



THE UNIVERSITY OF BURDWAN

DRAFT CURRICULUM

**Three-Year Degree/Four-Year Honours in
Business Administration**

**Under Curriculum and Credit Framework
for Undergraduate Programmes (CCFUP)
as per NEP-2020 with effect from 2023-24**

Programme: Bachelor of Business Administration (BBA)
Course Design under National Education Policy (NEP) 2020
YEAR 1

SEMESTER - I

Major Courses [4 Credits] 3(L)+1(T)+0(P)	Minor Elective Courses [4 Credits] 3(L)+1(T)+0(P)	Inter/ Multi-Disciplinary Courses [3 Credits] 3(L)+0(T)+0(P)	Skill Enhancement Courses [3 Credits] 2(L)+ 0(T)+1(P)	Ability Enhancement Courses [2 Credits] 2(L) 2(L)+0(T)+0(P)	Common Valued Added course [4 Credits] 3(L)+ 0(T)+1(P)	Research Project/ Dissertation
Course	Course	Course	Course	Course	Course	
1	1	1	1	1	1	
Marks: 75 (Th. 60+ IA: 15)	Marks: 75 (Th. 60+ IA: 15)	Marks: 50 (Th. 40+ IA: 10)	Marks: 50 (Th. 40+ IA: 10)	Marks: 50 (Th. 40+ IA: 10)	Marks: 100 (Th. 60+ IA: 20+ Practical/Project: 20)	
BBA1011: Principles of Management	BBA1021: Fundamentals of Business Economics/ Corporate Social Responsibility	BBA1031: Business Environment (for BBA) BBA1031 Management Principles & Organisation Behaviour (for Non-BBA)	BBA1051: IT Skills for Business	BBA1041: (L ₁ -I: MIL)	BBA1061: Environmental Science/ Education	

SEMESTER - II

Major Courses [4 Credits] 3(L)+1(T)+0(P)	Minor Elective Courses [4 Credits] 3(L)+1(T)+0(P)	Inter/ Multi-Disciplinary Courses [3 Credits] 3(L)+0(T)+0(P)	Skill Enhancement Courses [3 Credits] 3(L)+ 0(T)+0(P)	Ability Enhancement Courses [2 Credits] 2(L)+ 0(T)+0(P)	Common Valued Added course [4 Credits] 3(L)+1(T)+0(P) Or 3(L)+0(T)+1(P)/	Research Project/ Dissertation
Course	Course	Course	Course	Course	Course	Course
1	1	1	1	1	1	
Marks: 75 (Th. 60+ IA: 15)	Marks: 75 (Th. 60+ IA: 15)	Marks: 50 (Th. 40+ IA: 10)	Marks: 50 (Th. 40+ IA: 10)	Marks: 50 (Th. 40+ IA: 10)	Marks: 100 (Th. 60+ IA: 20+ Prac./Project: 20)	
BBA2011: Organisational Behaviour	BBA2021: Accounting for Managers/ Corporate Governance	BBA2031 Business Mathematics & Statistics - I (for BBA) Indian Management Thoughts & Practices (for Non-BBA)	BBA2051: Small Business Management	BBA2041: (L ₂ -1: English)	BBA2061: Understanding India/Digital and Technological Solutions/Health and Wellness, Yoga Education, Sports and Fitness	

EXIT - 1

Abbreviations Used:

MIL: MODERN INDIAN LANGUAGE; IA: INTERNAL ASSESSMENT; L: LECTURE; T: TUTORIAL; P: PRACTICAL

THE UNIVERSITY OF BURDWAN

BACHELOR OF BUSINESS ADMINISTRATION (BBA)



GENERAL INSTRUCTIONS

1. Each paper under the BBA curriculum with 4 credits carries 75 marks, out of which 60 marks will be earmarked for semester examination and 15 marks for internal assessment.
2. Each paper under the BBA curriculum with 2/3 credits will carry 50 marks, out of which 40 marks will be earmarked for semester examination and 10 marks for internal assessment.
3. The internal assessment marks will be based on the following components:
 - A) Presentations (case study, term paper assignment, field study work etc.).
 - B) Class tests & Viva voce
4. The internal assessment of 15 marks for course: BBASE-101 i.e., IT Skills for Business will be based on continuous assessment in the practical classes.
5. The structure of the question paper will be as follows:

For Courses with full marks 75 (Written-60 Marks, Internal-15 Marks):

Group A: 6 questions to be answered from this group each with 5 marks (30 marks). The no. of questions to be set in this group will be 10.

