಗಯ್ಯ ಎಚ್.ಎಸ್.ಶಿವಪ್ರಕಾಶ್ ವೈದೇಹಿ ಪ್ರತಿಭಾ ನಂದಕುಮಾರ್
ಏಏಏ	ಲೇಖನಗಳು	9. ಪಶ್ಚಿಮ ಘಟ್ಟಗಳ ಪತನ 10. ಮೆಕಾಲೆಯ ಮಕ್ಕಳು 11. ವ್ಯವಹಾರ ಪತ್ರಗಳ ಸ್ವರೂಪ ಮತ್ತು ವಿಧಗಳು 12. ಡಿಜಿಟಲ್ ಯುಗದಲ್ಲಿ ಕನ್ನಡ ಜಗತ್ತು	ನಾಗೇಶ್ ಹೆಗಡೆ ಡಿ.ಆರ್. ನಾಗರಾಜ್ ವಾಣಿಜ್ಯ ಪತ್ರಗಳು ವಿ. ಚಂದ್ರಶೇಖರ ನಂಗಲಿ
ಏಗಿ	ಕಾದಂಬರಿ	13. ಚಂದ್ರಗಿರಿಯ ತೀರದಲ್ಲಿ	ಸಾ ರಾ ಅಬೂಬಕ್ಕರ್

ಪರಾಮರ್ಶನ ಗ್ರಂಥಗಳು:

1. ಮುಗಳಿ ರಂ.ಶ್ರೀ., ಕನ್ನಡ ಸಾಹಿತ್ಯ ಚರಿತ್ರೆ, ಪ್ರಕಾಶಕರು ಗೀತಾ ಬುಕ್ ಹೌಸ್, ಮೈಸೂರು. 2014
2. ಸೀಮಾತೀತ ಕನ್ನಡ ಸಾಹಿತ್ಯ ಚರಿತ್ರೆ ಸಂಪುಟ 1,2,3,4,5 ಮತ್ತು 6, ಕುವೆಂಪು ಕನ್ನಡ ಅಧ್ಯಯನ ಸಂಸ್ಥೆ, ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಮೈಸೂರು. 2014
3. ಅರವಿಂದ ಮಾಲಗತ್ತಿ, ಸಾಹಿತ್ಯ ಸಂಸ್ಕೃತಿ ಮತ್ತು ದಲಿತ ಪ್ರಜ್ಞೆ, ಪ್ರಕಾಶಕರು ಕನ್ನಡ ಸಾಹಿತ್ಯ ಪರಿಷತ್ತು, ಬೆಂಗಳೂರು. 2014
4. ಡಾ. ಈ.ಎಸ್. ಆಮೂರ, ಕನ್ನಡ ಕಥನ ಸಾಹಿತ್ಯ : ಕಾದಂಬರಿ, ಪ್ರಕಾಶಕರು ಸ್ವಪ್ನ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು. 2016
5. ದೇಶಪಾಂಡೆ ಎಸ್.ಎಲ್. ಬೇಂದ್ರೆ ಶರೀಫರ ಕಾವ್ಯಾಯಾನ, ಪ್ರಕಾಶಕರು ದೇಸಿ ಪುಸ್ತಕ, ಬೆಂಗಳೂರು. 2013
6. ಕೀರ್ತನಾಧ ಕುರ್ತಕೋಟಿ, ಕನ್ನಡ ಸಾಹಿತ್ಯ ಸಂಗಾತಿ, ಪ್ರಕಾಶಕರು ಕುರ್ತಕೋಟಿ ಮೆಮೋರಿಯಲ್ ಟ್ರಸ್ಟ್, ಧಾರವಾಡ. 2009
7. ಸಂ. ಬಿ.ಎಸ್. ಕೇಶವರಾವ್. ಕೈಲಾಸಂ ಕನ್ನಡ ನಾಟಕಗಳು, ಪ್ರಕಾಶಕರು ಅಂಕಿತ ಪುಸ್ತಕ, ಬೆಂಗಳೂರು. 2005
8. ಶಾಮರಾಯ ತ.ಸು., ಕನ್ನಡ ಸಾಹಿತ್ಯ ಚರಿತ್ರೆ, ಪ್ರಕಾಶಕರು ತಳುಕಿನ ವೆಂಕಣ್ಣಯ್ಯ ಸ್ಮಾರಕ ಗ್ರಂಥಮಾಲೆ, ಮೈಸೂರು - 2014
9. ಆಧುನಿಕ ಕನ್ನಡ ಕಾವ್ಯ ಭಾಗ-2, ಕುವೆಂಪು ಕನ್ನಡ ಅಧ್ಯಯನ ಸಂಸ್ಥೆ, ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಮೈಸೂರು. 2004

Course Code	Course Title	Course Type	L	T	P	C	Hrs. / Wk.
B18BE2022	Language – II: Hindi	CC	2	0	0	2	2

ಅಧ್ಯಯನ ವಿಷಯ ಸೂಚಿ / ಪಾಠ್ಯಕ್ರಮ

ಇಕಾಝೆ – 1: ಪ್ರಾಚೀನ ಕವಿತಾ, ಆಧುನಿಕ ಕವಿತಾ

ಅಧ್ಯಾಪನ ಅವಧಿಯಾಁ : 12 hrs.

- 1.ಕಬೀರ ಕೆ ದೋಹೆ –ಕಬೀರದಾಸ
- 2.ಕವಿತಾ – ಪಾಷಾಣಿ – ನಾಗಾರ್ಜುನ
- 3.ಕವಿತಾ – ವೀರೋ ಕಾ ಕೆಸಾ ಹೊ ವಸಂತ - ಸುಭದ್ರಾಕುಮಾರಿ ಕೊಹಾನ

ಇಕಾಝೆ – 2: ಮಧ್ಯಕಾಲೀನ ಕವಿತಾ, ಆಧುನಿಕ ಕವಿತಾ

ಅಧ್ಯಾಪನ ಅವಧಿಯಾಁ : 12 hrs.

- 4.ರಹೀಮ ಕೆ ದೋಹೆ – ರಹೀಮ
- 5.ಕವಿತಾ – ಕಿಸಕೊ ನಮನ ಕರ್ಁ ಮೆ? - ರಾಮಧಾರಿ ಸಿಂಹ ದಿನಕರ
- 6.ಕವಿತಾ – ಕರ್ಮವೀರ – ಅಯೋಧ್ಯಾಸಿಂಹ ಁಪಾಧ್ಯಾಯ “ಹರಿಁಧ”

ಇಕಾಝೆ – 3: ಮಧ್ಯಕಾಲೀನ ಕವಿತಾ, ಆಧುನಿಕ ಕವಿತಾ

ಅಧ್ಯಾಪನ ಅವಧಿಯಾಁ : 12 hrs.

- 7.ಮೀರಾ ಕೆ ಪದ – ಮೀರಾಬಾಝೆ
- 8.ಕವಿತಾ – ಁಚಾಝೆ - ಅಟಲ ಬಿಹಾರಿ ವಾಜಪಾಝೆ
- 9.ಕವಿತಾ – ಮಾಁ – ನರೇಶ ಮೆಹತಾ

ಇಕಾಝೆ – 4: ಅನುವಾದ, ಸಂಕ್ಷೆಪಣ

ಅಧ್ಯಾಪನ ಅವಧಿಯಾಁ : 12 hrs.

ಅನುವಾದ : ಹಿಂದಿ – ಅಂಗ್ರೆಜಿ

ಅನುವಾದ : ಅಂಗ್ರೆಜಿ – ಹಿಂದಿ (ಶಬ್ದ ಁವಂ ಅನುಚ್ಛೆದ)

ಸಂಕ್ಷೆಪಣ : ಪರಿಚ್ಛೆದ ಕಾ ಁಕ ತಿಹಾಝೆ ಭಾಗ ಮೆ |

ಸಂದರ್ಭ ಗ್ರಂಥ :

- ಪಾಠ್ಯ ಪುಸ್ತಕ – ರೆವಾ ವಿಶ್ವವಿದ್ಯಾಲಯ
- ಸುಬೋಧ ವ್ಯವಹಾರಿಕ ಹಿಂದಿ – ಡಾಁ ಕುಲದೀಪ ಗುಪ್ತ .
- ಅಭಿನವ ವ್ಯವಹಾರಿಕ ಹಿಂದಿ – ಡಾಁ.ಪರಮಾನಂದ ಗುಪ್ತ
- ಹಿಂದಿ ಸಾಹಿತ್ಯ ಕಾ ಇತಿಹಾಸ - ಡಾಁ. ನಾಗೇಂದ್ರ
- ಆಧುನಿಕ ಹಿಂದಿ ಸಾಹಿತ್ಯ ಕಾ ಇತಿಹಾಸ - ಡಾಁ. ಬಚ್ಚನ ಸಿಂಹ
- ಹಿಂದಿ ಸಾಹಿತ್ಯ ಕಾ ನವೀನ ಇತಿಹಾಸ - ಡಾಁ. ಲಾಲ ಸಾಹಬ ಸಿಂಹ
- ಶುದ್ಧ ಹಿಂದಿ ಕೆಸೆ ಬೋಲೆ ಕೆಸೆ ಲಿಖೆ- ಪೃಥ್ವಿನಾಥ ಪಾಣಡೆ
- ಕಾರ್ಯಾಲಯ ಅನುವಾದ ನಿರ್ದೇಶಿಕಾ
- ಸಂಕ್ಷೆಪಣ ಁರ ಪಲ್ಲವನ - ಕೆ.ಸಿ.ಭಾಟಿಯಾ&ತುಮನ ಸಿಂಗ

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B18BE2023	Language – II: Additional English	CC	2	0	0	2	2

Course Outline:

This is a 3 credit course designed to help the learner gain a deeper understanding of the society and the world at large, which will be not only beneficial for his professional competence but also contribute towards his/her social and cultural development.

Course Objectives:

1. To help the student understand the multiple values of the society.
2. To develop a cultural understanding in the student to sharpen his/her social skills.
3. To ensure a gradual development of literary interest in the student.

Course Outcomes:

After completion of the course students will be able to:

1. Demonstrate a deep understanding of the society and its values.
2. Develop a constructive understanding of the cultural dimensions of the human world.
3. Make use of his understanding to become a responsible global citizen of tomorrow.

Course Content:

Unit – I

12 Hours

Literature: Toru Dutt - Casuarina Tree; Robert Frost – Stopping by Woods on a Snowy Evening; Tomas Rivera–The Harvest; C.V. Raman – Water – The Elixir of Life

Language: Degrees of Comparison

Unit – II

12

Hours

Literature: Tadeusz Rozewicz – Pigtail; Jyoti Lanjewar – Mother; Sowvendra Shekhar Hansda – The Adivasi Will Not Dance; Harriet Jacobs – Excerpt from *Incidents in the Life of a Slave Girl*;

Language: Prefix and Suffix

Unit – III

12

Hours

Literature: Kamala Das – An Introduction; Usha Navrathnaram – To Mother; Rabindranath Tagore – The Exercise Book; Jamaica Kincaid – Girl; **Writing Skills:** Dialogue Writing

Unit – IV

12

Hours

Literature: Rudyard Kipling – The Absent-minded Beggar; Sir Arthur Conan Doyle – The Hound of the Baskervilles; Aldous Huxley – The Beauty Industry; **Writing Skills:** Story Writing

References:

1. Agrawal, K.A. *Toru Dutt the Pioneer Spirit of Indian English Poetry - A Critical Study*. Atlantic Publications, 2009.
2. Latham, Edward Connery (ed). *The Poetry of Robert Frost*. Holt Paperbacks, 2002.
3. Gale, Cengage Learning. *A Study Guide for Tomas Rivera's The Harvest*. Gale, Study Guides, 2017.
4. Basu, Tejan Kumar. *The Life and Times of C.V. Raman*. PrabhatPrakashan, 2016.
5. Rozewicz, Tadeusz. *New Poems*. Archipelago, 2007.
6. Manohar, Murli. *Critical Essays on Dalit Literature*. Atlantic Publishers, 2013.
7. Hansda, SowvendraShekhar. *The Adivasi Will Not Dance: Stories*. Speaking Tiger Publishing Private Limited, 2017.
8. Jacobs, Harriet. *Incidents in the Life of a Slave Girl*. Createspace Independent Publication, 2014.
9. Das, Kamala. *Selected Poems*. Penguin Books India, 2014.
10. Tagore, Rabindranath. *Selected Short Stories of Rabindranath Tagore*. Maple Press, 2012.
11. Gale, Cengage Learning. *A Study Guide for Jamaica Kincaid's Girl*. Gale, Study Guides, 2017.
12. Kipling, Rudyard. *The Absent-Minded Beggar*. Hardpress Publishing, 2013.
13. Doyle, Arthur Conan. *The Hound of the Baskervilles*. General Press, 2017.
14. Dixson, Robert J. *Everyday Dialogues in English*. Prentice Hall India Pvt Ltd., 1988.
15. Turton, Nigel D. *ABC of Common Errors*. Mac Millan Publishers, 1995.
16. Samson, T. (ed.) *Innovate with English*. Cambridge University Press, 2010.
17. Kumar, E Suresh, J. Savitri and P Sreehari (ed). *Effective English*. Pearson Education, 2009.

