

Maulana Abul Kalam Azad University of Technology, West Bengal
(Formerly West Bengal University of Technology)
Syllabus for BBA (ENTREPRENEURSHIP)
(Effective for Academic Session 2019-2020)

Detailed Syllabus
Semester I

Paper: Inspirational Stories and Case Studies of Self Made Business Tycoons (Common traits of businessman and entrepreneurs. How to have a mindset of a Businessman/Entrepreneurs)

Code: BBAE – 101

Contacts Hours / Week: 4L

Credits: 4

Course Content:

Objectives	
<ol style="list-style-type: none"> 1. To inspire, motivate and acquaint students with the stories and case studies of successful Entrepreneurs. 2. To give an overview about common traits of businessman and to develop a mind set for being an Entrepreneurs/Businessmen 	
CONTENTS	
Unit 1	Stories of 20 Entrepreneurs from Small Towns in India: Stories of Vinod Khutal, Sriram Subramanya, Rohit Bhatt, Sanjay Vijaykumar, Sijo Kuruvilla George and Pranav Suresh, Deepak Dhadotti, Dilafrose Qazi, Nand Kishore Chaudhary, C.V.Jacob, Parakramsinh Jadeja, Jagjit Singh Kapoor, Bahadur Ali, Chandubhai Vorani, Sandeep Kapoor, Srikumar Misra, Muruganantham, Chandrasekhar Sankurathri, Vibhor Agrawal, Abhijit Barooah
Unit 2	Stories of the World's Largest Start-up Entrepreneur Company: <ul style="list-style-type: none"> • Dr. Arokiaswamy Velumani (owns no car, lives in a small quarter, but helms a Rs 1,320-crore company). • P C Mustafa (Coolie's Son who Set Up 100 crore Company with just 25,000) • Mahesh Gupta - Chairman Kent RO Systems • Kailash Katkar – Chairman & CEO of INR 200 Crore business – Quickheal Technologies Pvt. Ltd. • Karsanbhai Patel – Man behind NIRMA • Prem Ganapathy – The Dosawala • Dhiru Bhai Ambani – India's largest Private Sector Company – Greatest Creator of wealth in the Century. • Mrs. Jyoti Reddy – CEO of Software Company in US. • Ramesh Babu, the barber who owns a Rolls Royce • Nitin Godse – Founder, Excel Gas and Equipments Pvt. Ltd.
Unit 3	Self Made Millionaire Case Studies: <ul style="list-style-type: none"> • Jessie Conners – Company: PeppermintPark.com • Bert Martinez – Company: bertmartinez.com • Todd Tresidder – Company: Money Coach • Debra Cohen – Company: Home Referral Network • AJ Khubani – Company: TeleBrands • Tony Hartl – Company: Planet Tan & Selling Sunshine (book)
Unit 4	Entrepreneur Story: Archana and Suman, Steve Jobs and Stephen Wozniak, Apple Computer; Lalita Patni; Bill Gates, Microsoft; Gulshan Kumar; Tom Monaghan, Domino's Pizza; Case Study: T-Shirt; Creche; Bansal Coaching Institute; Home and Office

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	<p>Plant Care; Masala Making; Web Consulting; Artist Management; Sporting Goods Store</p> <p>How to File the Appropriate Tasks for your Business</p> <p>Replicate your Business Idea: Franchising and Licensing</p> <p>Doing Good Is Good Business</p>
Unit 5	<p>How to have mindset of a Businessman/Entrepreneurs:</p> <ul style="list-style-type: none"> • Finding a Business to start • How to start your New Enterprise • How to develop and run your new Company • Three Keys to a Successful Start-up
Unit 6	<p>Common Traits of Businessmen and Entrepreneurs:</p> <p>Social Skills – Integrity and Moral Values – Creative Intelligence – Intellectual Orientation – Leadership Qualities – Integrity and Moral Values</p>
Unit 7	<p>The Entrepreneurial Decision Process:</p> <p>Change from present Life Style – Profile of an Entrepreneur – Sense of Freedom – Working hard are good oriented – egolessness – strong self confidence – Ability to see what others do not see Common Sense – Sets High Goals – Not afraid to make decisions – Willingness to accept responsibility – Leadership – Not Motivated by Money alone.</p>
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1) Rao, P.Chentsal, LakshmiPat Singhania: His Concepts and Creation, New Delhi: Vikas, 1983 2) Sculley, John, Odyssey: Pepsi to Apple a journey of adventure, ideas and the future, London: Harper & Row, 1994 3) Bouque, Tim & Ousey, Byron. Cold steel: Lakshmi Mittal and the Multi-billion-dollar battle for a global empire, London: Abacus, 2010 4) Jobs, Steve I Steve: Steve Jobs in his own words, Victoria: Hardie grant books, 2011 5) Crainer, Stuarde. Business the Jack Welch way: Ten secrets of the world's greatest turnaround king, Mumbai: India Book Distributer, 1999 6) Entrepreneurial Small Business, Katz J A , Green II R P, McGraw Hill/Irwin, New York, NY, 2008. 3rd Ed. 7) Getting to Plan B, Mullins J and Komisar R, Harvard Business Press, Boston, Massachusetts, 2009. 8) Business Planning: A guide to Business Start-up. By – David Butler. Thompson. Butterworth-Heinemann, MA. 2008. ISBN: 978-81-312-1432-9 	
<p>E-Resource References:</p> <ol style="list-style-type: none"> 1) Common Traits of Businessmen and Entrepreneurs, Business leaders – Gita Piramal (DVD) 	

