



EKLAVYA UNIVERSITY

Bachelor of Business Administration

BBA II YEAR (NEP-2020)

ANNUAL SYSTEM

UGC ORDINANCE-14(B)

SCHEME & SYLLABUS

BATCH-2021-25

SESSION: 2022-23

EKLAUYA UNIVERSITY, DAMOH (M.P.)
Scheme of Examination (BBA)
BBA II Year (NEP)

[For batch admitted in Academic Session 2022-2023]

Subject wise distribution of marks and corresponding credits

S.No.	Course	Subject Code	Subject Name	Maximum Marks Alloted			Contact Periods Per Week			Total Credits
				Theory Slot		Total Marks	L	T	P	
				EA (UE)	(Assignment/Presentation)					
1	Foundation Course F-I	EUFC-2A	Hindi Language and Culture	0	0	100	(2+2)	0	0	4
2			English (English language and Foundation)	(50+50)						
3	Foundation Course F-II	EUFC-2B	Entrepreneurship Development	0	0	100	(2+2)	0	0	4
4			Women Empowerment	(50+50)						
5	Core Major	EUM2-BBAA1T	Human Resource Management	70	30	100	6	0	0	6
6	Core Major	EUM2-BBAA2T	Organisational Behaviour	70	30	100	6	0	0	6
7	Core Minor	EUM2-BBAB2T	Marketing Research	70	30	100	4	2	0	6
8	Elective	EUM2-BBAC2T	Financial Market & Financial Services	70	30	100	4	2	0	6
9	Vocational Course	EUV2-PSY-DEVT	Personality Development	70	30	(100+100)	2	0	2	4
10			Internship	100	0	100	0	0	4	4
			TOTAL	650	150	900	30	4	6	40

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BBA II YEAR (NEP) (Foundation Course)

S.No	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
1.	EUFC2A	HINDI	50	2	2	0	0	2

(भाग-ए) परिचय

कार्यक्रम : यू.जी. लेवल डिप्लोमा	कक्षा : बी.ए./ बी.कॉम./ बी.एससी. / बी.एच.एससी. / बी.सी.ए. द्वितीय वर्ष	वर्ष 2022	सत्र 2022-23
विषय	आधार पाठ्यक्रम		
कोर्स कोड	X2 - FCEA1T		
कोर्स का शीर्षक	भाषा और संस्कृति		
कोर्स का प्रकार	आधार पाठ्यक्रम		
कोर्स अपेक्षित	स्नातक प्रथम वर्ष उत्तीर्ण किसी भीविषय समूहसे।		
कोर्स अधिगम उपलब्धि (लर्निंग आउटकम) (CLO)	<ol style="list-style-type: none"> 1. भारतीय ज्ञान पंम्परा से विद्यार्थियों को अवगत एवं लाभान्वित करना । 2. उत्कृष्ट साहित्यिक पाठों के अध्ययन से रुचि का विकास करना। 3. सांस्कृतिक चेतना और राष्ट्रीय भावना का विकास करना। 4. भाषा - ज्ञान । 5. सामान्य शब्दावली और विशेष शब्दावली के अध्ययन द्वारा भाषा एवं संस्कृति बोध का विकास करना। 6. विशिष्ट शब्दावली (बीज शब्द / की वर्ड) से परिचित करवाते हुए बोध के स्तर को विकसित करना । 		
क्रेडिट मान	02 क्रेडिट 5 घंटा		
कुल अंक	50 अंक		
उत्तीर्ण अंक	17, अंक		