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B18BE2030	Business Statistics	HC	3	0	1	4	5

Course Objectives:

1. To provide a basic knowledge of the application of mathematics and statistics to business discipline.
2. To develop an ability to analyze and interpret data to provide meaningful information to assist in making management decision.
3. To develop an ability to apply modern quantitative tools (Ms-Excel) to data analysis in a business context.
4. To understand and appreciate the need to solve a variety of business related problems using systematic approach involving statistical techniques.
5. To understand data with descriptive statistics.
6. To interpret and explore the different techniques for analyzing data using graphical and other methods.

Course Outcomes:

After completion of this course the students will be able to:

- 1) Distinguish between different methods of statistical calculations
- 2) Identify different methods of control tendency.
- 3) To discuss different types of statistical tests.
- 4) To describe how correlation is used to identify relationships between variables.
- 5) To describe how regression analysis is used to predict outcomes
- 6) To interpret the results from one-way / two –way ANOVA Tests.

Course Content:

Unit-1: Statistics an over view

16 hours

Growth and development of Statistics– Definition–descriptive and inferential statistics; Importance and scope of Statistics – Limitations of statistics, Presentation of data to convey meaning– Tables, Graphs and Frequency Distribution. Measures of Central Tendency: Arithmetic mean – Weighted mean, – Median, – Mode, Measures of dispersion: Range, – Quartile deviation, – Mean Deviation– Standard deviation, – Coefficient of variation, Skewness, Kurtosis.

Unit-2: Correlation and Regression analysis

16 hours

Final sampling distributions and estimations, The need for sampling distributions, sampling distribution of the mean and the proportion, sampling techniques. Estimation: Point and Interval estimation for population parameters of large sample and small samples, determining the sample size (simple Problems on sample size). Null and alternative hypothesis, Hypothesis Testing: Sampling Theory; Formulation of Hypotheses; Significance level, confidence level, Type-I and Type-II errors, Critical region, One tailed and 2 tailed tests, Large and small sample tests, Z and t-test for mean and proportion.

Unit-3: Statistical Inference

16 hours

Theory and problems- One way and two ways ANOVA, Karl person and spearman's correlation (with, without, repeated ranks), regression coefficients, line of regression, relation between correlation coefficient and regression coefficients.

Unit-4: Use of Computers in Descriptive Statistical Analysis

16 hours

Chi square and goodness of fit and independence of attributes. Time Series Analysis and Forecasting: Importance, –Components, –Trend – Free hand method, Method of semi averages, Method of moving averages, –Method of least squares.

Note: Introduction and overview, using statistical packages for quantitative data analysis, simple statistical analysis using EXCEL.

Suggested Readings:

1. Beri, G. C. (2011). *Business Statistics*, New Delhi: Tata McGraw Hill Educations Pvt Ltd.
2. Sharma, J. K. (2014). *Fundamentals of Business Statistics*. New Delhi: Vikas Publishers.
3. Foster, D. & Stine, E.R., (2010). *Statistics For Business: Decision Making And Analysis*, New Delhi: Pearson Publishers
4. Gupta, S. P. (2010). *Statistical Methods*. New Delhi: Sultan Chand.
5. Sharma, J. K. (2011). *Business Statistics*, New Delhi: Pearson Publishers.
6. Vishwanathan, P.K. (2007). *Business Statistics: An Applied Orientation*, New Delhi: Pearson Publishers.

Course Code	Course Title	Course Type	L	T	P	C	Hrs. / Wk.
B18BE2040	Principles of Marketing	HC	3	1	0	4	5

Course Objectives:

1. To provide knowledge of basic concepts of Marketing
2. To Understand the functions, tools and techniques of marketing .
3. To gain knowledge about Client handling and building Relationships
4. To interpret the factors behind Consumer Buying Behaviour
5. To understand the concept of Pricing and Sales promotion
6. To gain knowledge about recent Trends in Marketing

Course Outcomes:

After completion of this course the students will be able to:

1. Explain the concept and functions of Marketing
2. Identify the recent Trends in Market
3. Interpret the Marketing environment
4. Identify the factors affecting decision making process
5. Interpret the Marketing Mix and Channels of Distribution
6. Identify the factors affecting the Pricing Policies
7. Categorize the Market into various segments
8. Examine the Marketing strategy adopted by Companies

Course Content:

Unit-1: Introduction to Marketing

16 hours

Meaning & Definition – Goals – Concepts of Marketing – Approaches of Marketing – Functions of Marketing, Core Marketing Concepts, Role of Strategic Planning in Marketing, and Recent trends in Marketing.

Unit -2: Marketing Environment and Consumer Behavior

16 hours

Components of Modern Marketing Information System: Internal Records, Marketing Intelligence System, Marketing Research process; Importance of Macro environment (trends)factors; measuring and forecasting Market Demand, Factors Influencing Consumer Behavior, Buying Decision Process, Difference between Business Market and Consumer Market.

Unit -3: Marketing Mix

16 hours

Meaning, Elements, Product, Product Mix, Product Line – (PLC) – Product Planning – New product Development, Product Life Cycle: Design Marketing Strategies for each Stage of the Product Lifecycle; Branding, Packaging, Labeling, Pricing – Objectives, Factors influencing Pricing Policy and Methods of Pricing. Process of

Pricing; Physical Distribution – Meaning – Types of Marketing channel–Promotion – Meaning and Significance of Promotion Mix: Personal Selling and Advertising.

Unit -4: Segmentation, Targeting, Positioning, and Competitive Dynamics
hours

16

Segment Consumer Markets based on Demographic Variables, Psychographic Variables, Behavioral Variables; Segmenting Business Markets, Effective segmentation criteria and Targeting Strategies; Examine Competitive Strategies for Market Leaders, Examine Competitive Strategies for Market Challengers and Followers, Develop and Establish an Effective Positioning Strategy.

Suggested Readings:

1. Philip Kotler, (2011) 14th edition, *Marketing Management*, Prentice Hall.
2. Kuranakaran, (2010) *Marketing Management*, Himalaya Publishers.
3. Ramesh & Jayanti Prasad (2012), 1st edition, *Marketing Management*, I.K. International
4. Michael J. Etzel, Bruce J. Walker, and William J Stanton, (2018) Tata Mc Graw Hill, Publishing Co Ltd
5. Kotable and Helsen, *Global Marketing Management*, 7th edition, John Wiley
6. William J. Stanton, Michael J.Etzel, Bruce J Walker, *Fundamentals of Marketing*, McGraw Hill Education.

Course Code	Course Title	Course Type	L	T	P	C	Hrs. / Wk.
B18BE2050	Entrepreneurial Competency Development	HC	3	1	0	4	5

Course Objectives:

- To sensitize the students about essential competencies to be developed as an entrepreneurial person
- To sensitize the students about the importance of these competencies for a successful start up
- To facilitate an experiential learning environment wherein the students learn about entrepreneur competencies
- To enable to students why do businesses fail and enable them gain confidence to overcome failures

Course Outcomes:

After completion of this course, the student shall,

- Get a clear understanding about entrepreneur competencies
- Shall get learn about ‘Self’ – Who am I? Where do I stand? What I have to do?
- Shall get hands on experience about how to develop the necessary entrepreneur competencies
- Shall understand the reasons for business failures and develop competencies to overcome business failures

Unit 1: Competency – Meaning and Definition – Competency Vs Competence- Types of Competencies; Individual Entrepreneurial Competencies- Key Startup Competencies- Steps in

developing entrepreneurial competencies; Skill Assessment and Development Exercises: Tower Building Exercise Self Rating Questionnaires 16 Hours

Unit 2: Making of an Entrepreneur? Traits, Qualities and Characteristics: Entrepreneurial Process; , Three Perspectives on Competencies- Triggers, Process and Consequences; Beliefs about self, actions and control - Locus of Control; Interpersonal Competencies ; Thematic Apperception Test (TAT) ; Skill Assessment and Development Exercises- Locus of Control, TAT, FIROB 16 Hours

Unit 3: Problem Solving and Decision Making in entrepreneurial success: Steps involved in problem solving - Innovation Creativity and Critical Thinking: Entrepreneurial Strategy Matrix ; How to Identify Problems, Immersion Techniques, Collection of Data, Decision Making, Developing viable solutions- Problem solving skills and competencies needed : Skill Assessment and Development Exercises- Lost at Sea, Business Games

16 Hours

Unit 4: Systematic Planning : Systems Approach to Planning- Merits and Limitations; Strategic Planning Skills; Business Planning- Importance: Steps involved: Core competencies required by business leaders- Planning competencies for successful entrepreneurs; Developing planning skills through simulation: Why do businesses fail? Competencies required by entrepreneurs to overcome failures; Skill Assessment and Development Exercises- Simulation Exercises ; Personal Assessment Worksheet, Self Rating Questionnaire (SRQ) 16 Hours

References:

1. Identification of entrepreneurial competencies and evolving tools and techniques for assessing the same-,Raval, H C | Murali, B P. EDII Ahmadabad
2. Starting a Successful Business, Michael J Morris, Kogan pages
3. How to be a Successful Entrepreneur, Helga Drummond,Kogan pages
4. Developing Entrepreneurship: A Handbook for Policy Makers, Entrepreneurs, Trainers and Development Personnel; Learning Systems, New Delhi, 1978 (co-author)
5. Identification and selection of Entrepreneurs; (Eds. T.V. Rao and T.K. Moulik), Indian Institute of Management, Ahmedabad, 1979

Course Code	Course Title	Course Type	L	T	P	C	Hrs./Wk.
B18BE2060	Computer Applications in Business	FC	1	0	1	2	4

Course Objectives:

1. To provide basic knowledge of computer and its usage.
2. To develop an understanding about the computer processes and applications.
3. To develop the skills of processing data using computer applications like Microsoft Office.
4. To apply the computer skills in managerial activities.
5. To provide basic awareness about operating systems and its operations.

Course Outcomes:

At the end of the course the students shall be able to:

1. Explain the history of evolution of computers and its various generations.
2. Describe the parts of a computer system and its usage
3. Distinguish between the various types of memory in a computer system
4. Discuss about the Operating System and the various applications
5. Explain in detail about MS DOS

Course Content:

Unit-1: Introduction to Computers

General features of a computer – Generations of computers - Personal computer – Workstation– Mainframe computer and super computers. Computer applications – Data processing – Information processing – Commercial – Office automation – Industry and engineering – Healthcare – Education – Graphics and multimedia.

16 Hours

Unit-2: Computer Organization

Central processing unit – Computer memory – Primary memory – Secondary memory – Secondary storage devices – Magnetic and optical media – Input and output units – OMR – OCR – MICR – Scanner – Mouse – Modem.

16 Hours

Unit-3: Computer Hardware and Software

Machine language and high level language – Application software – Computer program – Operating system – Computer virus -Antivirus and computer security – Elements of MS DOS and Windows OS – Computer arithmetic – Binary - Octal and Hexadecimal number systems – Algorithm and flowcharts – Illustrations – Elements of database and its applications.

16 Hours

Unit-4: Microsoft Office

Word Processing and electronic spread sheet – An overview of MS WORD - MS EXCEL and MS POWERPOINT – Elements of BASIC programming – Simple illustrations. Computer Networks: Types of networks – LAN - Intranet and Internet – Internet applications – World Wide Web – E-mail - Browsing and Searching – Search engines – Multimedia applications- 16 Hours

Suggested Readings:

1. Alexis Leon and Mathews Leon (1999), Fundamentals of Information Technology, Leon Tech world Pub.
2. Jain. S.K. (1999), Information Technology “O” level made simple, BPB Publications.
3. Jain. V.K. (2000), “O” Level Personal Computer Software, BPB Publications.
4. Sharma Dhiraj, Information Technology for Business, Himalaya Publishing House, New Delhi
5. Archanakumar, Computer Basics with Office automation I.K. International
6. Sinha, Computer Fundamentals, BPB Publications.

Course Code	Course Title	Course Type	L	T	P	C	Hrs. / Wk.
B18BE2070	Online Courses*	RULO	0	0	2	2	2

*The students shall complete Online courses related to entrepreneurship and family business management areas as prescribed by the concerned faculty from online platforms like SWAYAM/ Edx/ IIMBX/ etc

Course Code	Course Title	Course Type	L	T	P	C	Hrs. / Wk.
B18BE2080	Skill Development Course	EDII	0	0	2	2	2

Note: Soft Skill Training courses are organized by the **Placement and Training Centre.**

The

Students' have to undergo Soft Skill Courses conducted by the said Centre.

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B18BE2090	Summer Internship Project(SIP) – 1 (Minor Project)	HC	0	0	4	4	8

III SEMESTER

Course Code	Duration	Course Title	L	T	P	C
B18BE3100	16 weeks	Organizational Psychology	3	0	1	4

Course Objective:

1. To acquaint the students with the fundamentals of individual behavior required for managing business
2. To know in-depth about the concepts and significance of personality, perception, attitude and emotions at workplace.
3. To understand individual and group behavior at work place so as to improve the effectiveness of an organization.
4. To be able to apply the techniques of group decision making in the organization.

