

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

163, Brigade Road, Bengaluru - 560 025

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

Recognized by the UGC as

"COLLEGE WITH POTENTIAL FOR EXCELLENCE"



## **Bachelor of Business Administration** **(Entrepreneurship)**

### **Semester I**

*Syllabus as per Karnataka State Education Policy 2024*

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

**Academic Year 2024 - 2025**

*Batch 2024 - 2027*

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

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

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

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

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

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

## **THE DEPARTMENT OF BUSINESS ADMINISTRATION**

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

### **BBA (ENTREPRENEURSHIP) PROGRAMME**

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

### **OBJECTIVES OF THE PROGRAMME**

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

### **I. ELIGIBILITY FOR ADMISSION**

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

## II. DURATION OF THE PROGRAMME

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

## III. MEDIUM OF INSTRUCTION

The medium of instruction shall be in English.

## IV. ATTENDANCE

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

## V. TEACHING AND EVALUATION

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

## VI. SCHEME OF EXAMINATION

Academic Evaluation under State Education Policy (SEP) (**Effective from Academic Year 2024-2025**):  
The academic evaluation of both undergraduate (UG) and postgraduate (PG) programmes consists of two components: Continuous Internal Assessment (Formative Assessment) and End-Semester Examination (Summative Assessment).

**Assessment for UG Students under SEP will be as follows:**

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

### A. Additional Details

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

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

## B. CIA Improvement

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

### Attendance requirement for taking ESE

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

## VII. Minimum for a Pass

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

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

The modalities and operational details are given below:

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

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

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

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

- **Grade Point Calculation**

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

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

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

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

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

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

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

**IX. PATTERN OF ESE QUESTION PAPER UNDER SEP**

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

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

The question paper pattern will be as follows:

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

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

#### **X. REVALUATION AND RETOTALING**

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

#### **XI. ABSENCE DURING END SEMESTER EXAMINATION**

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

#### **XII. MALPRACTICE**

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

### **OUTCOME BASED EDUCATION (OBE)**

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

#### **PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)**

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

### **PROGRAMME OUTCOMES (POS)**

**PO 1** **Disciplinary and Inter-disciplinary Knowledge**

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

**PO 2** **Decision Making Skill**

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

**PO 3** **Integrated Problem-Solving and Research**

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

**PO 4** **Critical Thinking Skill**

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

**PO 5** **Creative Thinking Skill**

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

**PO 6** **Usage of Modern Technology and Tools**

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

**PO 7** **Leadership and Team Work**

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



**PO 8 Ethical Conduct**

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

**PO 9 Collaboration**

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

**PO 10 Self-Directed and Life-Long Learning**

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

**PROGRAMME SPECIFIC OUTCOMES (PSOs)**

**PO 11 Entrepreneurial Perspectives**

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

**PO 12 Development of a Sustainable Business Model**

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

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

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

**BBA (Entrepreneurship)**  
**Course Structure as per SEP**  
**SEMESTER I**

Course Code	Title of the Course	Category of Course	Teaching Hours Per Week	CIA	ESE	Total Marks	Credits
M3 24 GE 101	General English	Language I	3	20	80	100	3

M3 24 KN 101	Kannada	Language II	3	20	80	100	3
M3 24 HN 101	Hindi						
M3 24 AE 101	Additional English						
M3 24 MC 101	Perspectives in Management	Major Core	4	20	80	100	4
M3 24 MC 102	Business Environment	Major Core	4	20	80	100	4
M3 24 MC 103	Fundamentals of Entrepreneurship	Major Core	4	20	80	100	4
M3 24 MC 104	Business Mathematics and Statistics	Major Core	4	20	80	100	4
UG 24 CC 101	Constitutional Values I	Compulsory Course	2	10	40	50	2
UG 24 FC 101	Psychological Wellbeing	Compulsory Course	1	25	-	25	1
<b>Total Credits</b>							<b>25</b>