Group B: 3 questions to be answered each with 10 marks (30 marks). The no. of questions to be set in this group will be 5.

N.B. The modified curriculum of the BBA programme under NEP-2020 will be effective from the academic session 2023-24 to commence from August, 2023.

BBA Curriculum ***(NEP-2020)***

Semester - I

BBA1011: PRINCIPLES OF MANAGEMENT (POM)
[Credit: 4]

Unit No.	Syllabus
Unit-I	Concept of Management, Role and Importance of management; Nature, Scope and Process of Management; Functions and Levels of Management, Management –a science and an art, Distinction between Management and Administration; Classification of Managerial functions, Managerial and operative functions.
Unit- II	Evolution of Management Thought: Early contributors to Management Thought; Emergence of Management Thought; Scientific management; Administrative Theory of Management; Bureaucratic Organization; Behavioural approach (Neo Classical Theory): Human Relations Movement; Behavioural Science approach; Modern approach to management – Systems approach and contingency approach.
Unit- III	Planning, Organizing and Staffing: Features and importance of planning, steps in planning, types of planning (basic idea), Formal and Informal organizations, Difference between line and staff organization, committee organization, project organization, matrix organization (overview), Delegation of Authority, Centralization and Decentralization: Basic Concept, Departmentalization: Concept and Types; Span of Management; Features and elements of staffing
Unit- IV	Directing, Coordination and Control: Principles of Direction, Supervision, Leadership Functions and Importance, Leadership Styles, Concept and Features of Coordination, Relationship between Planning and Control, Elements of Control System.
Unit- V	Contemporary Management Practices; Total Quality Management; Business Process Reengineering; Benchmarking; Tools and techniques for improving quality and productivity

Suggested Readings:

1. Management: A Book of Reading – Koontz, Harold and O’ Donell, Cyril (Ed.); McGraw Hill Inc., New York.
2. Management – Stoner, James A.F. and Freeman, R. Edward; Prentice Hall of India, New Delhi.
3. Principles and Practices of Management – Chhabra, T.N.; Dhanpat Rai & Co., New Delhi.
4. Management Theory and Practice – Gupta, C.B; Sultan Chand and Sons, New Delhi.
5. Management Principles and Practices – Murgan, M.S.; New Age International Publishers, New Delhi.

BBA1021: FUNDAMENTALS OF BUSINESS ECONOMICS (FBE)
[Credit: 4]

Unit No.	Syllabus
Unit-I	Introduction: Economic Terms and Basic concepts; Nature and Scope of Business Economics; Business Economics and Other Allied Subjects like Economics, Statistics, Mathematics, Accountancy, Management.
Unit- II	Demand: Law of Demand and its Exceptions; Elasticity of Demand: Own Price Elasticity, Income Elasticity and Cross Price Elasticity of Demand, Measurement of Elasticity Arc Price Elasticity and Point Price Elasticity, Factors determining Demand Elasticity; Demand Distinctions; Demand Forecasting: Meaning and Importance; Different Revenue Concepts.
Unit- III	Production and Cost: Production Function; Law of Variable Proportions- Total Product, Average Product, Marginal Product and Their Relations; Their Relations, Isoquant, Isocost Lines and Choice of Optimum Input combination, Expansion Path; Returns to Scale; Cobb-Douglas Production Function and its Important Properties; Cost Function; Short- run and Long-run Costs-Different Cost concepts and Costs Curves; Classification of Costs.
Unit- IV	Market: Different Market Structures; Short-run and Long-run Equilibrium under Perfect Competition, Supply Curve of a competitive Firm; Equilibrium under Monopoly, Price Discrimination.
Unit- V	Major Issues in Macroeconomics; National Income: Measurement of National Income; Circular Flow of National Income; Saving-Investment Identity; Consumption Function; Saving Function; Simple Keynesian Model-Equilibrium and Stability