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Paper: Exploring Small Businesses/Home Businesses. Ideating on Businesses which could be started with minimum or no Capital

Code: BBAE – 102

Contacts Hours / Week: 4L

Credits: 4

Course Content:

Objectives	
<p>1. To understand the concept of business/home business. Develop a business strategy that leverages the unique aspect of a business</p> <p>2. To make the potential entrepreneurs know about how to start business with minimum or no capital at all</p>	
CONTENTS	
Unit 1	Concepts of small business, self employment, entrepreneurship and start – up. Size Definition – Demo graphs – Franchise Business – Retailers’ Corporative – Extended Home-based business
Unit 2	Launching of Small/Home Business Finance and Human Resource Mobilization Planning – Market and Channel Selection – Growth Strategies – Product Launching
Unit 3	Management of Small Business - The Basis of Small Business - Small Business: Its opportunities & Rewards – Small Business and the Economy Monitoring and Evaluation of Business – Prevent Sickness & Rehabilitation of Business Units – Advantages of Small Business - Effective Management of Small Business.
Unit 4	Small business: Meaning, importance and role of small business in developing a nation’s economy, different forms of organization for small business. Family business: The nature, importance, and uniqueness of family business, challenges before family business, The family’s relationship with the business: developing a strategic vision & building teamwork, Professional Management of the Family business firm, the 3-circle model, Managing succession: the leadership challenge, Model of Succession in Family Business and Wealth management in family business firms.
Unit 5	Source of Fund for Small Business & Home Business: Self Financing, equity loan, Loans or Financial assistant from friends/relatives – Grants from Private Government or Other Sources – Angel Investors – Loan from Bank or other FIS – SME Finance – Venture Capital
Unit 6	Getting Started with little or No Capital: Passion and Leverage – Barrack Obama’s Finance Lesson – Weapon of Mass Reconstruction
Unit 7	How to conduct a SWOT Analysis in Small Business?- Using a SWOT Analysis Matrix – Questions to ask during the process – Creating a plan to build up strength even more – List ways in building up weakness – Setting SMART goals for each of the opportunities identified – Devise a plan to use strength to decrease the threats identified.
Unit 8	Videos of inspirational business stories and international best business practices (such as Toyota, Honda, Sony, Hyundai, etc.)

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Suggested Readings

- 2) Prasama Chandra, Projects – „Planning, Analysis, Selection, Implementation and Reviews“, Tata McGraw-Hill Publishing Company Limited 1996.
- 3) P.C.Jain (ed.), „Handbook for New Entrepreneurs“, EDII, Oxford University Press, New Delhi, 1999.
- 4) Staff College for Technical Education, Manila and Centre for Research and Industrial Staff Performance, Bhopal, Entrepreneurship Development“, Tata McGraw-Hill Publishing Company Ltd., New Delhi, 1998.
- 5) HISRIC, ‘Entrepreneurship’, Tata McGraw Hill, New Delhi, 2001.
- 6) P.Saravanavel, ‘Entrepreneurial Development’, Ess Pee kay Publishing House, Chennai – 1997.
- 7) S.S.Khanka, ‘Entrepreneurial Development’, S.Chand and Company Limited, New Delhi, 2001.
- 8) Chandra, P. Project Preparation-Appraisal and Implementation. New Delhi: Tata McGraw Hill.
- 9) Hill.
- 10) Gupta, C.B. & Srinivas, Entrepreneurial Development. New Delhi: Sultan Chand & Sons.
- 11) Arora, R. and Sood, S.K.Fundamentals of Entrepreneurship and Small Business Management. Ludhiana: Kalyani Publishers.
- 12) Desai, Vasant. Small-Scale Industries and Entrepreneurship. Mumbai: Himalayan Publishing House.
- 13) Ramachandaran, K.Managing a New Business Successfully, New Delhi: Global Business Press.