<b>Department of Business Administration BBA (Entrepreneurship)</b>						
<b>Semester</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Course Duration</b>	<b>Course Type</b>	<b>Teaching Hours Per week</b>	<b>Credits</b>
<b>I</b>	<b>M3 24 MC 101</b>	<b>PERSPECTIVES IN MANAGEMENT</b>	<b>60 Hours</b>	<b>Major Core</b>	<b>4 Hours</b>	<b>4</b>
<b>Course Objectives</b>	The course content is designed with a view to acquaint students with the concepts and principles of management required for the management of any					

	given business entity.		
<b>Course Outcomes:</b> After completion of the course, the students will be able to:		<b>T Levels</b>	<b>K Levels</b>
<b>CO1</b>	Describe the forms of organisation and evolution of management thought.	T2	K2
<b>CO2</b>	Integrate the planning, forecasting with decision making process of a given organization.	T6	K3
<b>CO3</b>	Relate the function of organizing with staffing in consideration of their effort on individual actions.	T4	K2
<b>CO4</b>	Identify the range of leadership theories, Directing and controlling tools available in the management.	T1	K1
<b>CO5</b>	Compare and contrast the traditional and modern controlling techniques used in management.	T3	K2
<b>CO6</b>	Illustrate the recent trends in management and factors affecting ethical practices in Business and social responsibilities of management towards all the stake holders.	T2	K2
<b>Module 1</b>	<b>Forms of Organisation &amp; Management</b>	<b>15 Hours</b>	
<p>Organisation: Meaning, Characteristics, Merits and Limitations of: Proprietary concerns, Partnership firms, Companies - Government undertakings- Non Business Organization - Trusts - Cooperative Society - Clubs and Associations. Introduction to Management - Meaning, Definition, its nature, purpose, importance &amp; Functions, Management as an Art, Science &amp; Profession-Management as social System. Concepts of management - Administration - Organization Levels of Business Management - Need for Managers - Types of Managers - Managerial Roles.</p> <p>Evolution of Management Thought: Contribution of F.W.Taylor, Taylor's scientific management - Fayol's Principles of Management - Elton Mayo (hawthorne studies), Chester Bernard, and Peter Ducker to the management thought -various approaches to management (i.e. Schools of management thought). 3 stage differentiation of management theories (classical, neo classical, modern theories)</p>			
<b>Module 2</b>	<b>Planning</b>	<b>10 Hours</b>	
<p>Planning: Nature - Planning Process - Objectives, Meaning - Need &amp; Importance, levels, advantages &amp; limitations, Types of Plans.</p> <p>Forecasting: Meaning and purpose of forecasting - Techniques of forecasting - Qualitative and quantitative.</p> <p>Decision Making: Meaning - Steps in decision-making</p>			
<b>Module 3</b>	<b>Organizing and Staffing</b>	<b>8 Hours</b>	
<p>Organizing: Nature and purpose of organization, Elements of organizing &amp; process.</p> <p>Principles of organization - Organization structure and types, Delegation of authority - Principles of Delegation, Importance and difficulties in delegation - Departmentation - Committees - Centralization v/s Decentralization of Authority - Span of Control.</p> <p>Staffing: Nature -Process of staffing- Importance of staffing.</p>			
<b>Module 4</b>	<b>Directing</b>	<b>12 Hours</b>	
<p>Directing: Meaning - Principles and techniques of directing</p> <p>Leadership: Meaning. Leadership styles-Formal and informal leadership. Theories of leadership</p> <p>Motivation: Meaning, Nature, Purpose and Significance of Motivation.</p>			