Suggested Readings:

1. Economics – Samuelson and Nordhaus; McGraw Hill.
2. An Introduction to Positive Economics – Lipsey; ELBS.
3. Managerial Economics – Hague; Longman.
4. Managerial Economics – Varshney and Maheswari; Sultan Chand.
5. Modern Economic Theory – Mukherjee; Wishwa Prakashan.

BBA1021: CORPORATE SOCIAL RESPONSIBILITY (CSR)
[Credit: 4]

Unit No.	Syllabus
Unit-I	Corporate Social Responsibility (CSR): Definition, Scope and Objectives— Evolution of CSR in the Indian and global perspective—Carroll’s Model—Triple Bottom Line Approach—Components of CSR and CSR enablers
Unit- II	CSR and Stakeholder engagement: Important Aspects—CSR in a Multi-Stakeholder Perspective—CSR and employees’ perspective—CSR vis-à-vis customers, community, shareholders, suppliers etc.
Unit- III	CSR and Ecology—Environmental assessments—Biodiversity, Climate change and other ecological issues related to business and CSR—Environmental protection, compliance and corporate response—NGO involvement: Overview
Unit- IV	CSR and Company law in India: Important provisions and legal aspects of CSR in Indi with special reference to CSR Stipulations of Companies Act, 2013
Unit- V	CSR Implementation: Important considerations and modes of implementation—CSR Threshold—CSR as an important organisational function and Public Relations—Emerging issues in CSR and Sustainability

Suggested Readings:

1. SAGE Brief Guide to Corporate Social Responsibility, Sage Publications.
2. S. Agarwal. *Corporate social responsibility in India*. Los Angeles: Response Publications.
3. W. Visser. *The A to Z of corporate social responsibility. A complete reference guide to concepts, codes and organisations*. Chichester, England: John Wiley & Sons.
4. Kedakia, R. S. *Taxman’s Corporate Social Responsibility: Law & Practice*, Taxman.
5. Atrey, R. R. *Exploring Corporate Social Responsibility*, Studera Press.

BBA1031: BUSINESS ENVIRONMENT (BE)
[Credit: 3] (For BBA)

Unit No.	Syllabus
Unit-I	Introductory Issues: concept, nature and importance of business and business environment – Basic overview of types of environment; PETEL framework; Environmental analysis; objectives, process, benefits and limitations.
Unit- II	Political and Legal Environment of Business: The Constitution of India; Fundamental Rights and Directive Principles of State Policy – State intervention in economic affairs: role of the government in creating proper business environment – Economic planning in India: features and objectives of Indian Plans: The changing legal environment of business, key concepts and features – Intellectual property rights: elementary concepts.
Unit- III	Economic Environment of Business: concept and elements of economic environment – Different economic systems: their meanings and characteristics– Economic reforms initiated in India – Liberalization, privatization and disinvestment: concepts and trends.
Unit- IV	International Environment of Business: Framework– concept and nature of globalization – Why companies go global – Strategies for entering foreign markets: exporting, licensing and franchising, contract manufacturing, management contracting, joint venture, merger and acquisition, strategic alliance and counter trade – Merits and demerits of globalization – Globalization of Indian business – Multinational corporations: concept, features, merits and demerits.
Unit- V	Technological Environment of Business: concept and features of technology –Impact of technology on business and society – Technology policy of India– Institutions and other facilities for promotion of science and technology in India—Emerging issues in technological environment

Suggested Readings:

1. Essentials of Business Environment – Aswathappa, K; HPH.
2. Business Environment – Cherunilam, Francis; HPH.
3. Economics Environment of Business – Misra and Puri; HPH
4. Business Environment – Gupta, C.B.; Sultan Chand.
5. Business Environment: Text and Cases – Paul, Justin; TMH.

