

St. Joseph's College of Commerce

(Autonomous)

163, Brigade Road, Bengaluru - 560 025

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

Recognized by the UGC as
"COLLEGE WITH POTENTIAL FOR EXCELLENCE"



Bachelor of Business Administration (Entrepreneurship)

Semester I

*Syllabus as per State Education Policy
Curriculum Framework w.e.f., 2024-2025*

Academic Year 2024 - 2025

Batch 2024

Programme Objectives (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 the 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.

PO8 Ethical Conduct

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

PO9 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.

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.

Course Structure Semester I

Course Code	Title of the Course	Category	Lecture Hours per week	Credits
<i>M3 24 MC 101</i>	<i>Perspectives of Management</i>	<i>Major Core</i>	<i>4</i>	<i>4</i>
<i>M3 24 MC 102</i>	<i>Business Environment</i>	<i>Major Core</i>	<i>4</i>	<i>4</i>
<i>M3 24 MC 103</i>	<i>Fundamentals of Entrepreneurship</i>	<i>Major Core</i>	<i>4</i>	<i>4</i>
<i>M3 24 MC 104</i>	<i>Business Mathematics and Statistics</i>	<i>Major Core</i>	<i>4</i>	<i>4</i>
<i>M3 24 GE 101</i>	<i>Language 1</i>	<i>Language</i>	<i>3</i>	<i>3</i>
	<i>Language 2</i>	<i>Language</i>	<i>3</i>	<i>3</i>
<i>M3 24 KN 101</i>	<i>Kannada</i>			
<i>M3 24 HN 101</i>	<i>Hindi</i>			
<i>M3 24 AE 101</i>	<i>Additional English</i>			
<i>UG 24 FC 101</i>	<i>Psychological wellbeing</i>	<i>Compulsory course</i>	<i>2</i>	<i>2</i>
Total Credits				24

SEMESTER – I
M3 24 MC 101: PERSPECTIVES IN MANAGEMENT

Course Objectives

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.

Module 1: Forms of Organisation & Management

15 Hrs

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 & Functions, Management as an Art, Science & Profession- Management as social System. Concepts of management - Administration - Organization Levels of Business Management – Need for Managers – Types of Managers – Managerial Roles.

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)

Module 2: Planning

10 Hrs

Planning: Nature – Planning Process – Objectives, Meaning - Need & Importance, levels, advantages & limitations, Types of Plans.

Forecasting: Meaning and purpose of forecasting – Techniques of forecasting – Qualitative and quantitative.

Decision Making: Meaning - Steps in decision-making

Module 3: Organizing and Staffing

8 Hrs

Organizing: Nature and purpose of organization, Elements of organizing & process.

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.

Staffing: Nature -Process of staffing- Importance of staffing.

Module 4: Directing

12 Hrs

Directing: Meaning – Principles and techniques of directing

Leadership: Meaning. Leadership styles-Formal and informal leadership.

Theories of leadership

Motivation: Meaning, Nature, Purpose and Significance of Motivation.

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.

Module 5: Controlling

8 Hrs

Meaning -- Steps in controlling -- Essentials of a Sound Control System – Methods of Establishing Control, Techniques of controlling – Budgetary and non-budgetary.

Module 6: Social Responsibility of Management and Contemporary Trends in Business

7 Hrs

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.

Skill Development

(These activities are only indicative, the faculty member can innovate)

- 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 chart 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.*

Course Outcomes

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

- 1. Describe the forms of organisation and evolution of management thought*
- 2. Integrate the planning, forecasting with decision making process of a given organization.*

3. *Relate the function of organizing with staffing in consideration of their effort on individual actions.*
4. *Identify the range of leadership theories, Directing and controlling tools available in the management.*
5. *Compare and contrast the traditional and modern controlling techniques used in management.*
6. *Illustrate the recent trends in management and factors affecting ethical practices in Business and social responsibilities of management towards all the stake holders.*

Books for Reference

- *Anil Bhat, Arya kumar, Learning Management Principles Processes and Practices, 2nd Edition, Bengaluru, Oxford University Press, 2019*
- *Bhushan Y.K., Fundamentals of Business Organization and Management, 19th Edition, New Delhi, Sultan Chand & Sons, 2016.*
- *Chandan J.S., Management Concepts and Strategies, 1 st Edition, Delhi, Vikas Publishing House Pvt. Limited, 1997*
- *Harold Koontz & Cyril O'Donnell, Essentials of Management, 4th Edition, New Delhi, McGraw Hill, 1986.*
- *Kanagasabapathi P., Indian Models of Economy, Business and Management, 3rd Edition, Delhi, PHI Learning, 2012.*
- *Prasad L.M., Principles of Management, 8th Edition, New Delhi, Sultan Chand & Sons, 2019.*
- *Ricky W. Griffin, Management Principles and Applications, 10th Edition, Delhi, Cengage Learning, 2012.*
- *Sharma R.K. & Shashi K. Gupta, Principles of Management, 1st Edition, New Delhi, Kalyani Publishers, 2016.*
- *Srinivasan R. & Chunawalla S.A., Management Principles and Practice, 1st Edition, Kolkata, Himalaya Publishing House, 2014.*
- *Tripathi P.C. & Reddy P.N., Principles of Management, 5th Edition, New Delhi, McGraw Hill Education, 2017.*

SEMESTER – I
M3 24 MC 102: BUSINESS ENVIRONMENT

Course Objectives

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.