<p>Morale: Meaning, Nature, Purpose and Significance of Morale, Difference between Morale and Motivation, Morale and performance, Developing High Morale, Measurement of Morale.  Communication: Principles and Process of communication – Barriers to effective communication.  Co-ordination: Meaning – Principles and process of co-ordination.</p>		
<b>Module 5</b>	<b>Controlling</b>	<b>8 Hours</b>
<p>Meaning – Steps in controlling - Essentials of a Sound Control System – Methods of Establishing Control, Techniques of controlling – Budgetary and non-budgetary.</p>		
<b>Module 6</b>	<b>Social Responsibility of Management and Contemporary Trends in Business</b>	<b>7 Hours</b>
<p>Social Responsibilities of Management – Meaning, Social responsibilities of business towards various stakeholders- Meaning of business ethics- need and importance – Profits and Ethics – Factors affecting ethical practices in Business. Recent Trends in Management: Management of Change, Management of Crisis, International Management, Community involvement.</p>		
<b>Self-Learning Topics</b>		
1		
2		
3		
<b>Skill Development</b>		
1	Take different types of organisation of your choice and make a chart of the type of organisation structure followed at the institution. Also create a chart on Media of Communication followed at the organisations.	
2	Take a company of your choice and create a chat on the hierarchy that exists in the company or create a graphical representation of Maslow’s Theory and present it in class.	
3	Critically analyze the corporate strategies that are adopted by Indian Companies to face the challenges of competition. Make a report of your findings.	
4	Select a successful retail store and give details of factors leading to its success or Select a failed venture, if any known to you, and bring out reasons for its failure. Make a presentation of the same in class.	
5	Select a company of your choice and prepare a SWOT analysis for the same also Mention the characteristics and skills of managers in the 21st century that them successful.	
6	Identify some unethical and ethical practices prevailing in an organization. Make a report of the same.	
<b>Books for Reference</b>		
1	<i>Bhat, A., &amp; Kumar, A. (2019). Learning Management Principles, Processes and Practices (2nd ed.). Bengaluru: Oxford University Press.</i>	
2	<i>Bhushan, Y. K. (2016). Fundamentals of Business Organization and Management (19th ed.). New Delhi: Sultan Chand &amp; Sons.</i>	
3	<i>Chandan, J. S. (1997). Management Concepts and Strategies (1st ed.). Delhi: Vikas Publishing House Pvt. Limited.</i>	
4	<i>Koontz, H., &amp; O'Donnell, C. (1986). Essentials of Management (4th ed.). New Delhi: McGraw Hill.</i>	

5	<i>Kanagasabapathi, P. (2012). Indian Models of Economy, Business and Management (3rd ed.). Delhi: PHI Learning.</i>
6	<i>Prasad, L. M. (2019). Principles of Management (8th ed.). New Delhi: Sultan Chand &amp; Sons.</i>
7	<i>Griffin, R. W. (2012). Management Principles and Applications (10th ed.). Delhi: Cengage Learning.</i>
8	<i>Sharma, R. K., &amp; Gupta, S. K. (2016). Principles of Management (1st ed.). New Delhi: Kalyani Publishers.</i>
9	<i>Srinivasan, R., &amp; Chunawalla, S. A. (2014). Management Principles and Practice (1st ed.). Kolkata: Himalaya Publishing House.</i>
10	<i>Tripathi, P. C., &amp; Reddy, P. N. (2017). Principles of Management (5th ed.). New Delhi: McGraw Hill Education.</i>

### Mapping of CO and PO

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

### Department of Business Administration BBA (Entrepreneurship)

Semester	Course Code	Course Title	Course Duration	Course Type	Teaching Hours Per week	Credits
I	M3 24 MC 102	BUSINESS ENVIRONMENT	60 Hours	Major Core	4	4
<b>Course Objectives</b>	The course enables students to recognize the micro and macro environmental factors influencing business decisions and consider the implications of economic variables in business decision making.					
<b>Course Outcomes:</b> After completion of the course, the students will be able to:					<b>T Levels</b>	<b>K Levels</b>