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समय	02 घंटा		
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इकाई	विषय	व्याख्यान घंटा
1	1. समसामयिक सन्दर्भ: श्रीमद्भगवद्गीता-कर्मयोग 2. सूर्यकान्त त्रिपाठी निराला परिचय पाठ: जागो फिर एक बार (दो)(कविता) 3. अमरकान्त परिचय पाठ दोपहर का भोजन (कहानी) 4. महादेवी वर्मा : परिचय पाठ: गिल्लू (रेखाचित्र)	05
2	1. हजारी प्रसाद द्विवेदी: परिचय पाठ नाखून क्यों बढ़ते हैं (ललितनिबन्ध) 2. मध्य प्रदेश की लोककलाएँ(संकलित) 13. मध्य प्रदेशकालोकसाहित्य(संकलित)	05
3	1. मुहावरे और कहावतें (भाषा) 12. समास : परिभाषा और भेद (शब्द- रचना / व्याकरण) 3. बीज शब्द (Key Words / अवधारणा मूलक शब्द)उद्योग; सभ्यता, संस्कृति शिक्षा; सूचना-समाज।	05
सूर्यकान्त त्रिपाठी निराला	जागो फिर एक बार (कविता कोश)	
अमरकान्त	दोपहर का भोजन	
महादेवी वर्मा	गिल्लू (गद्य कोश)	
हजारी प्रसाद द्विवेदी	नाखून क्यों बढ़ते हैं (गद्य कोश)	
उद्योग		
सभ्यता		
संस्कृति		
शिक्षा		
सूचना-समाज		
मुहावरे और कहावतें		
समास परिभाषा और भेद (शब्द रचना / व्याकरण)		

क्र.	पाठ्यपुस्तकें, संदर्भ पुस्तकें, अन्य संसाधन
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Task *at* *request* *by*

मध्यप्रदेश हिन्दी ग्रंथ अकादमी से प्रकाशित पुस्तकें
सूर्यकान्त त्रिपाठी निराला : राग-विराग, संपादक डॉ. रामविलास शर्मा लोक भारती प्रकाशन, इलाहाबाद
अमरकान्त प्रतिनिधि कहानियों, राजकमल प्रकाशन, द्वितीय संस्करण
महादेवी वर्मा: मेरा परिवार, लोक भारती प्रकाशन, इलाहाबाद, उ.प्र. 1972
हजारी प्रसाद द्विवेदी: कल्प लता निबंध संग्रह राजकमल प्रकाशन, दरियागंज, नईदिल्ली 2007
डॉ. वासुदेव नंदन प्रसाद आधुनिक हिन्दी व्याकरण और रचना, भारती भवन, ठाकुर बाडी रोड, पटना, बिहार
डॉ. राजेश्वर चतुर्वेदी हिन्दी व्याकरण, उपकार प्रकाशन, आगरा, उ.प्र.
गोपाल भार्गवमध्यप्रदेश कला एवं संस्कृति, कल्पज प्रकाशन, नईदिल्ली 2011
हिन्दी ज्ञान कोश
अनुशंसित डिजिटल प्लेटफॉर्म वेब लिंक
1. www.wikipidiya.org
2. www.egyankosh.ac.in
3. www.youtube.com
4. https://epgp.inflibnet.ac.in
5. hindiwi.org
6. KavitaKosh.org
7. https://svayam.gov.in/
भाग द अनुशंसित मूल्यांकन विधियां:
अनुशंसित सतत मूल्यांकन विधियां:
अधिकतम अंक: 50
विश्वविद्यालयीन परीक्षा (UE) अंक: 50-
आकलन : विश्वविद्यालयीन परीक्षा: कुल अंक 50
समय 02.00 घंटे न्यूनतम अंक 17

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S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
2.	EUFC2A	English Language and Foundation	50	2	2	0	0	2

Course Objectives:

- A student should have the basic knowledge of the English language.
- Familiarize students with negotiation techniques and importance of right attitude for better coordination and team building.
- Guide students to better drafting in creative and critical compositions.
- Help students review policies of global importance affecting corporate interactions.

Expected Course Outcome:

At the end of the course,

- Students are expected to gain competency and proficiency in English Language to perform professional and personal level as well as to face competitive examinations at State and National level.
- Students will be able to connect with society through proper communication.
- Students will learn about conflict negotiation and crisis handling.