**BBAM1031: MANAGEMENT PRINCIPLES AND ORGANISATIONAL
BEHAVIOUR (MPOB)
[Credit: 3] (For Non-BBA)**

Unit No.	Syllabus
Unit-I	Management: Definition, Scope and Importance; Administration & Management; Management Process; Classification of Managerial functions, Managerial and operative functions; Role and Importance of Management in Contemporary Context.
Unit- II	Evolution of Management Thought: Classical Theory, Neoclassical Theories and Modern Management Theories.
Unit- III	The Works of Managers: Planning, Organizing and Staffing: Features and importance of planning, steps in planning, Delegation of Authority, Centralization and Decentralization: Conceptual Overview, Departmentalization: Basic Understanding, Span of Management: Meaning and Importance, and elements of staffing, Directing, Coordination and Control: Principles of Direction & Supervision.
Unit- IV	Human Behaviour: Meaning, Significance of understanding human behaviour at workplace; Organisational Behaviour: Conceptual Overview, Nature & Scope; Models of OB, Challenges and Opportunities of Organizational Behaviour.
Unit- V	Motivation: Concept, Process and Content Theories of Motivation; Personality: Concept and Types, Major determinants; Perception: Concept, Factors influencing perception; Learning: Concept, Theories and Process of Learning; Leadership: Understanding Leadership: Trait and Behavioural Theories of Leadership.

Suggested Readings:

1. Management: A Book of Reading- Koontz, Harold and O' Donell, Cyril (Ed.); McGraw Hill Inc., New York.
2. Principles of Business Management- S.A. Sherlekar and V.S. Sherlekar, Himalaya Publishing House, New Delhi.
3. Management Theory and Practice – Gupta, C.B; Sultan Chand and Sons, New Delhi.
4. Management Principles and Practices – Murgan, M.S.; New Age International Publishers, New Delhi
5. Organizational Behaviour – Robins Stephen and Seema Sanghi; PHI, New Delhi.

BBA1051: IT SKILLS FOR BUSINESS (ITSB)

[Credit: 3]

Unit No.	Syllabus
Unit-I	Fundamentals of Computers – Structure of Computer; Different Types of Software and Hardware details; Different Types of Memory; Binary, Octal, Hexadecimal Number System and Conversion among these Number Systems; Concept of Algorithm; Representation of Algorithms through Flow Charts, Structured English; Different Types of File Systems.
Unit-II	Introduction to Microsoft Word- Create and manage documents; Format text, paragraphs, sections; Create tables and lists; Create and manage references; Working with Formula in Word. Microsoft PowerPoint – Create and manage presentations; Insert and format text, shapes and images; Insert tables, charts, SmartArt and Media; Apply transitions and animations.
Unit-III	Introduction to Excel – Entering Data, Formulas, Performing Calculations on Data; Combining Data from Multiple Sources; Office System Programs; Creating Database in Excel.
Unit- II	Introduction to C Programming – Variables and Data Types; Operator Precedence; Table; Evaluating Basic Arithmetic and Logic Operations; Decision, Loop and Case Control Structures; Functions and Pointers; Arrays; C Pre-processors; String Operations.
Unit- V	Accessing and Working in Internet – Different Ways of Google Search; Google Classroom; Handling Google Docs; Google Forms; Interpreting Google Finance; Setting Google Alert; Learning Google Assistant Features; Google Play Books and Audiobooks; Google Scholar; Introducing Different Online Learning Tools Such as NPTEL, MIT Open Courseware.

Suggested Readings:

1. Yashavant P. Kanetkar, Let Us C, BPB Publications.
2. Wallace Wang, Microsoft Office 2019 for Dummies, Wiley.
3. Denny Edgemon, Introduction to Google+: Star Building a Presence on Google+ (Google Book).