<b>CO1</b>	Conduct the Environmental analysis that influences Business decisions.	T4	K2
<b>CO2</b>	Examine the implications of Economic variables in selective business decision making.	T4	K2
<b>CO3</b>	Evaluate the implication of Global Environment variables in the context of Indian Economy.	T5	K3
<b>CO4</b>	Illustrate the factors of the political environment that influence Business decision making.	T3	K2
<b>CO5</b>	Examine the impact of Technological, Socio-cultural and Natural environmental factors affecting Business decision making.	T4	K2
<b>CO6</b>	Outline the Legal framework regulating to Competition, Information and Cyber Offences.	T2	K2
<b>PART-A</b>	<b>ECONOMIC ENVIRONMENT</b>		
<b>Module 1</b>	<b>An Overview of Business Environment</b>	<b>10 Hours</b>	
<p>Meaning and Definition, Objectives, Importance and Uses of Study of business environment</p> <p>Environmental Analysis – Meaning, Process of Environmental Analysis, Limitations of environmental Analysis, environmental factors – The Micro environment of business and the macro environment of business.</p>			
<b>Module 2</b>	<b>Economic Environment</b>	<b>12 Hours</b>	
<p>Meaning – Characteristics of Indian Economy – Features affecting Economy – Impact of Liberalization Privatization &amp; Globalization of Indian Business Monetary policy – Meaning, objectives</p> <p>Fiscal policy – Meaning, objectives, budget and its importance</p> <p>EXIM policy – Meaning, objectives Industrial policy – Meaning, objectives - Latest Policy Measures</p>			
<b>Module 3</b>	<b>Global Environment</b>	<b>8 Hours</b>	
<p>Meaning, nature of globalisation, causes of globalization, strategies for globalization, Challenges of International Business, GATT and WTO and its implications on Indian economy.</p>			
<b>PART-B</b>	<b>LEGAL ENVIRONMENT</b>		
<b>Module 4</b>	<b>Political Environment</b>	<b>10 Hours</b>	
<p>Meaning, Political institutions, The Constitution of India, The Preamble, The fundamental rights, The relationship between business and government, Responsibilities of business towards government, Responsibilities of government towards business, Extent of state intervention in business.</p>			
<b>Module 5</b>	<b>Technological, Social and Natural Environment</b>	<b>12 Hours</b>	
<p>Technological Environment - Meaning and definition, components of technology, features of technology, Impact of Technology, Limitations in technological development, Current trends in technological environment.</p> <p>Social and cultural Environment - Meaning and definition of society, Culture – elements of culture, business and culture</p> <p>Natural Environment - Meaning of Natural Environment, Natural Environment and its impact on business.</p>			
<b>Module 6</b>	<b>Legal Environment</b>	<b>8 Hours</b>	

Committee on Competition Law and Policy 2000 – Competition Commission of India – Competition Act 2000 – Comparison with MRTP Act - Information technology act 2000 - Cyber Regulations Appellate Tribunal – Cyber Offences.

### Self-Learning Topics

1	Challenges of International Business.
2	Fundamental Rights.
3	Current trends in the technological environment.

### Skill Development

1	Identify the various cyber offences and the penalties for the same. Make a report of your understanding
2	Identify at least three MNCs of G-8 Countries operating in India along with products they manufacture. Present your findings in class
3	Collect and analyse the latest Fiscal and Monetary Policies that have an impact on business

### Books for Reference

1	<i>Aswathappa, K., &amp; Reddy, G. S. Business environment. Himalaya Publishing House.</i>
2	<i>Cherunilam, F. Business environment. Himalaya Publishing House.</i>
3	<i>Fernando, A. C. Business environment. Pearson Education India.</i>
4	<i>Mathew, M. Case studies on business environment. ICFAI Books.</i>
5	<i>Pailwar, V. K. Business environment. PHI Publication.</i>

### Mapping of CO and PO

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



**Department of Business Administration  
BBA (Entrepreneurship)**

<b>Semester</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Course Duration</b>	<b>Course Type</b>	<b>Teaching Hours Per week</b>	<b>Credits</b>
<b>I</b>	<b>M3 24 MC 103</b>	<b>FUNDAMENTALS OF ENTREPRENEURSHIP</b>	<b>60 Hours</b>	<b>Major Core</b>	<b>4</b>	<b>4</b>
<b>Course Objectives</b>	The course aims to equip the students with entrepreneurial skills so that they are inspired to look at entrepreneurship as a viable, lucrative, and preferred option of life.					
<b>Course Outcomes:</b> After completion of the course, the students will be able to:					<b>T Levels</b>	<b>K Levels</b>
<b>CO1</b>	Articulate the evolution of entrepreneurship and its role in economic development.				T2	K2
<b>CO2</b>	Students will demonstrate an understanding of different forms of business ownership and their suitability for various				T2	K2