Course Outcomes:

After completion of the course the students shall be able to:

1. Develop a deep understanding of the various dimensions of individual behavior
2. Describe and analyze the theories of personality, attitude, leadership and group behavior
3. Design ways to improve behavior, personality, attitude and leadership styles.
4. Analyze group behavior and adopt specific decision-making techniques

Unit-1: Introduction

16 hours

Concepts of OB; Management functions, Roles, Skills and activities; Disciplines that contribute to OB; Scope of OB; Types of Organizational Design; Challenges facing management; Emerging organizations.

Emotions - Introduction, Basic Emotions, Sources, Theories, Emotional Intelligence, Applications of Emotions and Moods in organizations and decision making.

Unit-2: Personality, Values and Learning

16 hours

Personality: Introduction, Determinants of personality, Theories – Psychoanalytical, Socio-psychological, Trait theories, Erikson's Theory, Myers-Briggs Type Indicator, Big Five Personality, Other personality traits.

Values: Introduction, Types, Terminal versus Instrumental, Generational, International, how to develop ethical values? Case studies on personality.

Learning: Concept of Learning, Principles of learning, Process, Theories of Learning- Cognitive, Behavioral, Social learning theory.

Unit-3: Perception, Attitude, and Leading Teams**16 hours**

Perception: Introduction, Factors influencing perception, Process, Attribution theory, Halo effect, Contrast effect, Stereotyping, Selective perception, Barriers to perception.
 Attitude: Characteristics, Components, Functions, Attitude formation, Attitude measurement.

Cross cultural teams, Cross functional teams, Leadership, Leading teams, Project teams, Self-managed teams; Teams; Team work; working with virtual teams.

Unit-4: Group Dynamics and Decision Making**16 hours**

Groups: Characteristics, Why groups in organizations, Types, Stages, Group development process, Group properties – roles, norms, status, size cohesiveness & diversity, Groupthink and group shift.

Bounded rationality perspective; Business ethics; Cognitive psychology; Decision making; Decision making techniques - Divergent and convergent decision-making techniques, Decision making tools; Group decision making; Intuitive decision making.

Suggested Readings:

1. Fred, L. (2011). *Organizational behavior : an evidence-based approach* (12 ed.). NewYork: McGraw-Hill/Irwin.
2. Don, H., & Slocum, J. W. (2004). *Organizational behavior* (10 ed.). Mason, Ohio Thomson/South-Western.
3. Dwivedi. (2008). *Human Relations and Organisational Behaviour* (5 ed.). Laxmi Publications.
4. Jerald, G. (2010). *Behaviour in Organizations* (10 ed.). Pearson.
5. Stephen, P. R., & Timothy, A. J. (2015). *Organizational Behavior* (15 ed.). pearson education.

Course Code	Course Title	Course Type	L	T	P	C	Hrs. / Wk.
B18BE3200	Production and Operation Management	HC	3	1	0	4	5

Course objectives:

1. To give students an overview of various functions of Production management.
2. To provide insights on material management concepts applied in the business.
3. To understand techniques of production planning.
4. To help budding entrepreneurs in the field of manufacturing by highlighting various issues they have to tackle for effective and smooth operations.

Course Outcomes:

At the end of the course, student shall be able to-

1. Conduct Facility planning by making location and layout decisions.
2. Plan and implement suitable materials handling principles and practices in the operations.
3. Analyze and develop a balanced line of production & scheduling and sequencing

techniques in operation environments.

4. Understand Quality management practices followed by the companies

Unit-1: Introduction, Plant Location and Layout

16 hours

Historical Evolution of Production and Operations Management, Concept of Production, Production System, Classification of Production System, Objectives of Production Management, Distinction between Manufacturing Operations and Service Operations, A Framework for Managing Operations, Objectives of Operations Management, Managing Global Operations, Scope of Production and Operations Management.

Plant Location and Layout: Introduction and Meaning- Need for Selecting a Suitable Location, Factors Influencing Plant Location/Facility Location, Plant Layout- Objectives and principles, Classification of Layout, Design of Product Layout, Design of Process Layout, Service Layout, Organization of Physical Facilities.

Unit-2: Material Handling and Materials Management

16 hours

Introduction and Meaning, Objectives of Material Handling, Principles of Material Handling, Selection of Material Handling Equipment's, Evaluation of Material Handling System, Guidelines for Effective Utilization of Material Handling Equipment.

Materials Management: Introduction and Meaning, Scope or Functions of Materials Management, Material Planning and Control, Purchasing, Stores Management, Inventory Control or Management, Standardization, Simplification, Just-In-Time (JIT) Manufacturing, Six Sigma concept.

Unit-3: Production Planning

16 hours

Introduction and Meaning, Need for Production Planning and Control, Objectives of Production Planning and Control, Phases of Production Planning and Control, Functions of Production Planning and Control, Operations Planning and Scheduling Systems, Aggregate Planning, Master Production Schedule (MPS), Material Requirement Planning (MRP), Capacity Planning, Routing, Scheduling.

Unit-4: Quality Control, Demand Forecasting and Work Study (Time And Motion Study)

16 hours

Quality Control: Introduction, Quality, Fundamental Factors Affecting Quality, Need for Controlling Quality Inspection, Types of Quality Control, Steps in Quality Control, Objectives of Quality Control, Benefits of Quality Control, Seven old and new Tools for Quality Control, Causes of Variation in Quality, Statistical Process Control Introduction. Methods of Demand Forecasting, Theory and Problems of Demand Forecasting, Productivity, Work Study, Method Study Motion study, time study, work measurement.

Suggested Readings:

1. S. Anil Kumar and N Suresh, (2015) *Production and Operations Management*, New Age International publishers.
2. K. Aswathappa, G. Sudarsana Reddy, M Krishna Reddy, (2013) *Production and Operations Management*, Himalaya Publishers.

3. Gaither, N & Frazier, (2002) *Production & Operations Management*, Thomson Learning Publications.
4. Stevenson WJ, (1998) *Production and Operations Management*, Irwin McGraw Hill Publications.

Course Code	Course Title	Course Type	L	T	P	C	Hrs. / Wk.
B18BE3300	Understanding Business Opportunities	HC	2		2	3	4

Course objectives:

At the end of this course, students should be able to:

1. Explore and experience the joy of creating unique solutions to market opportunities
2. Create and exploit innovative business ideas and market opportunities
3. Turn market opportunities into a business plan

Course Outcomes:

1. Build a mindset focusing on developing novel and unique approaches to market opportunities
2. Demonstrate and present successful work, collaboration and division of tasks in a multidisciplinary and multicultural team
3. Demonstrate understanding and application of the tools necessary to create sustainable and viable businesses

Course Contents:

Unit 1 Business Ideas and Opportunities-

16 Hours

Business idea- sources of business ideas- methods of generating business ideas- Pattern Recognition-Experience factor- Business Ideas and Creative thinking- Approaches to unleash creativity: Difference between idea and opportunity; Idea to Opportunity-Business Idea Presentations using idea canvas

Unit 2 Identification of business opportunities-

16 Hours

objectives- sources – challenges and factors influencing opportunity identification- Skill Assessment and Development Exercises

Unit 3 Screening of opportunities-

16 Hours

Introduction entrepreneurial process- Screening criteria- Gathering information- Sources- Published- Market Studies- Projections and forecasts: Scanning external environment and industry analysis- Business Opportunity Identification Presentations- SIP 1

Unit 4 Evaluating opportunities-

16 Hours

Understanding competitive landscape- Business Model Canvas- RAMP Model - Mullin's 7 Domain Model- Skill Assessment and Development Exercises.

References and Text Books:

Stephen Spinnelli Jr and Robert J. Adams Jr New Venture Creation- Entrepreneurship in 21st Century, , Mc Graw Hill International 2016

Kathleen R. Allen New Venture Creation , Cengage India, 2012

Alexander Osterwalder and Yves Pigneur, Business Model Generation, Wiley India P Ltd, New Delhi.

Course Code	Course Title	Course Type	L	T	P	C	Hrs. / Wk.
B18BH3400	Entrepreneurship Lab	HC	2		2	3	4

Entrepreneurship Lab course curriculum provides business skill development to accelerate venture creation through the use of interactive exercises and business readings. Throughout the course, participants will explore lessons from understanding how startups are facing various challenges and involve in working with them to understand how the problems are solved and challenges are addressed. The students are expected to regard every task assigned to complete as assignment (i.e., as if from an employer) and not simply a course requirement. Everything in this course is designed to help the learner to work effectively on real-time projects.

In this course teams of students will be assigned to startups and are expected to spend 40 percent of course time on visiting entrepreneurs and complete tasks assigned.

Course Objectives:

1. To familiarize students with the issues and challenges facing entrepreneurs in emerging markets.
2. To provide students with an intensive internship experience working in a startup.
3. To familiarize students with the power of informal networks and the importance of leveraging with start-ups at REVA NEST -related and other networks while working

Course outcomes:

After completing this course the students shall:

1. Be able to provide work on challenges and problems being faced by startups
2. Demonstrate strategic and problem solving competencies
3. Work on issues related to early stage venture financing, IPR and competitive situations

Course Contents:

Unit 1

- Components of a successful strategic plan (Market Opportunity, Customer Definition, Competitive Analysis)
- Product & business model definition

Unit 2

- Early-stage venture financing, fundraising
- Financial Statements, Cash Flow Projection, Valuation

Unit 3

- Intellectual property
- Investor Expectations & Communications
- Delivering an Investor Pitch

Unit 4

- Competition
- Marketing and Sales

References Materials and Books:

Vasanth Desai, Dynamics of Entrepreneurial Development and Management, Himalayan Publishing House, New Delhi 2016

Entrepreneurship : Theory and Practice Raj Shankar, Mc Graw Hill Education, Noida, UP, 2015

Kathleen and R. Allen New Venture Creation, Cengage Learning, New Delhi, 2015

Course Code	Course Title	Course Type	L	T	P	C	Hrs. / Wk.
B18BE3500	Legal Aspects of Entrepreneurship	HC	3	1	0	3	4

COURSE OBJECTIVES :

This aim of this course is

1. To provide important legal information required by an entrepreneur to start an run business successfully.
2. To familiarize students with various legal issues connected with formation of a business with a special reference to MSME legislations
3. To enable students to understand business operations keeping in view legal and tax laws.
4. To provide student with necessary legal formalities in setting up a new venture/startup

COURSE OUTCOMES:

After completing the course students shall :

1. Identify the legal framework that an entrepreneur needs to address at various stages of business.
2. Understand the application of various legal issues pertaining to form of business organizations
3. Interpret various provision in MSME Act
4. Work with various provisions related to IPR, Patents and Copyrights and other legislations

Unit 1

Business types and Legal Compliances - Sole Proprietorships, Partnerships, Companies Act, (2013) Corporations, Limited Partnerships and Limited Liability Partnerships, Companies and Limited Liability Companies ; Franchises- Concept- benefits, requirements, and the key components of the Franchise policies- Franchises in India 16 Hours

Unit 2

Legal issues in Business Operations- Law of Contract; Sale of Good Act ; MSME Act 2016

16 Hours

Unit 3

Laws related to Taxes and Duties- Income Tax Act, Import and Export Legislations; GST

16 Hours

Unit 4

Understanding Intellectual Property Rights- Intellectual Property Rights- Patents, Copyrights, Trademarks and Trade Secrets. 16 Hours

Suggested Readings:

1. Dynamics of Entrepreneurial Development and Management – Vasant Desai
2. Entrepreneurship Development and Small Business Enterprises – Poornima M Charantimath
3. Entrepreneurship – Successfully Launching New Ventures – Bruce R. Barringer , R.Duane Ireland
4. Legal Aspect of Business by Akhileshwar Pathak McGraw Hill Publication.
5. Business Law by N D Kapoor
6. Students Guide to Corporate Laws by V.S.Dubey Taxman Publication

Course Code	Duration	Course Title	L	T	P	C
B18BE3060	16 weeks	Environmental Studies	2	0	0	2

Course Objectives: The course would enable the students to get indepth knowledge about environmental aspects and public health issues. The student comprehends and is able to apply the concepts of climate change, implications on health, waste management, policies and practices related to environment protection and diseases in contemporary society.

Course Outcomes: The course would facilitate the student to apply the knowledge about environment, global warming, climate change, public health on their own conduct and ways to protect the environment for sustainable development of mankind and planet.

Unit-1: Linkages Between Environment and Health**12 Hours**

Understanding linkages between Environment and Public Health Effect of quality of air, water and soil on health. Perspective on Individual health: Nutritional, socio – cultural and developmental aspects, Dietary diversity for good health; Human developmental indices for public health.

Unit-2: Climate Change and Implications on Public Health**12 Hours**

Global warming – Agricultural practices (chemical agriculture) and Industrial technologies (use of non-biodegradable materials like plastics, aerosols, refrigerants, pesticides): Manifestations of Climate change on Public Health-Burning of Fossil fuels, automobile emissions and Acid rain. *Environmental Management Policies and Practices*. Municipal solid waste management: Definition, sources, characterization collection and transportation and disposal methods. Solid waste management system in urban and rural areas. Municipal Solid waste rules.