Student Learning Outcomes (SLO):

Students will be able to

- Strengthen their grammar and vocabulary..
- Master professional writing skills.
- Acquire and Develop LSRW (Listening, Speaking, Reading and Writing) Skills.
- Learn to think creatively and critically

Unit	Contents	No. of Lectures
UNIT – I	Text Interpretation Skills: 1. Daffodils- Wordsworth 2. Bangle Sellers- Sarojini Naidu 3. Patriotism Beyond Politics and Religion- A.P.J Kalam 4. Letter to God- G.L. Swanteh (Translated by Donald Yates) 5. God sees the truth but waits-Leo Tolstoy.	10
UNIT – II	Comprehensive Skills: Multiple choice questions based on unseen passages.	3
UNIT – III	Language skills: Use of idioms, phrases and punctuations, Mis-Spelt & Inappropriate words and cloze test, Conjunctions, re-organizing jumbled sentences, Spotting the errors.	7
UNIT – IV	Writing Skills: Advertisement and Notice-writing, Letter writing.	5
UNIT – V	Speech Skills: Vowel and Consonant sounds, phonetic symbols accent, Modulation and intonation.	5

Suggested Readings:

- Oxford English Language References, Compact oxford Dictionary, Thesaurus and Word Power Guide. OUP.
- Brush Up Your English by S T Imam. BharatiBhawan Publishers & Distributors, 2017.
- N.D Turton and J.B Heaton. Dictionary of common Errors. Longman Ltd.1998.
- SuzanaRoopa. A practical Course in English Pronunciation, McGraw, Hill Education India.
- Chris Lele. The vocabulary Builder workbook. Zephyros Press.
- S.P Dhanvel. English and soft skills, Orient Black Swan , 2010.
- Dr. M. Farook. English for Communication, Emerald Publishers, 2015.
- Dr. Mathew Joseph. Fine tune your English. Orient Black Swan, 2010.
- E. Suresh Kumar, B Yadava Raju and C Muralikrishna. Skills in English. Orient Black Swan,2013
- Bill Bryson, The Mother Tongue: English and How it Got it that Way. Harper Collins,1990.

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Yashwant Patel.

Dr. Tanveer Khan

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Dr. Peary Jacob

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
4.	EVFC-2B	Women Empowerment	50	2	2	0	0	2

Course Objectives:

- The purpose of the paper is to help boost women's status through literacy, education, training and awareness creation.

Expected Course Outcome:

The Students will be able to:

- Understand the history, concept and various dimensions of women empowerment in India.
- Understand the constitutional provisions, laws and policies related to women empowerment.

Student Learning Outcomes (SLO):


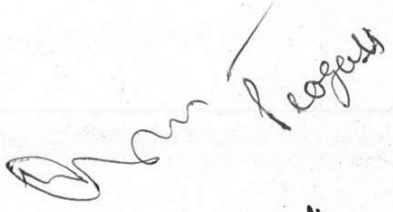

Students will be able to

- Get knowledge of various issues, challenges and agencies supporting women empowerment
- Acquaint with the glory story of the powerful women leadership of India.
- Study related to women empowerment will provide employment opportunities to the in government, private and non-government organization.

Unit	Contents	No. of Lectures
UNIT – I	1. History of Women Empowerment in India, Ancient period, Medieval and Modern. 2. Concept of Women Empowerment: Meaning, forms, Need and Importance. 3. Dimensions of Women Empowerment: Social, Religious, Economics, Educational and Political. Key words: Women Employment, Social, Religious, Economic, Educational and Political Dimensions	10
UNIT – II	1. Women Empowerment: Constitutional Provisions and Laws. 2. Women Empowerment Policy and Schemes A. Central Level B. State Level (With Special Reference to Madhya Pradesh) Key Words: Constitutional Provisions, Policy, Central Schemes, State Schemes.	10
UNIT – III	1. Women Empowerment: Issues and Challenges. 2. Supporting Agencies: NGOs, Self Help Groups and Panchayati Raj Institutions. 3. Powerful Women Leadership of India: Ahilya Bai Holkar, Rani Durgavati, Savitri Bai Phule, Mary Kom, Sindhutai Sakpal, Tessy Thomas, Indira Nooyi, Gauri Devi. Key Words: NGOs, Self Help Groups, Panchayati Raj, Women Leadership.	10