BBA Curriculum
(NEP-2020)

Semester - II

BBA2011: ORGANISATIONAL BEHAVIOUR (OB)

[Credit: 4]

Unit	Syllabus
Unit - I	Organisational Behaviour: Concept, Significance; OB Model; Foundations of Individual Behaviour; Attitudes: Concept, Components and Significance; Learning: Fundamental Learning Principles
Unit - II	Personality: Concept and Determinants, Myers-Briggs Type Indicators, The Big Five Model; Values: Concept and Types; Perception: Concept, Influencing Factors, Attribution Theory
Unit - III	Motivation: Definition and Process; Maslow's Hierarchy of Needs Theory, Theory X and Theory Y, Two-Factor Theory, McClelland's Needs Theory; Interrelationship among Motivation, Job Design and Performance
Unit - IV	Foundations of Group Behaviour: Overview, Group: Classification and Development; Groups vs Teams; Conflict: Concept and Process; Negotiation: Concept and Process
Unit - V	Elements of Organisational Structure; Organisational Culture: Concept, characteristics, factors determining; Organisational Change and Development: Concept; Lewin's three-step change model

Suggested Readings:

1. Robbins, Judge and S. Sanghi, Essentials of Organizational Behaviour, Pearson.
2. S.P. Robbins, Organizational Behaviour, Prentice Hall India Private Limited.
3. Davis and Newstrom, Organizational Behaviour: Human Behaviour at Work, Tata McGraw Hill.
4. Fred Luthans, Organizational Behaviour McGraw Hill Book Company.
5. Eugene McKenna, Business Psychology and Organisational Behaviour, Routledge.
6. Schermerhorn, J. R, Hunt, J.G., Osborn, R. N. Organizational Behaviour, Wiley India.

BBAMN-2021: ACCOUNTING FOR MANAGERS (AFM)

[Credit: 4]

Unit	Syllabus
Unit - I	Accounting – Meaning, Nature, Functions, Branches; Relation between Book-keeping, Accounting & Accountancy; Accounting Information – Meaning, Qualitative Characteristics, Users & their information needs; Double Entry Book-keeping System – Meaning, Features & Advantages; Basic Terminologies – Asset, Liability, Equity, Revenue, Gain, Expense, Loss; Rules of Debit & Credit – Golden Rules & Accounting Equation; Accounting Cycle; Recording of transactions – Journal, Ledger, Cash Book & Trial Balance.
Unit - II	Bases of Accounting – Cash, Accrual, Hybrid; Accounting Concepts & Conventions – Generally Accepted Accounting Principles (GAAP); Capital & Revenue Transactions; Revenue & Expense recognition; Adjustment Entries; Rectification of Errors –Types of Errors & Rectification Entries.
Unit - III	Reserves & Provision – Concept, Types & Purposes, Difference between Reserve & Provision; Depreciation – Definition, Features, Causes, Objectives, Factors in measurement of depreciation; Difference between Depreciation, Amortization & Impairment; Methods of Calculating Depreciation – Straight Line Method & Diminishing Balance Method; Methods of Accounting for Depreciation – Charge against Asset method & Provision for Depreciation method; Specific Issues – Change in method & Revaluation (as per Ind AS 16).
Unit - IV	Finalization of Accounts: Preparation of Final Accounts of profit-oriented sole-proprietorship concerns (Manufacturing concerns as well as Trading concerns); Preparation of Final Accounts of Non-Profit Concerns.
Unit - V	Cost & Management Accounting: Meaning, Nature & Functions; Cost & Management Accounting vs Financial Accounting; Cost – Concept; Classification of Cost; Basic Terminologies – Cost Centre, Cost Unit; Cost Sheet (under Absorption costing only).

Suggested Readings:

1. Mukherjee, S. and Mukherjee, A. K., *Financial Accounting I*, Oxford University Press, New Delhi.
2. Narayanaswamy, R., *Financial Accounting – A Managerial Perspective*, PHI, New Delhi.
3. Gupta, A., *Financial Accounting for Management – An Analytical Management*, Pearson, New Delhi.
4. Ashish Kr. Bhattacharya, *First Course in Accounting*, Non-Linear Insights (OPC) Pvt. Ltd., New Delhi.
5. Saxena V. K. and Vashisht C. D., *Cost Accounting*, Sultan Chand, New Delhi.