Policies and practices with respect to Environmental Protection Act, Forest Conservation Act, Wild life protection Act, Water and Air Act, Industrial, Biomedical and E waste disposal rules.

Unit-3: Diseases in Contemporary Society

12 Hours

Definition – need for good health- factors affecting health. Types of diseases – deficiency, infection, pollution diseases-allergies, respiratory, cardiovascular, and cancer Personal hygiene-food – balanced diet. Food habits and cleanliness, food adulterants, avoiding smoking, drugs and alcohol.

Communicable diseases: Mode of transmission –epidemic and endemic diseases. Management of hygiene in public places – Railway stations, Bus stands and other public places. Infectious diseases: Role of sanitation and poverty case studies on TB, diarrhea, malaria, viral diseases. Non-communicable diseases: Role of Lifestyle and built environment. Diabetes and Hypertension.

Unit-4: Perspectives and Interventions in Public Health

12 Hours

Epidemiological perspective – Disease burden and surveillance; Alternative systems of medicine – Ayurveda, Yoga, Unani, Siddha and Homeopathy (AYUSH); Universal Immunization Programme (UIP); Reproductive health-Youth Unite for Victory on AIDS (YUVA) programme of Government of India. Occupational health hazards-physical-chemical and biological, Occupational diseases-prevention and control.

Course Code	Duration	Course Title	L	T	P	C
B18BE3070	16 weeks	Ethical Values For Business(Offered by School of Management to other schools)	3	1	0	4

Course Objective:

To learn and apply ethical values in Business and to understand the various ethical values in relevance to business.

Course Outcome:

Students would be able to apply the knowledge of ethics and values in their daily life.

Unit-1: Introduction to Ethics and Values in Business

8 hours

Business ethical values, meaning, scope and importance-Ethical values, positive, normative and negative values-Moral, Moral standard and judgments. Unethical practices in business-financial cheating in corporate sectors, land grabbing for business sectors, eviction of permanent citizens and deforestations.

Unit-2: Theories and Approaches**8 hours**

Theories and models-Theory of utilitarianism-E.Kant's theory-J.Kohlberg's conditionality theory. Mahatma Gandhi's ethics. Model of compensation for victims-social cost and benefit analysis. Economics profit verses commercialprofit.

Unit-3: Ethical Issues in Business and Environmental Concerns**8 hours**

Business ethical values in Market- adulteration, exploitation of consumers, creation of artificial demand, black market, grey market. Production –waste, accidents and safety, Human resource- gender and racial discriminations, child labour, nepotism, power abuse, sexual harassment and labour exploitation. Environmental concerns: Unethical practices- Externalities-positive and negative externalities. Market failure and its impacts on ecology and environment. Greenhouse gas emissions Pollutions-air, water, soil. Impacts- depletion of ozone layer, global warming effects, Bio diversity failures-Human health deteriorations.

Unit-4: Measures both Preventive and Remedial**8 hours**

Corrective measures- Legal penalties – punishments. Waste management- End of-pipe control- 3R Methods-Whistle blowing-Standard settings-Corporate governance-Corporate social responsibility. Government regulations, taxes. Government incentives of grants and subsidies for ethical based business. Business conservative policies versus value business. Information technology- cybercrimes, intellectual property rights, copy rights and patent rights securities.

Suggested Readings:

1. Ghosh.B.N, "Business Ethics and Corporate Governance", Mcgraw Hill Publications, 2012
2. John R. Boatright, and Bibhu Prasan Patra " Ethics and the Conduct of Business", Person Publications, New Delhi,2011
3. Sanjay Mohapatra and Sreejesh.S, "Case studies in Business ethics and Corporate governance.", Pearson,2013
4. Mruthynajaya, "Business ethics and value systems", PHI learning P Ltd.2013

Course Code	Duration	Course Title	L	T	P	C
B18BE3080	16 weeks	Skill Development Course	0	0	2	2

Course Code	Duration	Course Title	L	T	P	C
B18BE3090	16 weeks	Soft Skill Training (Placement Department)	0	0	2	2

SEMESTER-IV

Course Code	Duration	Course Title	L	T	P	C
B18BE4010	16 weeks	Family Business Management	3	1	0	4

Course Objectives:

1. To address the understanding of family business and the unique situations that family businesses face.
2. To understand the governance issues and conflict in family business.
3. To understand the growth and sustainability of family business.
4. To know the role of non family members and succession planning.

Course Outcomes:

1. By the end of course students will be able to differentiate the family with family business.
2. Graduates of the program are enabled to resolve the conflicts.
3. Students who will complete the course will outline the growth in business and relationship in family.
4. By the end of course students will be able to prepare modes of succession planning in family business.

Unit I:

16 Hours

Introduction to Family Business -Overview of the family business ; Effective governance and the family business, Issue of ownership and conflict in family ; Capital structure in closely held family businesses- Issues and challenges in family business and closely held family businesses
Case Studies

Unit II:

16 Hours

Developing Effective Governance in the Family Owned Businesses ; Understanding Understanding the relationships between family and business, management and ownership – Governance Issues in Family owned business: Behavioral issues in closely held and family owned businesses –Conflict Management and transition in family business-
Case Studies

Unit III:

16 Hours

Growth Strategy For Family Business - Growth strategy for family owned business- Different models in family business ; Developing sustainable family business organization- Structure , ownership, team of advisors, board of directors and corporate governance- Case Studies

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Unit IV:**16 Hours**

Succession Planning- Family succession, issues of succession in a family firm, Preparing for succession planning ;Legal norms of succession-succession acts, important provisions- Future plans and Road ahead for Family owned businesses- Involving non family members- Power struggles and Succession issues- Valuation of closely held firm- Changing Role of family in family business- Case Studies

Reference Book:

1. Ernesto J. Poza, Family Business: 4th edition. Book, Publisher: Cengage
2. Kelin E. Gersick, John A. Davis, Marion McCollom Hampton, Ivan Lansberg, Generation to Generation: Life Cycles of the Family Business

Course Code	Duration	Course Title	L	T	P	C
B18BE4020	16 weeks	Business Research Methodology	3	1	0	4

Course Objective: To give basic concepts of research and its process. To make the students familiar with scientific approach to research through understanding process specifically in terms of problem identification, formulation, methodology, and analysis is tools and report writing. The course provides knowledge required to conduct minor research and make interpretations.

Course Outcome:

Student would be able to understand and practically apply the knowledge of research process and deriving solutions for problems through Business research methods.

Unit-1: Introduction to Business Research-**16 Hours**

Definition, Objectives of research, Characteristics of research – Scientific Method, Types of research, Criteria for Good research, Business organizations – Decision Support, Ethics in research. Research Process and Concepts in Research: Research Process – Steps in research, Research designs for Experimental, Explorative and Explanatory, Concepts – Methodology and Methods concepts, constructs variables, Deductive and inductive logic.

Unit-2:**16 hours****Formulation of Research Problem, Measurement Scales and Hypotheses**

Identifying and formulating research problem, Diagnosis of symptoms and problem. Setting research objectives. Doing review of literature methods. Measurement Scales – Types of Scales, Scaling techniques, characteristics of good instrument, errors in measurement, Reliability and validity instruments. Hypothesis – Meaning, Purpose, Sources, Characteristics of hypotheses, types of hypothesis, testing of hypothesis.

Unit-3: Data Collection and Analysis**16 hours**

Data sources – primary and secondary data, Data Collection methods-Survey, Observation, Interview, focus group technique. Data collection Questionnaire, schedule, electro-mechanical devices, Sampling-Significance of sampling, Concepts, Steps in sampling, Criteria for good sampling, determining sample size.

Data Analysis: Data preparation, Types of statistical analysis – descriptive, validation and inferential tools. Selection of statistical methods – based on objective scale, Interpretation- meaning-Techniques of interpretation.

Unit-4: Report Writing and Presentation of Results**16 hours**

Classification and tabulation, Graphical representation, Research presentation, Types of report – Research proposal, research report format Layout, Standards (Introduction to APA formatting), Application of Research: Mini project with application of SPSS for analysis.

Suggested Readings:

1. Swain(2010). A text book on Research Methodology , Kalyani Publishers, 3rd Edition.
2. C. R. Kothari (2009). Research Methodology: Methods & Techniques, (Second Revised Edition), New Age International Publishers, New Delhi.
3. Dr. J.K. Sachdeva(2009), Business Research Methodology (3rd), Himalaya Publishing House.
4. Naresh K. Malhotra, Marketing Research: An applied Research (4th ed), Pearson Prenticehall.

Course Code	Duration	Course Title	L	T	P	C
B18BE4030	16 weeks	New Venture Creation	2	1	0	3

Course Objectives:

1. The main objective of this course is to familiarize the learners with aspects related to new venture planning
2. To understand the crucial aspects of industry and markets
3. To create a formidable value proposition, identifying and mobilizing human capital needed for new business
4. To familiarize students with financial resources mobilization, allocation and managing in the process of new venture creation.

Course Outcomes : After completing this course the learner shall be :

1. Able to formulate a business plan for a new venture
2. Comprehend and use multiple factors influencing the planning and starting a new venture.
3. Describe the strategies for managing and leading people in a new venture
4. Identify and allocate financial resources in a new venture effectively.

Course Content:

Unit 1

16 Hours

Business Idea: New ventures- Creating and identifying opportunities - Techniques for exploring change- Techniques for exploring product inadequacies ;
Getting Sensitized with industry and market: Defining the market and industry ; concentration and geographic spread: Estimating market size; SWOT analysis- Screening and selecting appropriate option

Unit 2

16 Hours

Value proposition and branding: Identifying target customers-Defining value proposition-Differentiation through branding Sustainable entrepreneurship , Mission statement

16 Hours

Unit 3

Managing and leading people: Attracting the right people- Team building ; Organizational structure, design and control ; Shaping Culture - Leadership and management - Entrepreneurial leadership

Unit 4

16 Hours

Financial Resources: Studying and comparing different sources (e.g. banks, venture capital, angel investors, private equity, crowd-funding, etc.) of finance; Selecting the right source of finance
Preparing and using financial forecasts: Forecast sales turnover, income statement and costs - Forecast breakeven point SMART Performance metrics ; Valuing the business

Reference Books:

1. Bruce R. Barringer, R. Duane Ireland Entrepreneurship: Successfully Launching New Ventures Pearson Latest edition
2. David H. Holt Entrepreneurship: New Venture Creation Pearson Latest edition
3. Inge Hill Start-Up: A Practice Based Guide For New Venture Creation MacMillan Latest edition
4. Marc H. Meyer, Frederick G. Crane New Venture Creation: A n Innovator’s Guide to Entrepreneurship MacMillan Latest edition
5. Sahay, V Sharma Entrepreneurship and new Venture Creation Excel Latest edition
6. Bruce R. Barringer Preparing Effective Business Plans: An Entrepreneurial Approach Pearson Latest edition
7. Stephen Spinelli, Robert J. Adams New Venture Creation: Entrepreneurship for the 21st Century McGrawHillLatest edition
8. Paul Burns New Venture Creation: A Framework for Entrepreneurial Start-ups MacMillan Latest edition.

Course Code	Duration	Course Title	L	T	P	C
B18BE4040	16 weeks	Fundamentals of Financial Management	2	1	0	3

Course Objectives:

1. The basic objective of the course is to equip the students with the understanding time value of money & use it for decision making.
2. To familiarize the student's the basic tools and techniques required in modern financial management.
3. To familiarize the students with the Principles and Practices of financial management.
4. To understand the general concepts of valuing financial assets and calculate the value of debt and equity securities.
- 5 To be able to distinguish between risk and return.

Course Outcomes:

After completion of the course the students shall be able to:

1. Understand the use of finance for decision making.
2. Describe time value of money, how a project is made and appraised.
3. Outline capital requirements for starting a business & management of working capital.
4. Explain the general concept of valuing financial assets and calculate the value of debt and equity securities.
- 5 Discuss the relationship between risk and return and demonstrate how risk is measured through Capital Asset Pricing Model (CAPM).

Course Content:

Unit-1: Introduction and Long-Term Investment Decisions

16 hours

Nature, scope and objective of financial management, Time value of money, Risk and return relationship Long term investment decisions: The Capital Budgeting Process, Cash Flow Estimation, Payback Period Method, Accounting Rate of Return, Net Present Value (NPV), Net Terminal Value, Internal Rate of Return (IRR), Profitability Index-Problems and solution.

Unit-2: Financial Decisions

16 hours

Financing Decisions: Sources of Long-term financing, Estimation of components of cost of capital, Methods for calculating Cost of Equity, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average Cost of Capital (WACC) – Problems and Solutions, Capital Structure-Theories of Capital Structure Net Income, Net operating Income, MM Hypothesis, Traditional Approach.

Unit-3: Dividend Decisions and Capital Structure

16 hours

Theories for Relevance and irrelevance of dividend decision for corporate valuation-Walter's Model, Gordon's Model. MM Approach, Cash and stock dividends, Dividend policies in practice, Determinants of capital structure, operating and Financial leverages – problems and solutions.