Suggested Readings:

- > Samiuddin, Abida, and Khanam, R, Women Socio- Economics Empowerment, Global Vision Publishing House, Ansari Road New Delhi, 2013
- > Tripathi, Madhusoodan, Women Rights in India, Omega Publications, Ansari Road New Delhi, 2011




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S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
5.	EU M2-BBAA1T	Human Resource Management	100	6	6	0	0	6

Course Objectives:

- Providing the student with a comprehensive introduction to Human Resource Management (HRM) by exploring today's Human Resource (HR) environment including current trends in HRM.
- To study the system and process of effective controlling in the organization.

Expected Course Outcome:

At the end of the course the student should be able to

- Identify each of the major HRM functions and processes of strategic HRM planning, job analysis and design, recruitment, selection, training and development, compensation and benefits, and performance appraisal
- Demonstrate HRM process to the organization's strategic management and decision-making process
- Analyse sources for attracting and recruiting talent and appropriate practices for job placement, training and development processes, as well as future trends for HRM globalization
- Comprehend emerging trends, opportunities and challenges in HRM.

Student Learning Outcomes (SLO):

Students will be able to

- Having a clear understanding of selection process and recruitment of employees
- Develop the grievance handling system.
- Having an ability to use the tools and techniques for training program.

Unit	Contents	No. of Lectures
UNIT – I	Concept & Functions of Human Resource Management, Structure & Role of Personnel Management in an organization, implementation of Personnel policy, The Future Challenges of HRM, International HRM.	18
UNIT – II	Strategic Management of Human resource, Staffing Policy, and process; Management Planning, Job analysis, Job description, Job Specification, recruitment, Selection, Induction, Placement, Promotion, and Transfer.	18
UNIT – III	Manpower Training & Development, Employment Training and Development, Employee training, performance appraisal and Potential appraisal, Employee morale and productivity.	18
UNIT – IV	Wage & Salary Administration, Job evaluation & designing, Salary Structure, Compensation management and Benefits.	18
UNIT – V	Management of organizational climate & Industrial relations, Industrial disputes and participative management, grievance Vs dispute, Grievance handling procedure, Disciplinary Action, conflict management and negotiation.	18

Suggested Readings:

- Rao, V.S.P, Human Resource Management, Pearson, New Delhi, (2016).
- Mondy & Mortochhio, Human Resources Management, Persons Education, (2016-14th Edition).
- Personnel Management, C. B Mamoria, S.V. Gankar, Himalaya Publishing House (2014)
- Susan L. Verhulst, David A. Decenzo & Rama Shankar Yadav, Human Resource Management, Wiley, (2021-13th Edition)
- Gary Dessler & Biju Varrkey, Human Resource Management, Persons Education, (2020-16th Edition)
- S C Jain, Human Resource Management, Kailash Pustak Sadan, Bhopal (M.P)

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S. No	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
6.	EUM2-BBAA2T	Organizational Behaviour	100	6	6	0	0	6

Course Objectives:

The course is aimed at

- Developing knowledge on individual behavior in organizations, including diversity, attitudes, job satisfaction, emotions, moods, personality, values, perception, decision making, and motivational theories.
- Understanding group behavior in organizations, including communication, leadership, power and politics, conflict, and negotiations. Providing the concept of organizational system, including organizational structures, culture, human resources, and change.