	entrepreneurial ventures.		
<b>CO3</b>	Assess the components of the entrepreneurial ecosystem and analyze the support systems available for entrepreneurs.	T3	K4
<b>CO4</b>	Evaluate the functions of institutions involved in entrepreneurial development and understand their impact on fostering entrepreneurship.	T5	K5
<b>CO5</b>	Identify and evaluate various sources of financing for startups and SMEs, considering their capital needs and financing challenges.	T5	K5
<b>CO6</b>	Gain insights into the global dimensions of entrepreneurship, including cross-cultural challenges, international market entry strategies, and the impact of globalization and technology on entrepreneurial opportunities.	T4	K4
<b>Module 1</b>	<b>Introduction to Entrepreneurship</b>		<b>12 Hours</b>
Entrepreneurship - concept and meaning-Evolution, benefits and risks of entrepreneurship, Key elements of entrepreneurship, role of entrepreneurship in economic growth and development - Factors affecting entrepreneurial growth, Concept of entrepreneur and traits of successful entrepreneur, Classification of entrepreneur, Importance of Entrepreneurial Mindset and Innovation, Entrepreneur and Intrapreneur, Women Entrepreneurs - Challenges.			
<b>Module 2</b>	<b>Business Ownership</b>		<b>6 Hours</b>
Forms of business ownership - Franchising - Buying an existing business- Family Business - Succession - Best practices- Emerging Trends - Entrepreneurial process - pitfalls of entrepreneurship.			
<b>Module 3</b>	<b>Entrepreneurial Ecosystem</b>		<b>12 Hours</b>
Entrepreneurial Ecosystem- meaning - Entrepreneurial Support Organizations (ESOs)- accelerators, incubators, co-working spaces, and other startup development programs- Role of Government Support in Entrepreneurial Ecosystem- startup India Initiative of GOI, Entrepreneurial Support Systems: Incubation, Financing, Mentoring.			
<b>Module 4</b>	<b>Entrepreneurial Development</b>		<b>14 Hours</b>
Entrepreneurship Training and Development - Role and Functions of Institutions: - Functions of Department of Industries and Commerce (DIC) - Activities of Small Industrial Development Corporation (SIDCO)- Functions of National Small Industries Corporation(NSIC)- Functions of Small Industries Development Bank of India (SIDBI) - Khadi Village Industry Commission (KVIC)-Small Industries Service Institute (SISI)- Strategies of National entrepreneurship Development Board (NEDB) -Objectives of National Institute for entrepreneurship and small business development (NIESBUD) - Role of MSME in the entrepreneurship development.			
<b>Module 5</b>	<b>Sources of Financing</b>		<b>8 Hours</b>
Planning for Capital needs, Typology of financing - Debt verses Equity, Short term Vs long term finance, Early stage Vs expansion finance, Financing challenges for startups and innovative SMEs; Debt finance- types- Bank Overdraft, trade credit, term loan, leasing; Equity Finance- types- Owners equity, Family and friends, Business Angels, Venture Capital, Publicly raised equity; Alternative sources of finance- Debt factoring and discounting, Government backed schemes and subsidies, Crowd Funding, SHGs, Micro Finance, Bootstrapping, credit cards.			