Unit-4: Working Capital Decisions

16 hours

Concepts of Working Capital, Operating & Cash Cycles, sources of short-term finance, working capital estimation, cash management, receivables management, inventory management.

Spreadsheet is the recommended software for doing basic calculations in finance and hence can be used for giving students subject related assignments for their internal assessment purpose.

Reference Books:

1. Khan, M.Y and Jain P.K. Financial Management, Text and Problems. Tata McGraw Hill
2. Srivatsava, Rajiv and Mishra, Anil, Financial Management, UK: Oxford University Press.
3. Singh, Preeti, Financial Management, New Delhi: Ane Books Pvt. Ltd
4. Singh, J K. Financial Management- text and problems, Delhi, Dhanpat Rai and Company
5. Rustagi, R.P. Financial Management, Galgotia Publishing Company
6. Pandey, I.M, Financial Management, Vikas Publications.
7. Chandra, P. Financial Management – Theory and practice. Tata Mc Graw Hill.

Course Code	Duration	Course Title	L	T	P	C
B18BE4050	16 weeks	Service Marketing	2	1	0	3

Course Objectives:

1. To provide an understanding of importance of services sector in the economy
2. To understand service marketing opportunities from an entrepreneurial perspective
3. To provide an in-depth appreciation and understanding of the unique challenges inherent in designing, managing and delivering quality services.
4. To understand the strategies in service marketing pertaining to selected services

Course Outcomes:

After completing this course the students shall:

1. Demonstrate an extended understanding of the similarities and differences in service-based and physical product based marketing activities;
2. Demonstrate acknowledge of the extended marketing mix for services;
3. Specify, analyse and select markets for specific service products
4. Demonstrate integrative knowledge of marketing issues associated with service productivity, perceived quality, customer satisfaction and loyalty in selected services

Course Content:

UNIT – I: INTRODUCTION

Definition – Service Economy – Evolution and growth of service sector – Nature and Scope of Services – Unique characteristics of services - Challenges and issues in Services Marketing- Case Studies 16 Hours

UNIT – II: SERVICE MARKETING OPPORTUNITIES

Assessing service market potential - Classification of services – Expanded marketing mix – Service marketing – Environment and trends – Service markets- segmentation, targeting and positioning- Case Studies 16 Hours

UNIT – III: SERVICE DESIGN AND DEVELOPMENT

Service Life Cycle – New service development – Service Blue Printing – GAP’s model of service quality – Measuring service quality – SERVQUAL – Service Quality function development - Case Studies 16 Hours

UNIT – IV: SERVICE DELIVERY AND PROMOTION

Positioning of services – Designing service delivery System, Service Channel – Pricing of services, methods – Service marketing triangle - Integrated Service marketing communication Service Marketing Strategies for health – Hospitality – Tourism – Financial – Logistics IT and ITES – Case Studies 16 Hours

Books and References :

1. Christropher H . Lovelock and Jochen Wirtz, Services Marketing, Pearson Education, New Delhi, 2017
2. Hoffman, Marketing of Services, Cengage Learning, 1st Edition, 2018.
2. K. Douglas Hoffman et al, Essentials of Service Marketing : Concepts, Strategies and Cases, Thomson Learning, Latest Edition
3. Kenneth E Clow, et al, Services Marketing Operation Management and Strategy, Biztantra, 2 nd Edition, New Delhi, 2016.
4. Halen Woodroffe, Services Marketing, McMillan, Latest Edition.
5. Valarie Zeithaml et al, Services Marketing, 2018.
6. Christian Gronroos, Services Management and Marketing a CRM Approach, John Wiley, Latest Edition.

Course Code	Course Title	Duration	L	T	P	C
B18BE4060	Soft Skill Training	16 weeks	0	0	2	2

B18BE4070	Self-Study Component (Online Course)	RULO	0	0	2	2
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*The students shall complete Online courses related to entrepreneurship and family business management areas as prescribed by the concerned faculty from online platforms like SWAYAM/ Edx/ IIMBX/ etc

B18BE4080	Skill Development Course	EDII	0	0	2	2
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The Soft Skill Training Courses are delivered by EDII, Ahmedabad in collaboration with the School of Management Studies, REVA University.

Course Code	Course Title	Durati on	L	T	P	C
B18BE4090	Summer Internship Project – 2	4 weeks	0	0	4	4

PROJECT GUIDELINES:

In BBA Entrepreneurship Program considerable importance is given to project based experiential learning and hence three projects – Two Summer Internship Projects (SIP) 1 and 2 and Major Project have been included in the program. These projects are designed driven and evaluated by EDII as per the following guidelines:

SUMMER INTERNSHIP PROJECT (SIP) 1

First Summer Internship will be for a duration of Four Weeks in the Summer after II Semester. In SIP 1 *student Identifies a Business Opportunity* after thorough study of related industry and also visiting at least one company which is in the envisaged business opportunity domain. After the SIP student prepare a Report of the same (40 Pages Excluding Annexures) and has to face a Viva Voce Examination along with III Semester End Examinations.

SUMMER INTERNSHIP PROJECT (SIP) 2

Second Summer Internship will be for a duration of 4 Weeks in the Summer after IV Semester. In SIP 2 students will study the *feasibility of the business opportunity* they have identified in SIP1 and prepare a feasibility report.

In this project they will be interacting with entrepreneurs, experts in feasibility study and document the report. After SIP 2 every student has to prepare a report (40 pages Excluding Annexures) and face a Viva Voce Examination.

Every student will be allotted a faculty mentor and entrepreneur mentor by EDII and will be required to submit weekly reports and meet the faculty guides once in two weeks.

The Reports will be completed during the III and V Semesters respectively for SIP 1 and SIP 2.

MAJOR PROJECT :

Major Project is an in depth study resulting in preparation of a Detailed Project Report(DPR) and it is expected to be the continuation and consolidation of Business Opportunity and Feasibility study conducted by the student in SIP1 and SIP2.

Major Project will be of about 10 Weeks duration and will progress along with Sixth Semester. Students will be devoting two days (Friday and Saturday) a week for Project work.

In this Major Project the student will prepare a **Detailed Project Report on a Chosen Business Proposal based on the Feasibility Study conducted in SIP 2**

EVALUATION :

PROJECT DETAILS	CREDITS	MARKS DISTRIBUTION	
		REPORT	VIVA VOCE
Summer Internship Project-1	04	50	50
Summer Internship Project-2	04	50	50
Major Project	06	100	100

SEMESTER-V

Course Code	Course Title	Course Type	L	T	P	C	Hrs. / Wk.
B19BE5010	Corporate Entrepreneurship	HC	3	0	1	4	4

Course Objectives:

This is an overview course on corporate entrepreneurship. It is designed to cover core concepts of corporate entrepreneurship and help students understand the overall strategy to renew a company’s product lines and services through innovation, technology adoption. It will help students to identify the process of new ventures creation within the company or spun off by the company.

Course Outcomes:

At the end of the course the student would be able to-

1. Describe the concept of corporate entrepreneurship and its importance to organisations.
2. Explain and apply the concepts and skills in leading and managing entrepreneurial organization.
3. Understand, design and execute strategies for entrepreneurial organization
4. Apply right leadership and build right culture, structure and ecosystem for corporate entrepreneurship.

The course is focusing on four broad areas of corporate entrepreneurship:

- Company need for entrepreneurial behavior
- People required for entrepreneurial behaviors
- How the firms capitalize on entrepreneurial behaviors
- How firms develop and sustain competitive advantage through corporate entrepreneurship

- Conducting and writing an entrepreneurial assessment of several mature companies

Unit 1 Introduction:

16 Hours

Concept of Corporate Entrepreneurship, Meaning and discussion about need, importance and objectives for Corporate Entrepreneurship, Changing nature of corporate organizations, Growth dynamics of corporate organizations- Need for promoting intrapreneurship in organizations -Case Studies

Unit 2 Leading and Managing Entrepreneurial Organization-

16 Hours

The Organizational Life Cycle, Creating Entrepreneurial Culture, Building the Entrepreneurial Structure, Managing the Entrepreneurial Organization, Entrepreneur and Corporate Entrepreneur, Entrepreneurs Vs. Managers. Process adopted in corporate entrepreneurship with relevant examples.

Unit 3 Strategies for the Entrepreneurial Organization-

16 Hours

Entrepreneurial Strategies, Organizational Structures- Fostering Entrepreneurship, Components of Structure, New and Creative Structural Approaches, Fostering Entrepreneurial Behavior, Developing Growth -Strategies for corporate entrepreneurship.

Unit 4 -

16 Hours

Encouraging intrapreneurial innovations in organizations- Leadership- culture- structure- strategies and setting up right ecosystem – Corporate Entrepreneurship Audit- Strategic direction

Reference Books:

Burns, P. Corporate Entrepreneurship: Entrepreneurship and Innovation in Large Organizations. Palgrave Macmillan, 2013. ISBN: 9780230304031.

Burns, P. Corporate Entrepreneurship: Building the Entrepreneurial Organization. Palgrave Macmillan, 2008. ISBN: 9780230542631.

Morris, M. H., D. Kuratko, et al. *Corporate Entrepreneurship and Innovation*. Engage Learning, 2010. ISBN: 9780538478922.

Course Code	Course Title	Course Type	L	T	P	C	Hrs. / Wk.
B19BE5020	Business Policy and Strategy	HC	3	0	1	4	4

Course Objectives:

1. To provide detailed insight on the strategies adopted by the companies in response to environmental change.
2. To create a comprehensive and integrated understanding of current strategic management thinking in a clear and succinct format.
3. To develop the skill in the student to analyze the business environment and design appropriate corporate and global strategies.
4. To develop the skill in the student to execute, implement and control the strategies and policies.

Course Outcomes: At the end of the course, student shall be able to-

1. Explain the strategic perspective and analyse the strategies adopted by the companies in response to environmental change.
2. Understand current strategic management thinking in a clear and succinct format.
3. Apply the skills in the student to analyse the business environment and design appropriate strategies.

Unit-1: Introduction to Strategic Management

16 hours

Defining strategy- levels at which strategy operates- approaches to strategic decision making, the strategic management process- Strategic intent: Vision, mission and objectives. Environmental analysis: The organizations environment- External and internal environment, components of external and internal environment- Environment scanning- Organizations responses to the environment. Use of business policy and strategy for entrepreneurs.

Unit-2: Industry and Resource Analysis, Strategy Formulation and Choice 16 hours

A framework for industry analysis, Michael porter's analysis- usefulness of Industry analysis- Competitive analysis: Forces shaping competition in an industry- interpreting the Five force models- Strategic group, and competitor analysis- Internal analysis: Resource based strategy- the resource based view, Resources- capabilities and competencies- approaches to internal analysis- carrying out SWOT. Strategy formulation and choice: Corporate level strategy: Introduction- The balanced score card- Grand strategies- Growth/Expansion strategy- Diversification Strategy- Stability strategy- Retrenchment strategy- combination strategy.

Unit-3: Corporate restructuring and Global strategies

16 hours

The concept of corporate restructuring- the process of restructuring- mergers and acquisition- takeovers- cooperative strategies- Reasons for strategic alliances- risks and costs of strategic alliances. Global strategies: Globalisation-risks- global expansion strategies- the MNC mission statement- deciding which market to enter- market entry strategy international strategy - Business level strategy - Strategic analysis and choice.

Unit-4: Strategy implementation, Evaluation and control

16 hours

Issues in strategy implementation- Activating strategy and resource allocation- strategy-structure relationship- the functional structure- divisionalization- Functional level strategies: Operational strategy, financial strategy, marketing strategy and Human resource strategy. Strategic evaluation and control: Importance, barriers- evaluation criteria- strategic control- operational control- evaluation techniques for operational control- characteristics of an effective control system

Suggested Readings:

1. VSP ,Rao& V Hari Krishna.(2009).Strategic Management: Text and Cases(5th ed.).New Delhi: Excel Books
2. Allen C. Amason.(2011).Strategic Management :From theory to Practice(1st ed.).NewYork:
3. Routledge Jay ,B.Barney& William S. Hesterly.(2011).Strategic Management & Competitive Advantage: Concepts & Cases(4th ed.).Prentice Hall
4. Gregory Dess, Alan Eisner, G.T.Lumpkin& Gerry McNamara(2011).Strategic Management: creating competitive advantages(6th ed.).McGraw HillEducation
5. Charles W.L. Hill & Gareth R. Jones(2012).Strategic Management-An Integrated approach(10th ed.).South Western: Cengage Learning.

Course Code	Course Title	Course Type	L	T	P	C	Hrs./Wk.
B18BE5030	Project Management	HC	3	1	0	4	5

Course Objectives:

1. Enable students learn apply the tools of project management to analyse the problems to make an entrepreneurial intervention.
2. Help students understand why project management is important for successful implementation of programmes and achieving policy objectives;
3. Make students understand why some of the projects do not attain sustainability owing to faults in conceiving a good design of the project and the emphasis on documentation and finally the various kinds of reports that should be generated;
4. Enable students to understand the dynamics of project implementation, administration and control

Course Outcomes;

Upon successful completion of this course, a student will be able to:

1. Plan and take decisions on project selection
2. understand the intricacies of a good design of the project and documentation
3. Apply various tools of project management in analysing the problems related to launching projects.
4. Identify the determinants of project management in generating sustainable outcomes

Course Content

Unit 1: Project and Project Management:

16 hours

Concept, Characteristics of project, Project Family tree, Classification of Project, Project selection process, Project life cycle, Project manager and his responsibilities, Project management team, project model, phases of Project management, Project environment, the 7S of Project management. Importance of project planning and management for an entrepreneur. Cases on project management.