PART–A: ECONOMIC ENVIRONMENT

Module 1- An Overview of Business Environment **10 Hrs**

Meaning and Definition, Objectives, Importance and Uses of Study of business environment

Environmental Analysis – Meaning, Process of Environmental Analysis, Limitations of environmental Analysis, environmental factors – The Micro environment of business and the macro environment of business.

Module 2 - Economic Environment **12**

*Hrs Meaning – Characteristics of Indian Economy – Features affecting Economy – Impact of Liberalization Privatization & Globalization of Indian Business Monetary policy – Meaning, objectives
Fiscal policy – Meaning, objectives, budget and its importance
EXIM policy – Meaning, objectives Industrial policy – Meaning, objectives - Latest Policy Measures*

Module 3 – Global Environment **8 Hrs**

Meaning, nature of globalisation, causes of globalization, strategies for globalization, Challenges of International Business, GATT and WTO and its implications on Indian economy.

PART–B: LEGAL ENVIRONMENT

Module 4- Political Environment **10 Hrs**

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.

Module 5 - Technological, Social and Natural Environment **12 Hrs**

Technological Environment - *Meaning and definition, components of technology, features of technology, Impact of Technology, Limitations in technological development, Current trends in technological environment.*

Social and cultural Environment - *Meaning and definition of society, Culture – elements of culture, business and culture*

Natural Environment - *Meaning of Natural Environment, Natural Environment and its impact on business.*

Module 6 – Legal Environment

8 Hrs

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.

Skill Development

(These activities are only indicative, the Faculty member can innovate)

- 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*

Course Outcomes

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

- 1. Conduct the Environmental analysis that influences Business decisions.*
- 2. Examine the implications of Economic variables in selective business decision making.*
- 3. Evaluate the implication of Global Environment variables in the context of Indian Economy.*
- 4. Illustrate the factors of the political environment that influence Business decision making.*
- 5. Examine the impact of Technological, Socio-cultural and Natural environmental factors affecting Business decision making.*
- 6. Outline the Legal framework regulating to Competition, Information and Cyber Offences.*

Books for Reference

- Dr. Aswathappa K. and G. Sudarsana Reddy, Business Environment, Latest Edition, Himalaya Publishing House, Mumbai.*
- Francis Cherunilam, Business Environment, Latest Edition, Himalaya Publishing House, Mumbai.*
- Fernando A.C., Business Environment, Latest Edition, Pearson Education India, New Delhi.*
- Mercy Mathew, Case studies on business environment Latest Edition, ICFAI Books, Andhra Pradesh.*
- Veena Keshav Pailwar, Business environment, latest edition, PHI Publication, New Delhi.*

SEMESTER – I
M3 24 MC 103: FUNDAMENTALS OF ENTREPRENEURSHIP

Course Objectives

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.

Module 1: Introduction to Entrepreneurship **12 Hrs**

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.

Module 2: Business Ownership **6 Hrs**

Forms of business ownership – Franchising – Buying an existing business- Family Business – Succession – Best practices- Emerging Trends – Entrepreneurial process – pitfalls of entrepreneurship.

Module 3: Entrepreneurial Ecosystem **12 Hrs**

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.

Module 4: Entrepreneurial Development **14**

Hrs *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.*

Module 5: Sources of Financing **8 Hrs**

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 Hrs

Cross Cultural Entrepreneurship, International market entry strategies- Global Entrepreneurial Ecosystems- Globalization and Technology -Emerging Markets and Opportunities: Concepts Only.