Expected Course Outcome:

At the end of the course, the student should be able to

- Analyze management issues as related to organizational behavior
- Analyse the behaviour of individuals and groups in organizations in terms of the key factors that influence organizational behaviour.
- Evaluate the appropriateness of various leadership styles and conflict management strategies used in organizations.
- Describe the basic design elements of organizational structure and their impact on employees.

Student Learning Outcomes (SLO):

Students will be able to

- Having Sense of behavior in business organization.
- Having an ability to understand individual traits in organization.
- Having an ability to use techniques of group decision making.
- Having design thinking capability.

Unit	Contents	No. of Lectures
UNIT – I	Concept of Organizational Behavior, Contributing discipline to organizational Behavior; Background/historical perspective and framework of OB.	18
UNIT – II	Individual Behavior, Personality perception- Perceptual selectivity, Perceptual Organization, social perception and Impression management, Attitudes and Values, Learning and Reinforcement.	18
UNIT – III	Leadership- Concept and Theories of leadership. Qualities of a good leader, Group Dynamics- Group Formation, Nature of Groups, Reasons for joining Groups, Functions of group within organization.	18
UNIT – IV	Stress Management- Meaning, cause, effect and coping strategies for stress, work stress, organizational change and development.	18
UNIT – V	International dimensions of organizational behavior, equal employment opportunities, organizational culture, managing culture diversity, learning organization.	18

Suggested Readings:

- Robbins S,P, Organizational Behavior, Pearson Education, (2018-18th Edition)
- Fred Luthans, Organizational Behavior (Evidence Based) Tata McGraw Hill (2010-International Edition)
- Singh Dalip, Emotional intelligence at Work, Response Books, Sage Publications, Delhi, (2015)
- K. Chitale, Avinash, Prasad Mohanty, Rajendra Dubey & Nishith Organizational Behavior, Text & Cases, PHI Learning, New Delhi, (2019).

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S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
7.	EU-M2-BBAB2T	Marketing Research	100	6	6	0	0	6

Course Objectives:

- The course is aimed at improving students' knowledge and skills in diagnosing and measuring marketing problems and data based decision making, advanced qualitative and quantitative data collection and analysis, multivariate statistical tools, and marketing intelligence in the context of marketing application. The course will use hands on experiential learning methods to impart and strengthen the required skills and knowledge.

Expected Course Outcome:

At the end of the course the student should be able to

- Develop strong understanding and applying the marketing research process, appropriate methodologies and their relevance in identifying marketing problems.
- Identify options available to researchers for collecting and analyzing marketing research data including emerging technologies.
- Learn to analyze data through relevant and right multivariate statistical tools for marketing problems.
- Acquire the skills for communicating results effectively.

Student Learning Outcomes (SLO):

Students will be able to

- Have Sense-making Skills of creating unique insights in what is being seen or observed.
- Have an ability to design and conduct case analysis, simulation / survey / experiments, as well as to analyze and interpret data.
- Have an ability to use techniques, skills and modern managerial tools & techniques necessary for business practice.
- Have methods of data collection-observational and survey methods.

Unit	Contents	No. of Lectures
UNIT – I	Definition, Concept and Objectives of Marketing research, Advantages and limitations of Marketing Research. Problems and precautions in Marketing research. Analyzing Competition and Consumer Markets, Market Research Methodology.	18
UNIT – II	Types of Marketing Research; Consumer Research, Product research, sales research, and advertising research. Various issue involved and ethics in marketing research. Rural Marketing Research, Institutional Management & Research.	18
UNIT – III	Problem formulation and statement of research, Research process, research design-exploratory research, descriptive research and experimental research design. Decision Theory and Decision Tree.	18
UNIT – IV	Methods of data collection-observational and survey methods, Questionnaire, design attitude measurement techniques.	18
UNIT – V	Administration of surveys, sample design, selecting an appropriate statistical technique. Tabulation and analysis of data, scaling techniques, Hypothesis, Concept, Need, Objectives of the Hypothesis, Types of Hypothesis and its uses. Report writing.	18

Suggested Readings:

- Rajendra Nargundkar Marketing Research: Text and Cases TMH, New Delhi.(2019-4th edition)
- Cooper DR and Schindler, Business Research Methods, Tata Mc.Graw Hill, New Delhi latest edition.
- Kothari, C R, & Gaurav Garg Research Methodology, New Age International Publishers, New Delhi,(2019)
- Naresh K. Malhotra and Satyabhusan Das Marketing Research Perarsons Education (2019-7th Edition).
- Malhotra NC, Marketing Research, Pearson, New Delhi(2015).