Unit 2: Project planning:

16 hours

Project Initiation and resource allocation, Market analysis and Demand analysis, Technical Analysis. 3. Project Planning: Time planning, Contents of Project plan, planning process, Work breakdown structure, process mapping. 4. Project Budgeting: Financial Projections, time value of money, cost of capital, Appraisal criteria, Risk analysis in capital investment decisions

Unit 3: Preparation of Detailed Project Report :

16 hours

Elements of Detailed Project Reports, Examples and case studies, Project Scheduling, Project designing and project scheduling and time estimation, Scheduling to match availability of man power and release of funds, Cost and time trade cost. Case study.

Unit 4: Project Execution, Administration, and Control:

16 hours

Project contracting, Project organization, Project time monitoring and cost monitoring, Project over runs, Project Control -Project Monitoring and Review, Project Monitoring and Evaluation. Case studies

Text Book & Reference Books

1. Prasanna Chandra (2019), Projects: Planning, Analysis, Selection, Financing, Implementation and Review, McGraw Hill (India) Pvt. Limited, New Delhi
2. Augustine, Norman . Managing projects and programs. *Harvard Business Review*
3. World Bank . Guidance Note for Project Management Strengthening Institutional Capacity during Project Implementation. Available at http://siteresources.worldbank.org/INTCDRC/Resources/guidance_note_project_management_102005.pdf
4. J.B. Patel, A Manual On How To Prepare A Project Report, EDI library

Course Code	Course Title	Course Type	L	T	P	C	Hrs./Wk.
B18BE5040	Management Accounting	HC	3	1	0	4	5

Course Objectives:

1. To develop and explore the methodology of Management Accounting.
2. To introduce students to the various tools and techniques of management Accounting.
3. To enlighten students on Financial Statement Analysis with the emphasis on the preparation of fund flow and cash flow statement.
4. To equip the students with the skills to prepare budgets and do budgetary control effectively.

Course Outcomes:

1. Apply management accounting and its objectives in facilitating decision making.
2. Calculate various accounting ratios, reports and relevant data.
3. Prepare Cash Flow and Funds Flow statements this helps in planning for intermediate and long-term finances.
4. Analyze cost-volume-profit techniques to determine optimal managerial decisions
5. Perform cost variance analysis and demonstrate the use of standard costs in flexible budgeting.

Unit-1: Ratio and Financial Statement Analysis

16 hours

Management Accounting – Meaning and purpose. Financial Accounting – Preparation of Income statement and Balance Sheet – Interpretation and use of these statements by management. Ratio Analysis– Interpretation, benefits and limitations. Classification of ratios- Liquidity, Profitability, turnover, capital structure and Leverage.

Unit-2: Fund Flow Statement and Cash Flow Statement

16 hours

Introduction, Concept of fund, Statement of changes in Working Capital, Funds from Operations, Sources and Application of funds (Simple Problem). Cash Flow Statement: Meaning Advantage of Cash Flow Statement and limitations- Distinction between Fund Flow Statement and Cash Flow Statement, preparation of Cash Flow Statement(AS 3 Indirect Method)

Unit-3: Marginal Costing**16 hours**

Marginal Costing – Cost volume – Profit relationship – Break – Even Analysis – Direct costing vs Absorption costing.

Unit-4: Budgets and Budgetary Control**16 hours**

Budgets and Budgetary Control – Introduction, concepts, Classification of Budgets - Functional Budgets and Flexible Budgets, Management Reporting - Procedures and Utility, Sample Reports

Suggested Readings:

1. Cost Accounting – M.N. Arora, (Himalaya PublishingHouse)
2. Cost Accounting – S.P. Jain and K.L. Narang (KaylaniPublishers)
3. Cost Accounting – MahabaleswaraBhatta (Himalaya PublishingHouse)
4. Cost Accounting –J. Made Gowda (Himalaya PublishingHouse)

SPECIALIZATION ELECTIVES**NEW VENTURE CREATION**

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B18BE5051	Project Feasibility Analysis	HC	3	0	0	3	4

Course Overview

Project feasibility study is used to determine the viability of a project. It tells us whether a project is worth the investment by its promoters. Generation of ideas is not enough; the business ideas must stand the scrutiny from techno-economic, financial and legal perspectives. Feasibility literally means whether there exists a sizeable market for the proposed product/service, what would be the investment requirements and where to get the funding from, whether and wherefrom the necessary technical know-how to convert the idea into a tangible product may be available, and so on.

Course Objectives:

1. To acquaint students with the importance of conducting a feasibility study prior to any project such as establishing a new project, expansion of existing project, and replacements of major machinery and equipment.
2. To teach students the nature and scope of a project feasibility study.
3. To elaborate the purpose and contents of the main studies that make up the feasibility study which are: the marketing study, the technical study, and the financial study
4. To illustrate the importance and elements of the legal, organizational, and environmental impact study of the project.
5. To acquaint students with the analysis of the impact of the project on the economy, and the society.

Learning Outcomes:

Upon completion of the course, students will be able to and have the skill to:

1. design the framework for a sound project feasibility study.
2. conduct a simple marketing feasibility study.
3. determine the components of the technical feasibility study.
4. conduct financial analysis to determine the viability of the project.
5. identify the scope of the project environmental impact study, project organization study, and legal study.

Course Content

Unit 1: Introduction to Project feasibility: 16 hours
 Identification and exploration of business scenarios– pre identification, Identification and exploration of business scenarios. Feasibility Study report: The legal and Organizational Study

Unit 2: Market and Technical Feasibility: 16 hours
 Technical feasibility, Planning phase, Construction & operational phase, Market Feasibility: Market Research, Demand forecasting, marketing management

Unit 3: Financial and Environment feasibility: 16 hours
 Estimate total capital requirements- total investment costs, Financial statements, Economics of operation, *Environmental Impact Analysis, Social Cost Benefit Analysis*

Unit 4: Project Risk Analysis and Decision making: 16 hours
 Sources, Types, and Perspectives, Sensitivity Analysis, Scenario Analysis, Break Even Analysis, Decision Tree Analysis. *Feasibility Study Decisions*

Reference Books / Readings

1. David S. Clifton, David E. Fyffe (1977). Project feasibility analysis: a guide to profitable new ventures. Wiley
2. Prasanna Chandra (2019), Projects: Planning, Analysis, Selection, Financing, Implementation and Review, McGraw Hill (India) Pvt. Limited, New Delhi
3. Austin, James (1984). Agroindustrial project analysis. World Bank Publication. Available at <http://documents.worldbank.org/curated/en/672351468183893125/Agroindustrial-project-analysis>

Course Code	Course Title	Course Type	L	T	P	C	Hrs./Wk.
B18BE5052	Business Plan Preparation for New Venture	SC	3	0	0	3	4

Course Objectives:

1. To familiarize the students with a working business plan that start with describing the company or proposed project accurately and attractively.
2. To enable the student how to detail the company’s or the project’s present status, current needs, and expected future.
3. To help students prepare themselves to present and justify on going and changing resource requirements,
4. To enable the student in making the marketing decisions, financial projections, production demands, and personnel needs in logical and convincing fashion.

Course Outcomes:

Upon completion of this course students will be able to:

1. learn what is a business plan, its elements, and how do they fit together.
2. know why and when you need to write a business plan.
3. experience the difficult, but essential, process that all entrepreneurs go through when they plan their new venture.

Course Content

Unit 1 Business Plan:

16 Hours

What, Why, and for whom, Essential elements of good business Plans: Executive Summary, Company Overview, Product and Service, Market and Industry, Marketing Plan, Revenue Model Operations Plan, Development Plan, Strategy Management, Competitive Advantage, Financial Plan, Business Risks Funding

Unit 2 Business Idea/Concept Description:

16 hours

Describing Business, Knowing Products and Services, Markets and Competitors, Product or service Features, Benefits, Proprietary Rights, Stage of Development, Market and Industry Analysis, Market Size and Growth, Industry Structure, Competitive Environment, Competition, Opportunity

Unit 3 Building your business :

16 hours

Company Overview , Mission Statement, History and Current Status, Marketing Plan, Target Market Strategy, channel, Positioning, Product/Service Strategy, Pricing Strategy, E-commerce, Communication Strategy, Sales Strategy, Revenue Model, Operations Plan, Operations Strategy, Scope of Operations, Ongoing Operations, Development Plan, Development Strategy Management, Company Organization, Management Team, Business Operations

Unit 4 Financing and Maintaining your Business:

16 hours

Financial Plan, Financial Projections, Key Assumptions, Sources and Uses of Funds, Business Risks Funding, Funding Requirements, Funding Strategies, Sources and Uses of Funds Statement, Offering. Project on Business Plan presentation.

Reference Books / Readings

1. Lawrence and Moyes, 2006, Writing a Successful Business Plan
2. Stanley R. Rich & David E. Gumpert (1985) How to Write a Winning Business Plan.
Available at
<https://hbr.org/1985/05/how-to-write-a-winning-business-plan>
3. Business Plan Handbook. Various Volumes Available at
<https://www.referenceforbusiness.com/business-plans/>
4. Rhonda Abhrams, Successful Business Plan Secrets and Strategies, Planning Shop; 5 edition (September 16, 2010).

FAMILY BUSINESS MANAGEMENT ELECTIVES-

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B18BE5061	Growth and Diversification of Family business	SC	3	0	0	3	4

Course Objectives:

1. To familiarize the learner with the fundamentals of the diversification management in the family business
2. To enable the student to understand the growth strategies in the family business context
3. To understand the different type of diversification in the context of the family business.
4. To enable the student to understand the various issues associated with planning for the family business.
5. To understand the family business internalization and collaboration strategies.

Course Outcomes :

Upon successful completion of this course, a student will be able to:

1. Apply the fundamental aspects of growth and diversification management in the family business.
2. Distinguish the concepts of pyramid structure and diversification strategies.
3. Understand planning for business in the context of the family business
4. Understanding of family business internationalization and business collaborations.

Unit 1 Introduction: -

16 Hours

Understanding the Role of Family Ownership in Business Diversification, Diversification Strategies, Family's Closed Management Structure, Capabilities of Family Members, Domain Expertise, Desire for Control, Family Member's Commitment and Involvement in Business, Stewardship as a Family Ownership Value, Family Ownership Agreements- Case Study

Unit 2 Pyramid Structure and Diversification: -

16 Hours

Understanding the Theory of Pyramidal Ownership and Family Business Groups, Pyramidal Ownership Structure, Classification of Different Investment Groups, Innovation Strategies in The Family Business, Investment in Intellectual Assets, Different Types of Diversification Strategies- Case Study

Unit 3 Planning for Business: -

16 Hours

Identifying A Family Business Philosophy, Discussing Core Family Values, Defining the Firm's Strategic Potential, Analyzing The Market and Industry, Assessing the Firm's Strategic Potential, Assessing the Firm's Strategic Potential, The Final Strategy and Reinvestment Decision, The Role of the Board in Family Business Planning- Case Study

Unit 4 Family Business Internalization and Strategic Alliances: -

16 Hours

Importance of Business Internalization, Facilitating Factors, Growth Strategies for Family Business Internalization, Limitations Associated with Family Business Internalization, Proper Utilization of Existing Resources & Capabilities, Entry Plan for Different Countries, Commitment and Internationalization of the Family Business Case Studies of International Family Business, Contextual and Environmental Factors in the Internationalization of Family Business And International Orientation- Case Study

Reference Books:

1. Carlock, R., & Ward, J. (2001). Strategic planning for the family business: Parallel planning to unify the family and business. Springer.
2. Fischman, A. E. (2008). Nine Elements of Family Business Success.
3. Alberto Gimeno - Family Business Models_ Practical Solutions for the Family Business- Palgrave Macmillan (2010)

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B18BE5062	Succession Planning in Family Business	SC	3	0	0	3	4

Course Objectives:

1. To familiarize the learner with the fundamentals of the succession process in the family business
2. To enable the student to understand the leadership management in the family business
3. To understand the role of the governing board in the context of the family business
4. To enable the student to understand the various issues associated with succession planning
5. To understand the best practices adopted for succession planning in the family business

Course Outcomes;

Upon successful completion of this course, a student will be able to:

1. Apply the basic principles of succession management in the family business
2. Distinguish the concepts of leadership transfer and the role of the governing board
3. Understand various conflicts in the context of the family business
4. Understanding of best practices in succession planning in the family business

Unit 1 Introduction: -

16 Hours

Understanding Succession Management in Family Firms, Importance of Succession Process in The Family Business, Successor's Selection Process, The Role of Family Members in Succession, Identifying Right Successor, Grooming and Nurturing of Protentional Successors.