Module 6	Global aspects of Entrepreneurship	8 Hours
Cross Cultural Entrepreneurship, International market entry strategies- Global Entrepreneurial Ecosystems- Globalization and Technology -Emerging Markets and Opportunities: Concepts Only.		
<b>Self-Learning Topics</b>		
1	<b>Traits of a Successful Entrepreneur</b> – Explore qualities like innovation, resilience, and risk-taking through real-life entrepreneurial journeys.	
2	<b>Forms of Business Ownership</b> – Understand ownership types such as sole proprietorship, partnership, and franchising using relatable real-world business examples.	
3	<b>Startup India Initiative</b> – Learn how government schemes have supported successful startups through funding, mentorship, and policy support, as seen in real-life cases.	
<b>Skill Development</b>		
1	Draw up a business idea and draft a business plan for the same and carefully evaluate the possible business opportunities.	
2	Prepare a brief case study based on any successful and failed local entrepreneurs by analyzing the failures and success factors of the business.	
3	Analyze the profiles of any three new age Entrepreneur with special reference to entrepreneurial failures and success make a report of the same.	
4	Visit the DIC, list and analyze various schemes proposed by the institutions supporting Entrepreneurs in Karnataka and analyze the facilities provided by them for budding entrepreneurs.	
5	Arrange for a guest lecture by an entrepreneur of your choice.	
6	Analyze the scope of Angel Investing and Venture Capital in India and also make a list of entrepreneurs who started of their business with the help of angel investors and venture capitalist. Present your understanding in the form of a report or a presentation.	
<b>Books for Reference</b>		
1	<i>Coulson Thomas, C. The knowledge entrepreneur: Illustrated. New York: Kogan Page Publications.</i>	
2	<i>Kuratko, D. F., &amp; Hodgetts, R. M. (Revised ed.). Entrepreneurship: Theory, process, and practice. Ohio: Thomson South Western Publications.</i>	
3	<i>Government of India. Report of the Committee on Development of Small and Medium Entrepreneurs.</i>	
4	<i>Sharma, S., Singh, B., &amp; Singhal, S. (Revised ed.). Entrepreneurship development. New Delhi: Wisdom Publications.</i>	
5	<i>Khanka, S. S. (Revised ed.). Entrepreneurship development. New Delhi: S. Chand Publications.</i>	
6	<i>Dollinger, M. J. (Revised ed.). Entrepreneurship: Strategies and resources. Illinois: Irwin Professional Publishing.</i>	
7	<i>Jain, P. C. (Revised ed.). Handbook for entrepreneurs: Entrepreneurship development of India. New Delhi: Oxford Publications.</i>	
8	<i>Hisrich, R. D., Peters, M. P., &amp; Shepherd, D. A. (Revised ed.). Entrepreneurship. Delhi: Tata McGraw Hill Publications.</i>	

### Mapping of CO and PO

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

### Department of Business Administration BBA (Entrepreneurship)

Semester	Course Code	Course Title	Course Duration	Course Type	Teaching Hours Per week	Credits
I	M3 24 MC 104	BUSINESS MATHEMATICS AND STATISTICS	60 Hours	Major Core	4	4
<b>Course Objectives</b>	This aims to provide students with a firm grasp of financial mathematics concepts and some descriptive statistical concepts. Through theoretical learning and practical applications, students will develop an essential problem- solving skill relevant to financial mathematics and statistics and real-world data analysis and interpretation, with a focus on applications in commerce and business.					
<b>Course Outcomes:</b> After completion of the course, the students will be able to:					<b>T Levels</b>	<b>K Levels</b>

CO1	Apply the basic mathematical concepts such as theory of equations, ratios and proportions, percentages.	T3	K2
CO2	Apply the concept of Interest and Annuity for computing the present and future value of single and series of cash outflows and inflows.	T3	K3
CO3	Illustrate the significance of statistics in analysing business problems.	T4	K3
CO4	Examine the concept of measures of central tendency and dispersion for decision making.	T4	K3
CO5	Design the concept of Correlation and Regression to analyse the data.	T5	K3
CO6	Analyse the time series data using moving averages and least square methods.	T4	K3
<b>Module 1</b>	<b>Basic Mathematical Concepts</b>	<b>10 Hours</b>	
Theory of equations -Linear, Quadratic, and system of Simultaneous linear equations - Application of concept of equations to business and commerce. Ratios and Proportions - Basic laws of ratios, proportions - continued, direct, inverse, compound, and mixed proportions - applications. Percentage - profit & loss, and discount -Applications in business and commerce.			
<b>Module 2</b>	<b>Interest &amp; Annuities</b>	<b>12 Hours</b>	
Concept of Time value of money - Simple Interest & Compound Interest PV and FV of single principal amount, PV & FV of uneven series of interest rates (single principal amount), doubling period (Rule of 72 & Rule of 69), effective & nominal rates of interest and depreciation. Annuity - Annuity Immediate & Annuity Due - FV of Annuity - Applications, PV of Annuity - Applications, Deferred Annuity, loan amortization table, PV of perpetuity, and Intra-year compounding and discounting.			
<b>Module 3</b>	<b>Introduction to Statistics</b>	<b>8 Hours</b>	
Definition of Statistics, Characteristic of Statistics, Scope and Limitations of Statistics. Classification and Tabulation of Data. Diagrammatic and Graphical representation of data using Excel.			
<b>Module 4</b>	<b>Measures of Central Tendency and Dispersion</b>	<b>12 Hours</b>	
Central Tendency -Arithmetic Mean, Combined Mean, Weighted Mean, Median and Mode (Direct method only). Dispersion Range, Quartile Deviation, Mean Deviation, Standard Deviation (Direct method only) and their Coefficients - Applications.			
<b>Module 5</b>	<b>Correlation and Regression</b>	<b>12 Hours</b>	
Correlation: definition, scatter diagram, Karl Pearson's Coefficient of Correlation (Direct method only) and Spearman's Correlation Coefficient. Regression: Concept, simple linear regression analysis (Direct method only) - Applications.			
<b>Module 6</b>	<b>Time series</b>	<b>6 Hours</b>	
Introduction to time series, Components of time series, Trend analysis by Moving Averages and Least Square Methods - Applications.			
<b>Skill Development</b>			
1	Preparation of Loan Amortization Table - EMI Calculation on Excel		