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S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
8.	EUM2-BBAC2T	Financial Market and Financial Services	100	6	6	0	0	6

Course Objectives:

The course is aimed at

- To familiarize the students on the capital structure and its cost of capital under different structure.
- To introduce the students to understand the financial leverage and its approaches in dividend policies
- To help the students to identify the working capital requirements

Expected Course Outcome:

Students will be able to

- Have a basic knowledge of financial markets and institutions and to familiarize them with major financial services in India.
- Know various money market and capital market instruments.
- Understand the functions and organization of capital market and money market in India.

Student Learning Outcomes (SLO):

Student Learning Outcomes involved:

- Having an ability to apply mathematics / business problem solving techniques in business applications.
- Having to know about various financial services provided in the financial market.
- Understand various financial institutions and their role in financing of the business.

Units	Contents	No. of Lectures
UNIT – I	Financial System and its Components: financial markets and institutions; Financial intermediation; Flow of funds matrix; Financial system and economic development; An overview of Indian financial system.	18
UNIT – II	Financial Markets: Money Market: functions, organization, and instruments. Role of central bank in Money Market; Indian money market- An overview. Capital market- functions, organization, and instruments. Indian debt market; Indian equity market- Primary and secondary markets; Role of stock exchange in Indian.	18
UNIT – III	Financial institutional: Commercial banking-introduction, its role in project finance and working capital finance; Development Financial institutions(DFIs)- An Overview and role in Indian economy; Life and non-life insurance companies in India; Mutual funds- Introduction and their role in capital market development. Non-banking financial companies(NBFCs).	18
UNIT – IV	Financial Services: Overview of financial services industry; Merchant banking- Pre and Post issue management, underwriting. Regulatory framework relating to merchant banking in India.	18
UNIT – V	Leasing and hire-purchase, Consumer and housing finance; Venture capital finance; Factoring services, bank guarantees and letter of credit; Credit rating; Financial counseling.	18

Books Recommended:

- L M Bhole, and Jitendra Mahakud. Financial institution and Market, McGraw- Hill (2017)
- Pathak. Indian Financial System, Pearsons Education.(2014)
- Gorden, & Natarajan- Financial Markets & Services, Himalaya Publishing House.
- Siddharth S.S. Indian Financial System: Financial Market, Institutions and Services McGraw Hill Education.(2020)
- Pathak Bharti Indian Financial System, Pearson Education (2018)
- Tripathi Nalini Prava, Financial Services Prentice Hall of India Ltd.

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S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
9.	EVV2-PSY-DEVT	Personality Development	100	4	2	0	2	4

Course Objectives:

- To understand the scope of personality and its development.
- To develop core skills for development of self.

Expected Course Outcome:

The Students will be able to:

- The student will be able to understand, analyze develop and exhibit accurate sense of self.
- Think critically demonstrate knowledge of personal beliefs and values and a commitment to continuing personal reflection and reassessment.

Student Learning Outcomes (SLO):

Students will be able to:

- Describe how personality develops.
- Define the dimensions of personality.
- Define Attitude & Motivation.
- Describe how we build resume.
- Describe Conflict and Stress Management, Leadership and qualities of a successful leader.