Unit 2 Leadership Management: -

16 Hours

Transfer of Leadership, Defining Role and Responsibilities Among Next-Generation Family Members, Formation of The Governing Board, the Role of Governing Board in Leadership Management.

Unit 3 Succession Management And Various Issues: -

16 Hours

Gender Issues in Succession Management, Women As a Potential Successor, Effect of Family Member's Relationship on Business, Succession and Family Conflict, Interaction with Family Business Member and Group Project Presentation.

Unit 4 Best Practices in Succession Process: -

16 Hours

Succession Process in Indian Family Business, Succession Process in The International Family Businesses, Succession Process in Different Countries, Transfer of Leadership and Conflict Resolution, Strategic Planning, Financial Planning, Estate Planning, Non-Family CEO, Case Studies on Succession Planning.

Reference Books:

1. Renkert-Thomas, A. (2015). Engaged Ownership: A Guide for Owners of Family Businesses. John Wiley & Sons.
2. Del Giudice, M., Della Peruta, M. R., & Carayannis, E. (2010). Knowledge and the family business. Springer, New York.
3. Friedman, S. D., & Greenhaus, J. H. (2000). Work and family--allies or enemies?: what happens when business professionals confront life choices. Oxford University Press, USA.
4. John L Ward, Amy Schuman, Stacy Stutz - Family Business as Paradox-Palgrave Macmillan (2010)

Course Code	Course Title	Duration	L	T	P	C
B18BE5070	Soft Skill Training	16 weeks	2	0	0	2

Course Code	Course Title	Duration	L	T	P	C
B18BE4080	Skill Development Course	EDII	0	0	2	2

SEMESTER-VI

Course Code	Course Title	Course Type	L	T	P	C	Hrs. / Wk.
B18BE6010	Total Quality Management	HC	3	0	1	4	4

Course Objectives-

1. To familiarize the learner with the concepts and tools of Total Quality Management
2. To enable the student to get an indepth knowledge of the philosophy of Total Quality Management
3. To equip the learner with the skills of using total quality tools and statistical process control techniques
4. To enable the learner to organise and implement the tools of Total Quality Management.
5. To develop the TQM leadership skills among the learners and making them knowledgeable about the TQM culture.

Course Outcomes- At the end of the course, the student shall be able to-

1. Explain and apply the concepts, principles and philosophy of TQM in business processes
2. Identify and adopt the tools of TQM in various business processes for quality enhancement
3. Organise and implement Total Quality Management processes and systems in the organisation.
4. Develop TQM systems and implement them effectively
5. Build a TQM culture and TQM oriented leadership

UNIT I Introduction to Total Quality Management principles and philosophies 16 hours

Definition of Quality, Dimensions of Quality, Quality costs, Top Management Commitment, Quality Council, Quality Statements, Barriers to TQM Implementation, Contributions of Deming, Juran Crosby, Feigenbaum, Ishikawa, Taguchi techniques, Team Balancing, Concepts of Quality circle, Japanese 5S principles and 8D methodology.

TQM Principles- Customer satisfaction – Customer Perception of Quality, Customer Complaints, Service Quality, Customer Retention, Continuous Process Improvement, 5S, Kaizen, Just-In-Time and TPS

UNIT II Statistical Process Control 16 hours

Meaning and significance of statistical process control (SPC) – construction of control charts for variables and attributed.

Process capability – meaning, significance and measurement – Six sigma concepts of process capability.

The seven old tools of quality, New seven Management tools, Statistical Fundamentals – Measures of central Tendency and Dispersion, Population and Sample, Normal Curve, Control Charts for variables and attributes, Concept of six sigma.

Total productive maintenance (TMP) – relevance to TQM, Terotechnology. Business process re-engineering (BPR) – principles, applications, reengineering process, benefits and limitations.

UNIT III TQM Tools

16 hours

Quality Policy Deployment (QPD), Quality Function Deployment (QFD), Benchmarking, Taguchi Quality Loss Function, Total Productive Maintenance (TPM), FMEA, FMEA stages, design, process and documentation. Bench marking and POKA YOKE.

UNIT IV Quality Systems Organizing and Implementation

16 hours

Introduction to IS/ISO 9004:2000 – quality management systems – guidelines for performance improvements. Need for ISO 9000 and Other Quality Systems, ISO 9001:2008 Quality System – Elements, Implementation of Quality System, Documentation, Quality Auditing, ISO 14001:2004

TQM culture, Leadership – quality council, employee involvement, motivation, empowerment, recognition and reward- Introduction to software quality.

Reference Books and Materials-

1. Dale H.Besterfield et al, Total Quality Management, Third edition, Pearson Education a. (First Indian Reprints 2004).
2. Shridhara Bhat K, Total Quality Management – Text and Cases, Himalaya Publishing House, First Edition 2002.
3. Feigenbaum.A.V. —Total Quality Management; 4 edition (August 1, 1, McGraw-Hill Professional Oakland.J.S. —Total Quality Management, 3rd Edition, 2003. Butterworth – HcinemannLtdOxford
4. James R.Evans& William M.Lidsay, —”The Management and Control of Quality”, 9th Edition South-Western (Thomson Learning),
5. <https://open.library.ubc.ca/cIRcle/collections>

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B18BE6020	Operational Research for Managerial Decision	HC	3	0	1	4	4

Course Objective:

1. To provide knowledge on the basic tools of Operations research in solving the management problems using mathematical approach for decision making.

2. To create awareness about linear programming methods and various types of OR models for decision making.
3. To provide knowledge and skills on decision and queuing theory.

Course Outcomes: At the end of the course, student shall be able to-

1. Describe the basic tools of Operations research in solving the management problems using mathematical approach for decision making.
2. Explain and utilize linear programming methods and various types of OR models for decision making.
3. Analyze and apply the knowledge and skills on decision and queuing theory in problem solving and decision making.

Unit-1: Introduction to Operations Research 16 hours

Nature and scope of Operations research: Origins of OR, Applications of OR in different Managerial areas, Problem solving and decision making, Quantitative and qualitative analysis.

Defining a Mathematical Model, Types of model, Process for developing an operations research model, Practices, opportunities and short comings of using an OR model.

Unit-2: Linear Programming Method 16 hours

Structure of LPP, Assumptions of LPP, Applications areas of LPP, Guidelines for formulation of LPP, Formulation of LPP for different areas, solving of LPP by Graphical Method: Simplex method(Basic Problems up to 3 Iterations), converting primal LPP to dual LPP, Limitations of LPP.

Unit-3: Transportation Problem and Assignment Model 16 hours

Mathematical Model of transportation problem, Methods for finding Initial feasible solution: Northwest corner Method, Least Cost Method, Vogel's approximation Method, Test of Optimality by MODI Method, Unbalanced Transportation Problem (Supply and Demand) , Degeneracy and its resolution.

Assignment Model: Algorithm for solving assignment model, Hungarians Method for solving assignment problem, variations of assignment problem: Multiple Optimal Solutions, Maximization case in assignment problem, unbalanced assignment problem, travelling salesman problem.

Unit-4: Decision and Queuing Theory**16 hours**

Introduction, ingredients of decision problems. Decision making – under uncertainty, cost of uncertainty, under risk, under perfect information, Decision Tree, Construction of Decision Tree.

Queuing Theory: Queuing Structure and basic component of an Queuing Model, Distributions in Queuing Model, Different in Queuing Model with FCFS, Queue Discipline, Single and Multiple service station with finite and infinite population. Game Theory, Saddle Point, Value of the Game (Optimal Solution)

Suggested Readings:

- S. D. Sharma, Operations Research, Kedarnath Ramnath and Company, 2008.
- R. Pannerselvam, Operations Research, Prentice Hall International, 3e, 2012
- J. K. Sharma, Operations Research: Theory and applications, 5e, Macmillan, 2013.
- Anderson, Sweeney, Williams, Camm, Martin, Quantitative Methods for Business, 12e, Cengage Learning, 2013.
- Hamdy A. Taha, Operations Research: An Introduction, 9e, Pearson, 2013.
- Prem Kumar Gupta, D.S. Hira, Operations Research 5e, S.Chand, 2012.

SPECIALIZATION ELECTIVES-**NEW VENTURE CREATION ELECTIVES:**

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B18BE6031	Managing Growth and Diversification	SC	3	0	0	3	4

Description: This course on Managing Growth and Diversification focuses on understanding and managing the growth of the organization from a small scale startup to a big conglomerate. Students will learn about the strategies of growth and details regarding rate, direction and different methods of growth of the organization. The course also will sensitize towards the operational issues and cultural issues in various types of growth option the organization pursues.

Course Objectives:

1. To understand various growth strategies for organizations they will lead in future
2. To provide set of frameworks for analyzing growth opportunities
3. To gain operating frameworks for various diversification options available for firms at various stages
4. To develop leadership challenges associated with managing growth and diversification
5. To understand the cultural complexities involved various types of diversification

Course Outcomes:

Upon successful completion of this course, a student will be able to:

1. Understand the complexities of managing growth for an organization

2. Understand various types of growth strategies and evaluate them for the suitability for their organization
3. Compare organic vs inorganic methods of diversification for growth
4. Understand and compare various vehicles of growth for an organization
5. Managing smooth transition and cultural integration process

Unit 1

16 hours

Introduction: - Concept of growth, Understanding about the rate of growth, Growth and Profitability, Industry vs organization growth, Investor expectation about growth, Case Studies

Unit 2

16 Hours

Growth Strategies- Various Growth Strategies, Market Penetration, Market Extension, Product expansion, Diversification etc. drawbacks and benefits, Case Studies.

Unit 3

16 Hours

Growth through diversification - Types of diversification, Vertical diversification and Horizontal diversification, Concentric vs conglomerate diversification strategies.

Unit 4

16 Hours

Mode of Diversification- Organic vs inorganic diversification methods, Benefits and drawbacks of each type, suitability of each of the method of diversification, leadership and cultural issues involved. Types of Inorganic growth, Mergers and acquisitions, Take overs and JVs and strategic Alliances and other forms of growth Case Studies

Reference Books:

1. Dharendra Kumar, Enterprise Growth Strategy: Vision, Planning and Execution, Gower Publishing, Ltd.
2. Peter S. S. Cohan, Disciplined Growth Strategies: Insights from the Growth Trajectories of Successful and Unsuccessful Companies, Apress Publishers, 1st ed. Edition
3. Sudi Sudarsanam, Creating Value from Mergers and Acquisitions: The Challenges, FT Prentice Hall, Reprint edition
4. Arthur A. Thompson, A. J. Strickland, Strategic Management : Concepts and Cases, McGraw-Hill Companies.

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B18BE6032	Business Negotiation Strategies	SC	3	0	0	3	4

Course Description

The course is aimed at developing analytical and persuasive communication skills that are necessary for successful business negotiations. The negotiation is described as a complex process which consists of preparation, negotiating, and post-negotiation implementation and evaluation. The course combines both theoretical knowledge of leading scholars and practical experience. The course will be based on classroom discussions, activities, case analysis, presentations, interaction with industry experts. The pedagogy will encourage engagement of the learners.

Course Objectives:

1. To define the stages and elements of the negotiation process
2. To identify ideal win-win solutions in negotiations and make profitable deals
3. To analyse behaviour in negotiations
4. To Learn to counter manipulation and psychological press in negotiations
5. To use persuasion and influencing skills in negotiation
6. To demonstrate skill in order to reach win-win situation

Course Outcomes:

Upon successful completion of this course, a student will be able to:

1. Explain the actions taken on different stages of negotiations
2. Demonstrate the skills of organizing and managing negotiation teams and formulate and apply the instruments of negotiation strategy and tactics
3. Identify the zone of possible agreement (ZOPA) in negotiations and explain the functions of the best alternative to a negotiated agreement (BATNA)
4. Discern methods of dealing with conflict and perform persuasive speech techniques.

Course contents

Unit 1 Essentials of Negotiation

12 Hours

Negotiation vs. other social interactions - Aspects of negotiation research and practice - Aspects of negotiation - Negotiation Myths --Goal-setting: identifying your goals, options and criteria of success - The Pie -Identifying your BATNA (best alternative to a negotiated agreement) and ZOPA (zone of possible agreement) - Assessing the other side -Learning about catalysts and barriers of successful collaboration -Designing a negotiation plan -Creating a negotiation team -Establishing trust.

Unit 2 The actual stages of business negotiation: -

12 Hours

Phases of negotiations - rational and emotional elements of trust- cultural and psychological differences of trusting people -Tactics for promoting a constructive negotiation climate -Positions and interests in negotiations -4 negotiation scenarios: win-win, win-lose, lose-win, lose-lose -The Thomas-Kilmann Conflict Mode Instrument in negotiations -Leigh Thompson's 5 negotiation mental models -Negotiation styles -Persuasion techniques -Reaching an agreement, types of agreements.

Unit 3 Negotiation strategies:

12 Hours

Positional bargaining -Distributive, Integrative Negotiation -Expanding the pie -Principled negotiations by Roger Fisher and William Ury - Mixed negotiating by Willem Mastenbroek 3-D Negotiation by David Lax and James Sebenius.