2	Preparation of Future value of Annuity Table on Excel.
3	Correlation and Regression Analysis on Excel.
4	Diagrammatic and Graphical representation of data using Excel.
5	Trend Analysis of Stock Market data on Excel.

#### Books for Reference

1	<i>Akhilesh K. B. and Balasubrahmanyam S, Mathematics and statistics for Management, 1st Edition, Delhi, Vikas Publishing.</i>
2	<i>Gupta S.P., Statistical Methods, New Delhi, Sultan Chand &amp; Sons.</i>
3	<i>Soni R.S., Business Mathematics, 1st Edition, Delhi, Ane Books Pvt. Ltd.</i>
4	<i>Prasanna Chandra – Financial Management.</i>
5	<i>J K Sharma – Business Statistics.</i>
6	<i>Dorai Raj: Business Mathematics, United publishers.</i>

#### Mapping of CO and PO

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

**Department of Business Administration  
BBA (Entrepreneurship)**

Semester	Course Code	Course Title	Course Duration	Course Type	Teaching Hours Per Week	Credits
I	UG 24 CC 101	CONSTITUTIONAL VALUES - I	30 Hours	Compulsory Course	2	2
<b>Course Objectives</b>	This course aims to provide a comprehensive understanding of constitutional values in India, focusing on the foundational principles, evolution, and practical application of the Constitution. It seeks to analyze the interplay between constitutional rigidity and flexibility in shaping democratic governance and the role of constitutionalism in upholding democratic ideals.					
<b>Course Outcomes:</b> After completion of the course, the students will be able to:					<b>T Levels</b>	<b>K Levels</b>
CO1	Analyze and explain the significance of constitutional rigidity and flexibility in the context of democratic values.				T4	K2
CO2	Evaluate the contributions of key figures like Dr. B.R. Ambedkar, Nehru, and Patel in the making of the Indian Constitution.				T5	K2
CO3	Demonstrate the impact of Fundamental Rights, Directive Principles, and Fundamental Duties in promoting social justice, unity, and integrity in India.				T3	K2
<b>Module 1</b>					<b>10 Hours</b>	
i. The Making of the Constitution of India: Evolution, Nationalist Movement, Composition of the Constituent Assembly, Committees of the Constituent Assembly, Enactment of the Constitution. ii. Constituent Assembly: Role of Dr B.R. Ambedkar, Jawaharlal Nehru, Sardar						