BBAMN-2021: CORPORATE GOVERNANCE (CG)

[Credit: 4]

Unit No.	Syllabus
Unit-I	Introduction: Concept, and need for corporate governance, definitions, evolution of corporate governance – Ancient and modern concept, elements of good corporate governance, corporate governance and organizational success, corporate governance in various organizations, corporate fraud, whistle blowing.
Unit- II	Theories and Models of Corporate Governance: Agency theory, Stewardship theory, Stakeholder theory, Resource dependency theory, Transaction cost theory, and Systems theory of Corporate Governance; The Anglo-US Model; The German Model, The Japanese Model, Indian Perspective of Corporate Governance.
Unit- III	Structure of Corporate Governance: Directors in historical perspective, Board of directors: Composition of board of directors, Role and duties of directors, qualifications of directors, Types of directors, The legal framework for board structure.
Unit- IV	Corporate Management Governance Vs management, internal constituents of the corporate governance, key managerial personnel; chairman - qualities of a chairman, powers, responsibilities and duties of a chairman; chief executive officer (CEO), role and responsibilities of the CEO, separation of roles of chairman and CEO, CFO, manager, company secretary, auditor.
Unit- V	Principles, Codes and Cases of Corporate Governance in India SEBI Code of corporate governance, the OECD principles of corporate governance, etc. Recent cases on corporate governance in India- Satyam, Tata Group vs Cyrus Mistry Dispute, Punjab National Bank, Kingfisher Airlines, etc.

Suggested Readings:

1. Mallin, Christine A., Corporate Governance (Indian Edition), Oxford University Press, New Delhi.
2. R. Monks and N. Minow, Corporate Governance, Blackwell Publishing.
3. E. Yocam and A. Choi, Corporate Governance, A Board Director's; Pocket Guide: Leadership, diligence and Wisdom, Universe.
4. A. C. Fernando, Corporate Governance: Principles, Policies and Practices, Pearson Education India.
5. Lynn McGregor, The Human Face of Corporate Governance, Palgrave Macmillan.

BBA2031: BUSINESS MATHEMATICS AND STATISTICS - I
[Credit: 4] (For BBA)

Unit No.	Syllabus
Unit-I	Business mathematics: Scope and Importance; Functions of real variables; Linear, Exponential, Logarithmic, and Inverse functions with illustrative examples; Arithmetic Progressions (A.P.), Geometric progressions (G.P.) with examples; Ratio and Proportion; Laws of Indices.
Unit- II	Theory of Quadratic Equations- Function, Number and Nature of Roots, Simultaneous Quadratic equations-meaning, characteristics
Unit- III	Logarithms – Definitions, Laws, Basic Properties; Antilogarithm characteristics and Mantissa; Use of Logarithmic and Antilogarithmic Tables; Business Application of Logarithms.
Unit- IV	Business Statistics: Introduction: Definition of Statistics, Importance and scope of statistics, Limitations of Statistics; Types of Data, Collection and Presentation of Data: Text, Tabular and Graphical Methods of Data presentation; Frequency Distribution, Diagrammatic Presentation of Frequency data. Measures of Central Tendency: Simple and Weighted Arithmetic Mean; Geometric Mean and Harmonic Mean; Relationship among A.M., G.M. and H.M.; Median and Mode – Measures, Properties, Merits and Demits.
Unit- V	Measures of Dispersion: Range, Quartile Deviation, Mean Absolute Deviation and Standard Deviation; Concepts of Skewness and Kurtosis, Different Measures of Skewness and Kurtosis.