Unit 4 Countering manipulation and psychological press:

12 Hours

Transactional analysis in negotiations - Negotiation and Personality - Post-negotiation stage - Implementation and compliance - Post-negotiation assessment and evaluation - application and Special negotiation scenarios - International and cross-cultural negotiations

Reference Books:

1. David A. Lax and James K. Sebenius, 3-D Negotiation Powerful Tools to Change the Game in Your Most Important Deals, Cambridge, MA: Harvard Business School Press
2. Deepak Malhotra, Max. H. Bazerman. Negotiation Genius: How to Overcome Obstacles and Achieve Brilliant Results at the Bargaining Table and Beyond. Bantam; Reprint edition
3. Leigh L. Thompson. The Mind and Heart of the Negotiator. Pearson

FAMILY BUSINESS MANAGEMENT ELECTIVES:

Course Code	Course Title	Course Type	L	T	P	C	Hrs./Wk.
B18BE6041	Corporate and Family Governance	SC	3	0	0	3	4

Course Objectives:

1. To understand corporate governance and best practices in family business
2. To understand the components to family governance in family owned enterprises
3. To understand the relationship between the family business and governing structure
4. To understand the directing task of corporate governance in the family business
5. To enable the student to understand the family business conflict resolution process

Course Outcomes;

Upon successful completion of this course, a student will be able to:

1. Apply the basic principles of corporate and family governance in business
2. Distinguish the concepts of Corporate Governance in Family-Owned Companies
3. Understand various directing task of corporate governance and critical measures
4. Understanding of best practices for Family Business Conflict Resolution

Unit 1 Introduction: -

16 Hours

Understanding Corporate Governance, Family Systems Theory, International Best Practices in Family Business and Corporate Governance, Board of Directors, Nominating Committee, Compensation Committee, With Specific Responsibility for Setting President's Compensation and Evaluation of President's Performance, Audit, Finance and Risk Management Committee, Strategy Committee.

Unit 2 The Directing Task of Corporate Governance:

16 hours

Key Measures:- Securing CEO Succession as a Key Governance Measure in Family Business, Vision and Strategy as Key Governance Measures in Family Business, Securing Financial Resources as a Key Governance Measure, ownership Control as a Governance Measure, Putting Governance Insights into Practical Use, Family Institutions and the Board of Directors.

Unit 3 Corporate Governance in A Family-Owned Companies: -

16 Hours

Components to Family Governance, Family Assemblies, Family Council, Family Constitution, Need for Corporate Governance in A Family-Owned Companies, Major Challenges Faced by Family-Owned Companies, Corporate Governance Measures for Family Businesses, Structures and Plans to Govern a Family Business System, Relationships Among Governance Structures.

Unit 4 Family Business Conflict Resolution:-

16 Hours

Managing Disagreements, Family v/s Business Dynamics, How Culture Influences Conflict - And Resolution, Strategic Planning Without a Battle: A Five-Step Process, Keeping Titles in Their Proper Perspective, Pushing Parents into Succession, Breaking A Succession Deadlock, Planning Succession for Joint Leadership, Creating a Written Charter for Partners, Complexities of a Cousin Consortium, Strangers Among Us: In-Laws in a Family Business, How to Handle an Abusive Boss, Calling Relatives on the Carpet, Alternative Dispute Resolution Methods: Pros and Cons- Case Studies

Reference Books:

1. Barbara Spector, The Family Business Conflict Resolution Handbook: A Resource for Family Firm Owners, Managers and Advisers Book, The Family Business Magazine Publishers, 2003.
2. Neubauer, F., & Lank, A. G. (2016). The family business: Its governance for sustainability. Springer.
3. Amy Schuman, Stacy Stutz & John L. Ward. Family Business as Paradox
4. Grant Gordon, Nigel Nicholson - Family Wars_ Classic Conflicts in Family Business and How to Deal with Them-Kogan Page (2008).

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B18BE 6042	Professionalization of Family Business	SC	3	0	0	3	4

Course Objectives:

1. To familiarize the learner with the fundamentals of family business professionalization process.
2. To understand the various aspects associated with professionalization of family business
3. To understand the future governance and managing ownership in family business
4. To understand the risks and rewards of non-family CEOs in family business
5. To enable the student to understand the professionalizing the entrepreneurial family business

Course Outcomes

Upon successful completion of this course, a student will be able to:

1. Apply the basic principles of professionalization in the family business
2. Distinguish the board governance model and governance structure
3. Understand various aspects related to non- family CEOs in family firms
4. Understanding of best practices in professionalizing the entrepreneurial family business

Unit 1 Introduction: -

16 Hours

Understanding The 'Process' of Professionalization, Critical Elements of Family Business Professionalization, Benefits of Professionalizing, The Professionalization of Family Firms: Aspects and Features, The Relationship Between Professionalization and Company Performance, Theoretical Streams on the Professionalization of Family Firms, Theories In Favor of Professionalization of Family Firms, Theories Against the Professionalization of Family Firms.

Unit 2 Defining Future Governance and Managing Ownership: - 16 Hours
 Board Governance Models, Main Pillars to Professionalism, Family Business Lifecycle Model, Case Studies on Family Business Professionalization, Effects of Complexity on The Family Business, Family Business Ownership Configurations, Family Business Ownership Configurations, Family Business Governance.

Unit 3 Risks and Rewards of Non-Family CEOs:- 16 Hours
 Understanding The Importance of Non-Family CEOs in Family Business, Attributes of Effective Non-Family CEOs, Requisites for Retaining Effective Non-Family CEOs, The Risks of Bringing in a Non-Family CEO, The Rewards of Bringing in a Non-Family CEO, Selection Process and Criterial for Non-Family CEO in Family Firm.

Unit 4 Professionalizing the Entrepreneurial Family Business: - 16 Hours
 Main Phases of Professional Business Development, Strategic Management Process in Family Business, Basic Requirements for Strategic Management, Strategic Business Planning, Development a Vision Statement, Major Mistakes in Strategic Planning, Professional Management and Agency Problem, Performance Effects of Family Involvement.

Reference Books:

1. Poutziouris, P., Smyrnios, K., & Klein, S. (Eds.). (2008). Handbook of research on family business. Edward Elgar Publishing.
2. Stewart, A., & Hitt, M. A. (2012). Why can't a family business be more like a nonfamily business? Modes of professionalization in family firms. Family Business Review, 25(1), 58-86.
3. Professionalizing the Entrepreneurial Family Business by Aron R. Pervin (1997).

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B18BE6050	Social Media Marketing	SC	2	1	0	3	4

Course Overview

Social media marketing is the use of social media platforms to connect with your audience to build your brand, increase sales, and drive website traffic. This involves publishing great content on your social media profiles, listening to and engaging your followers, analyzing your results, and running social media advertisements. The major social media platforms (at the moment) are Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat. Nowadays, businesses use social media in a myriad of different ways. For example, a business that is concerned about what people are saying about its brand would monitor social media conversations and response to relevant mentions (social media listening and engagement). A business that wants to understand how it's performing on social media would analyze its reach, engagement, and sales on social media with an analytics tool (social media analytics). A business that wants to reach a specific set of audience at scale would run highly-targeted social media ads (social media advertising).

Course Objectives

1. To enable the students understand the Social Media space and tools
2. To explore how to develop social media marketing initiatives that are designed to meet business objectives.
3. To familiarize the students with an understanding on how to create a strategically-focused social media marketing plan
4. To understand the process of integration of social media with other marketing activities
5. To enable student establish and maintain an effective online presence (that goes beyond Facebook and Twitter).
6. To familiarize the student about various tools for measurement of the effectiveness of social marketing activities

Course Outcomes:

Upon successful completion of this course, the student will be able to:

1. understand the Social Media space and tools
2. analyze the effectiveness of your company's and competitors' social media programs.
3. design social media programs that directly support business and marketing goals.
4. develop social marketing tactics that integrate with other online and offline marketing channels and programs.
5. implement a process for planning social media marketing activities and Identify how to effectively utilize common social marketing techniques, such as crowdsourcing and viral marketing.
6. measure the effectiveness of social marketing activities and use learnt tools to manage social media marketing programs.

Course Content

Unit 1 Foundations of Social Media Marketing:

16 hours

The Social Media Environment : Greetings, Digital Native, The Infrastructure of Social Media, The Zones of Social Media, Monetization and Social Media, Social Media Marketing, . *Social Consumers*: Segmentation and Targeting for Social Media Marketing, Social Identity, Motives and Attitudes Influencing Social Media Activities, Social Media Segment, *Network Structure and Group Influences in Social Media*: Community Structure, The Characteristics of Online Communities, The Rise of Influencers, Flow: How Ideas Travel Online

Unit 2 Social Media Marketing Strategy and Planning:

16 hours

Social Media Marketing Strategy: Strategic Planning and Social Media Marketing, Social Media Campaigns: The Strategic Planning Process, Managing Social Media Marketing in the Organization. *Tactical Planning and Execution*: Tactical Planning for Social Media Marketing, Why: Value-Driven Social Media Marketing, Who: Understanding and Honoring the Target

Audience, Where: The Channel Plan, What: Designing the Experience, How: Producing and Scheduling Content Posting and Promotion

Unit 3: The Four Zones of Social Media: 16 hours

Social Community: The Social Community Zone, Marketing Applications in the Social Community Zone, Brand Fans, Brand Social Communities, Paid Media in Social Network Sites. *Social Publishing:* The Social Publishing Zone, Publishing Content, Developing Effective Branded Content, Distributing and Promoting Content. *Social Entertainment,* The Social Entertainment Zone, Social Games, Alternate Reality Games etc, Social TV, Social Music. *Social Commerce:* Zone of Social Commerce, Social Commerce: The Social Shopping Experience, Social Commerce Strategies, Psychology of Influence, Benefits of Social Commerce

Unit 4: Social Media Data Management and Measurement: 16 hours

Social Media Analytic, The Role of Social Media in Research, Social Media Listening, Social Intelligence, Primary Social Media Research, Social Media Metrics, The Evaluation and Measurement Process

Reference Books / Readings

1. Michael R Solomon, & Tracy Tuten (2015), *Social Media Marketing*, Indian Edition, 1st edition, Pearson Education, ISBN: 978-93-325-3656-2
2. Barker, Melissa S.; Barker, Donald I ; Bormann, Nicholas F; Neher, Krista E. (2013) *Social media marketing: a strategic approach*. Delhi: Cengage Learning India Pvt. Ltd.
3. Dan Zarrella (2010) *The Social Media marketing Book*, Sebastopol (Canada): O'Reilly. ISBN: 978-0-596-80660-6

Course Code	Course Title	Duration	L	T	P	C
B18BE6060	Soft Skill Training	16 weeks	2	0	0	2

Course Code	Course Title	Duration	L	T	P	C
B18BE6070	Major Project (Based on specialization)	8 weeks	1	0	5	6

Major Project is an in depth study resulting in preparation of a Detailed Project Report(DPR) and it is expected to be the continuation and consolidation of Business Opportunity and Feasibility study conducted by the student in SIP1 and SIP2.

Major Project will be of about 10 Weeks duration and will progress along with Sixth Semester. Students will be devoting two days (Friday and Saturday) a week for Project work. In this Major Project the student will prepare a Detailed Project Report on a Chosen Business Proposal based on the Feasibility Study conducted in SIP 2

EVALUATION			
Project	Credits	Project Report	Viva Voce
Summer Internship Project-1	04	50	50
Summer Internship Project-2	04	50	50
Major Project	06	100	100

LIST OF FACULTY MEMBERS

Sl. No	Name	Designation
1	Dr. S.K. Prasad	Professor
2	Dr. Nitu Ghosh	Assistant Professor
3	Prof. Diwakar Naidu	Associate Professor
4	Dr. Shalini Chandra	Associate Professor
5	Dr.Ruchi Gupta	Associate Professor
6	Prof. Shivasharan	Associate Professor
7	Dr.Yerramilli Poornima	Associate Professor
8	Dr. Mohan Kumar	Assistant Professor
9	Prof. Sushant Agrawal	Assistant professor
10	Dr. Vara Prasad	Assistant professor
11	Prof.Srikanth Reddy	Assistant Professor
12	Prof. Sakshi Sachdeva	Assistant Professor
13	Prof. Bharati Iyer	Assistant Professor
14	Prof. Anshu Rani	Assistant Professor
15	Dr.Madan Kumar	Assistant Professor
17	Dr. Thamodaran	Assistant Professor
18	Prof.Rakesh	Assistant Professor
19	Prof.Harish	Assistant Professor
20	Dr. VaraPrasad	Assistant Professor
21	Prof. Niranjan	Assistant Professor
22	Dr. Shakti Chaturvedi	Assistant Professor
23	Mr. Kiran Koppada	EDII, Visiting Faculty
24	Mrs. B.R. Poornima	EDII, Visiting Faculty
25	Mr. Sanjay Shukla	EDII, Visiting Faculty
26	Mr. Archie Dsouza	EDII, Visiting Faculty
27	Mr. Lalit Sharma	EDII, Visiting Faculty
28	Dr. Dinesh Jain	EDII, Visiting Faculty
29	Dr. Pankaj Bharti	EDII, Visiting Faculty
30	Dr. Amit Dwivedi	EDII, Visiting Faculty