CO1	H	L	H	L	M		M			L		
CO2	H		H	L	M		M	L		L		
CO3	H	L	H	L	M		M			L		

Department of Business Administration BBA (Entrepreneurship)						
Semester	Course Code	Course Title	Course Duration	Course Type	Teaching Hours Per week	Credits
I	UG 24 FC 101	PSYCHOLOGICAL WELLBEING	30	Compulsory Course	2	2
<b>Course Objectives</b>	This course aims to nurture self-awareness and meaningful relationship skills and to help in the development of emotional quotient and inter-personal skills.					
<b>Course Outcomes:</b> After completion of the course, the students will be able to:					<b>T Levels</b>	<b>K Levels</b>
CO1	Develop a better emotional quotient.				T5	K2
CO2	Formulate a healthier sense of self through self-awareness.				T5	K2
CO3	Build more meaningful relationships.				T4	K2
CO4	Display an improvement in inter-personal skills.				T4	K2
CO5	Modify thought and belief patterns.				T4	K2
CO6	Understand the grieving process.				T3	K2
<b>Module 1</b>	<b>Introduction</b>				<b>3 Hours</b>	
Meaning of counseling - Myths and Facts related to counseling - Breaking stigmas related to seeking counselling - Normalizing seeking help - Self-reflection through concentric circles						
<b>Module 2</b>	<b>Intra-personal and Inter-personal Awareness</b>				<b>10 Hours</b>	
Meaning of self-esteem - Factors that influence self-esteem - Importance of self- esteem - Effects of low self-esteem - Qualities seen in people with high vs. low self- esteem - How to improve self-esteem - Self-awareness activity						
Meaning of peer pressure - Different kinds of peer pressure - Resisting peer pressure - Confronting peer pressure - Group sharing activity						
Meaning of relationships - Types of relationships - Healthy relationship dynamics - Personal Rights						

in a relationship – Components of a healthy relationship – Types of abuse in a relationship – Intimacy and understanding our needs – Boundaries		
<b>Module 3</b>	<b>Understanding Emotions</b>	<b>4 Hours</b>
Meaning of emotions – Role of emotions in our lives – Beliefs regarding emotions – Harmful effects of suppressing emotions – Signs of emotional suppression – Handling emotions in a healthy manner – Self-assessment activity		
<b>Module 4</b>	<b>Anger management</b>	<b>5 Hours</b>
Meaning of anger – Physical and Emotional symptoms of anger – Different ways that people express anger – Expression and experience of anger – What makes us angry and what it means when we're angry – Dealing with anger – Guided visualization and art activity		
<b>Module 5</b>	<b>Managing Anxiety/Fear</b>	<b>4 Hours</b>
Meaning of fear – Types of fear – Physical and Emotional symptoms of fear – Different reactions to fear – Overcoming fear – Art work followed by group sharing activity		
<b>Module 6</b>	<b>Dealing with Loss and Grief</b>	<b>4 Hours</b>
Understanding loss and grief – Form of loss – Stages of grief – Dangers of not grieving- Dealing with grief – Ways to help others in grief		
<b>Skill Development</b>		
1	Maintaining Daily or weekly journal to record the emotions felt, triggers etc.	
2	Guided mindfulness session and reflection on focus and acceptance.	
3	Act out a scenario involving a cognitive distortion (e.g., catastrophizing, black-and-white thinking).	
4	Discuss different types of boundaries (emotional, physical, time, etc.) and Role-play scenarios: Saying no, requesting space, asking for support.	
5	Reflect on values using a list (e.g., honesty, creativity, family).	
6	Normalize challenges and highlight growth through story -telling and group submissions.	
<b>Book for Reference</b>		
1	<i>Jones, R. N. (2023). Theory and Practice of Counselling and Therapy (5th ed.). SAGE South Asia</i>	
2	<i>Ryff, C. D., &amp; Singer, B. (2008). Know thyself and become what you are: A Eudaimonic approach to psychological well-being. In J. D. Wright (Ed.), International Encyclopaedia of the social sciences (2nd ed., Vol. 8, pp. 143-148). Macmillan.</i>	
3	<i>Seligman, M. E. P. (2011). Flourish: A New Understanding of Happiness and Well-being – and how to achieve them. Free Press</i>	
4	<i>Lyubomirsky, S. (2007). The How of Happiness: A Scientific Approach to getting the life you want. Penguin Press.</i>	
5	<i>Neff, K. D. (2011). Self-Compassion: The proven power of being kind to yourself. William Morrow.</i>	
6	<i>Gilbert, P. (2010). The Compassionate Mind: A new approach to life's challenges. Constable.</i>	
<b>Mapping of CO and PO</b>		

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