Skill Development

(These activities are only indicative, the Faculty member can innovate)

- 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.*

Course Outcome

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

- 1. Articulate the evolution of entrepreneurship and its role in economic development.*
- 2. Students will demonstrate an understanding of different forms of business ownership and their suitability for various entrepreneurial ventures.*
- 3. Assess the components of the entrepreneurial ecosystem and analyze the support systems available for entrepreneurs.*
- 4. Evaluate the functions of institutions involved in entrepreneurial development and understand their impact on fostering entrepreneurship.*
- 5. Identify and evaluate various sources of financing for startups and SMEs, considering their capital needs and financing challenges.*
- 6. 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.*

Books For Reference

- *Colin Coulson Thomas, The Knowledge Entrepreneur, Illustrated, New York, Kogan Page Publications.*
- *Donald F. Kuratko & Richard M. Hodgetts, Entrepreneurship Theory Process and Practice, Revised Edition, Ohio, Thomson South Western Publications.*
- *Government of India, Report of the Committee on Development of Small and Medium Entrepreneurs.*
- *Dr. Sudhir Sharma, Balraj Singh & Sandeep Singhal, Entrepreneurship Development, Revised Edition, New Delhi, Wisdom Publications.*
- *Khanka S. S., Entrepreneurship Development, Revised Edition, New Delhi, S. Chand Publications.*
- *Mark. J. Dollinger, Entrepreneurship, Strategies and Resources, Revised Edition, Illinois, Irwin Professional Publishing.*
- *Jain P. C., Handbook for Entrepreneurs, Entrepreneurship Development of India, Revised Edition, New Delhi, Oxford Publications.*
- *Robert D. Hisrich, Michael P. Peters & Dean A. Shepherd, Entrepreneurship, Revised Edition, Delhi, Tata McGraw Hill Publications.*

Extended reading on Entrepreneurial Challenges, successes and failures:

1. *Experiences of Venture Capitalists*
2. *From Zero to One by Peter Thiel*
3. *The Hard Thing about Hard Things by Ben Horowitz*
4. *The Upstarts by Brad Stone*
5. *Elon Musk: How the Billionaire CEO of SpaceX and Tesla is shaping our future*
6. *Shoe Dog by Phil Knight*
7. *Alibaba – The house that Jack Ma Built by Duncan Clark*
8. *The Everything Store (Amazon) – Brad Stone*
9. *Hit Refresh by Satya Nadella*
10. *Steve Jobs by Walter Isaacson*
11. *“Effectuation” by Saras Saraswati*

SEMESTER - I
M3 24 MC 104: BUSINESS MATHEMATICS AND STATISTICS

Course Objective

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.

Module 1: Basic Mathematical Concepts

10 Hrs

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.

Module 2: Interest & Annuities

12 Hrs 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.

Module 3: Introduction to Statistics

8 Hrs

Definition of Statistics, Characteristic of Statistics, Scope and Limitations of Statistics. Classification and Tabulation of Data. Diagrammatic and Graphical representation of data using Excel.

Module 4: Measures of Central Tendency and Dispersion

12 Hrs 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.

Module 5: Correlation and Regression

12 Hrs

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.

Module 6: Time series

6 Hrs

Introduction to time series, Components of time series, Trend analysis by Moving Averages and Least Square Methods – Applications.

Skill Development

(These activities are only indicative; the faculty member can innovate)

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.*

Course Outcomes

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

1. *Apply the concept of Interest and Annuity for computing the present and future value of single and series of cash outflows and inflows.*
2. *Illustrate the significance of statistics in analysing business problems.*
3. *Use the concept of measures of central tendency and dispersion for decision making.*
4. *Apply the concept of Correlation and Regression to analyse the data.*
5. *Analyse the time series data using moving averages and least square methods.*

Books for Reference

- *Akhilesh K. B. and Balasubrahmanyam S, Mathematics and statistics for Management, 1st Edition, Delhi, Vikas Publishing.*
- *Gupta S.P., Statistical Methods, New Delhi, Sultan Chand & Sons.*
- *Soni R.S., Business Mathematics, 1st Edition, Delhi, Ane Books Pvt. Ltd.*
- *Prasanna Chandra – Financial Management.*
- *J K Sharma – Business Statistics.*
- *Dorai Raj: Bu siness Mathematics, United publishers.*

COURSE OBJECTIVES

This course aims to nurture self-awareness and meaningful relationship skills and to help in the development of emotional quotient and inter-personal skills.

Module 1 - Introduction

3 Hrs.

Meaning of counseling - Myths and Facts related to counseling - Breaking stigmas related to seeking counselling - Normalizing seeking help - Self-reflection through concentric circles

Module 2 - Intra-personal and Inter-personal Awareness

10 Hrs.

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

Module 3 - Understanding Emotions

4 Hrs.

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

Module 4 - Anger management

5 Hrs.

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

Module 5 - Managing Anxiety/Fear

4 Hrs.

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

Module 6 - Dealing with Loss and Grief

4 Hrs.

Understanding loss and grief – Form of loss – Stages of grief – Dangers of not grieving

- Dealing with grief – Ways to help others in grief

COURSE OUTCOMES

After completion of the course, the students should be able to:

1. Develop a better emotional quotient.
2. Formulate a healthier sense of self through self-awareness.
3. Build more meaningful relationships.
4. Display an improvement in inter-personal skills.
5. Modify thought and belief patterns.