Units	Contents	No. of Lectures
UNIT – I	Dynamics of Personality:- Nature and Determinants, classification of Personality- Jung, Sheldon, Kretschmer and five-factor theory.	10
UNIT – II	Techniques of Personality Development:- Self control, self resilience, self esteem, factors affecting assertiveness, pro-social behavior, interpersonal relationship issues, interview skills.	10
UNIT – III	Emerging Areas of Personality Development:-Life skills- Social Intelligence and Personality Development(SQ) Emotional Intelligence and Personality Development(EQ) Spiritual Intelligence and Personality Development(SPQ)	10
	Practical: 1. Case Study 2. Aggression Management 3. Reporting, Interview on any successful Personality. 4. Self career Perception. 5. Report Writing on Spiritual Intelligence and Personality Development.	30 (02 Hours each)
	Project/Field Trip: 1. Submit a report on stress Management. 2. Visit to any one center for mentally disabled and submit report based on their Personality Development.	

Books Recommended:

- Andrews, Sudhir(1988). How to Succeed at Interviews. 21st (rep.) New Delhi.Tata McGraw-Hill.
- Heller, Robert.Effective leadership. Essential Manager series. Dk Publishing.
- Hindle, Tim(2003). Reducing Stress. Essential Manager series. Dk Publishing.
- Lucas, Stephen(2001). Art of Public Speaking. New Delhi. Tata - Mc-Graw Hill.
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S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
3.	EVFC-20	Entrepreneurship Development	50	2	2	0	0	2

Course Objectives:

- The purpose of the paper is to provide orientation towards entrepreneurship as a career option and encourage creative thinking for effectiveness at work and in life.

Expected Course Outcome:

The Students will be able to:

- Know the basics of entrepreneurship and small business management.
- Gain an understanding of how to establish and manage a small business.
- Evaluate the opportunity of the idea, conduct feasibility studies in various micro and macro aspects of small business development, select a type of ownership.
- Understand how to finance, protect and insure a business, thereby culminating in the preparation of a business plan which can raise funds.

Student Learning Outcomes (SLO):

Students will be able to

- Understand the importance of the planning process and learn how to develop, write and present an effective business plans for a new venture.
- Building the skills, framework and knowledge of entrepreneurship and new venture creation.
- Learn to think creatively and critically

Unit	Contents	No. of Lectures
UNIT – I	<p>Introduction:</p> <p>Entrepreneurship Development- Concept, types and importance of entrepreneur and significance of entrepreneurship in economics development, Startups process.</p> <ul style="list-style-type: none"> Need, Problems, Challenges and solutions- women entrepreneurship and rural entrepreneurship. Report preparation: Profiling of entrepreneurs after visiting small scale Entrepreneurs. 	10
UNIT – II	<p>Sources of business ideas and tests of Feasibility:</p> <ul style="list-style-type: none"> Generation of startup ideas, Innovation Vs Creativity Significance of writing the business Plan/project proposal; Contents of business plan/project proposal/DPR(Detail Project Report) Project submission/ presentation and appraisal thereof by external agencies, such as financial/non-financial institutions. 	10
UNIT – III	<p>Regulatory institutions and Schemes:</p> <p>Role of Regulatory Institutions;</p> <ul style="list-style-type: none"> Micro, Small & Medium Enterprises. District Industries Centres Khadi and Village industries Commission National Small Industries Corporation Small Industries Development Bank of India Commercial banks and Various self Employment Oriented grant and schemes; The concept, role and functions of self help groups, business incubators, angel investors, venture capital and private equity fund in startup ideas. 	10

Suggested Readings:

- Vasant Desai, Entrepreneurial Development: Potential Beyond Boundaries, Himalaya Publishing House, Mumbai
- S.S. Khanka, Entrepreneurial Development, S.Chand & Company Ltd, New Delhi.
- G.S.Sudha, Fundamentals of Entrepreneurship, Ramesh Book Depot, Jaipur
- Jose Paul, N. Ajith Kumar, Paul T. Mampilly, Entrepreneurship Development, Himalaya.

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