Suggested Readings:

1. Business Mathematics – V.K. Kapoor; Sultan Chand & Sons.
2. Mathematics for business & Economics – Holden; McMillan.
3. Business Mathematics – N.K. Nag; Kalyani Publishers.
4. Statistics – Sancheti and Kapoor; Sultan Chand & Sons.
5. Basic Statistics – Goon, Gupta and Dasgupta; World press.
6. Statistical Methods (vol 1 and 2) – N.G. Das.

BBA 2031: INDIAN MANAGEMENT THOUGHTS & PRACTICES (IMTP)

[Credit: 3] (For Non-BBA)

Unit No.	Syllabus
Unit-I	Indian Thoughts in Management: Understanding Indian Ethos and Values; Indian Management Thought Vs. Western Management Thought; Relevance of Indian Thoughts in Management in Modern World.
Unit- II	Features of Indian Thoughts in Management: Unity in Diversity, Tolerance, Humanity, Peace, Holistic Relationship, Co-operation & Mutual Trust, Adopt & Adapt various cultures, Self-management, Pursuit of knowledge, Divinity, etc., Management Lessons from <i>Bhagavata Gita</i> , <i>Ramayana</i> and Kautilya' s <i>Arthasastra</i> .
Unit- III	Indian Thinkers and Management: Trusteeship Approach and Mahatma Gandhi; Gandhian Economic System; Management Values of Swami Vivekananda.
Unit- IV	Societal Embeddedness and Indian Tradition; Corporate Social Responsibility: Perspectives from Traditional Indian Literature; Social Practices and India's indigenous business houses: Lessons from Tata, Birla, Bajaj.
Unit- V	Indian Spiritual Traditions and Management: Implications for Management Principles and Practices; Self- Management; Management of Stress; Mind-management; Mediation and Life.

Suggested Readings:

1. A History of Management Thought- Morgen Witzel, Routledge, London.
2. Globalizing Indian Thought: Insights from Indian Knowledge Systems- Debashis Chatterjee, Deepa Sethi, Surya Prakash Pati (Ed.), Sage, New Delhi.
3. Business Ethics and Values with Case Studies, Neeru Vasisth, Namita Rajput, Taxmann, New Delhi.
4. Soulful Corporations: A Values-Based Perspective on Corporate Social Responsibility- Shashank Shah and V.E. Ramamoorthy, Springer India, New Delhi.
5. Timeless Leadership: 18 Leadership Sutras from the Bhagavad Gita- Debashis Chatterjee, Wiley, New Jersey.
6. Indigenous Indian Management: Conceptualization, Practical Applications and Pedagogical Initiatives- Ashish Pandey, Dharm P. S. Bhawuk, Pawan Budhwar (Ed.), Springer International Publishing, New York.

BBA 2051: SMALL BUSINESS MANAGEMENT (SBM)

[Credit: 3]

Unit	Syllabus
Unit - I	Micro, Small & Medium Enterprises – Concept, Features; Significance of MSMEs; Problems & Challenges of MSME entrepreneurs; Overview of MSMEs in India.
Unit - II	Planning for small business – Feasibility analysis; Business plan; Routes of entrepreneurship; Forms of business organisation; Location & Physical facilities.
Unit - III	Small firm management – Nature of managerial work, Human resource functions, Operations process & planning.
Unit - IV	Small business marketing – Product strategy, Pricing strategy; Global marketing of small businesses.
Unit - V	Financing of Small businesses – Types of finance; Sources of financing; Harvesting & Exit strategies.

Suggested Readings:

1. Mukherjee, A. K. and Roy, S., *Entrepreneurship Development*, Oxford University Press, New Delhi.
2. Charantimath, P. M., *Entrepreneurship Development & Small Business Enterprises*, Pearson India, Noida.
3. Longenecker et al., *Small Business Management – Launching and Growing New Ventures*, Nelson Education, Toronto.
4. Scarborough, N. M. and Cornwall, J. R., *Essentials of Entrepreneurship & Small Business Management (Global Edition)*, Pearson, Harlow.
5. Blackburn, R. Clercq, D. D. & Heinonen, J. (Eds.), *The Sage Handbook of Small Business & Entrepreneurship*, Sage, London.