E-Resource References:

- 1) Ideating on Business Which Could Be Started with Minimum or No Capital,
<https://www.youtube.com/watch?v=6fidL51oakg>

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Paper: Considering Franchise Businesses and Replication of Successful Business Models from other parts of the Country/Abroad

Code: BBAE – 103

Contacts Hours / Week: 4L

Credits: 4

Course Content:

Objectives	
To enable the Students to	
<ol style="list-style-type: none"> 1. Introduce franchising as the most efficient form of entrepreneurship, a marketing tool, a distribution technique, the ultimate capital leverage device, a real estate platform, a combination of some or all of the above. 2. Learn how to evaluate franchise management opportunities - Ability to identify opportunities to expand local businesses through franchising. 3. Develop an ability to work out details needed to establish and develop a franchise network. 	
CONTENTS	
Unit 1	Introduction to Franchising: What is Franchising? - Franchising: History and Overview, Types of Franchises, Threshold Business Issues, Advantages and Disadvantages to Franchisor, Advantages and Disadvantages to Franchisee, Elements of a Successful System, Growth of Franchising, Franchise Opportunities, Legal Consideration – Key Learning
Unit 2	Things to consider before Franchising your business - Moving Forward with your Franchise-Control of Franchise - How to Franchise a Great Business idea-How to buy an Existing Franchise - Buying an existing Franchise - Getting legal help for Franchise Investment - Initial Franchise Location & Search for an ideal Franchise Location - Positioning Franchise and Understandings Franchise Territory
Unit 3	How to become a Franchisor? Basic business concept, pilot operation, Developing the operational manual, Developing the franchise package, Marketing the franchise package, Selecting franchisees, Developing the Franchisor’s organization, Gross Revenues, Profit and Loss Statement, Capital Expenditure, Franchisee Sales, Marketing the product or service, Operations (including innovation), initial services, ongoing services.
Unit 4	How to become a Franchisee? How does being a franchisee differ from running your own non-franchisee business, Self-examination, Type of business, Assessing the Franchisor, Assessing the business proposition, What happens if the Franchisor fails
Unit 5	Franchisor Franchisee Relations: Foundations, Parties responsible, Continuing relationship, Channels of communication – personal contacts, written communication, Franchisee Meetings, Franchisee Associations, Contractual Issues, Structure of Franchisee Agreements – Making Franchise Marketable – Case Study: Franchise: Just Dogs
Unit 6	Replication of Successful Business model from other parts of the Country/Abroad Entrepreneur Journeys – How to stop looking for Job and Start-up your

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	life's work Bootstrapping – Doing more with less
Suggested Readings <ol style="list-style-type: none">1) Hoy, F and Stanworth, J (2003), Franchising : An International Perspective, Routledge2) Ritzer, G (1993) The McDonaldisation of Society, Pine Forge Press3) Toplis, N, Marsh, G (2004) The 60 Minute Guide to Franchising, 60 Minute Book Company, England4) Martin Mendelsohn , Guide to Franchising 7th Ed, Cengage Learning5) Judd, R., & Justis, R. (2008). Franchising: An Entrepreneur's Guide,4th. Mason,OH: Thomson	
E-Resource References: <ol style="list-style-type: none">1) Replication of Successful Business Models from other parts of the country/Abroad, https://ed.ted.com/lessons/the-real-origin-of-the-franchise	

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Paper: Ways to identify new business ideas & opportunities based on solutions to local Problems. Waste to Wealth Sustainability based businesses. How to Validate Such Business Ideas

Code: BBAE – 104

Contacts Hours / Week: 4L

Credits: 4

Course Content:

Objectives	
<ol style="list-style-type: none"> 1. To learn the ways to identify new business idea 2. To learn how to build a profitable business out of waste 	
CONTENTS	
Unit 1	Business ideas that solves problems – Good idea are networks – The perfect state of mind for idea creation Solve things that may become problems – Adapt to evolving needs – Save people money – make people’s live easier – make chores or things that feel like tasks less unpleasant- Turn a hobby or something you’re passionate about into a business – Fulfill a need – Appeal to a base --- Experience more – steal other’s idea
Unit 2	Creativity and Business Idea: Sources of New Ideas – Consumers – Existing Product & Services – Distribution Channels – Research and Development. Methods of Generating Ideas – Creative Problems Solving - Brainstorming - Reverse Brainstorming – Brain writing - Gordon Method – Checklist Method Idea Stage – Concept Stage – Product Development Stage – Test Marketing Stage
Unit 3	Ways to identify Business Ideas that could really change the World: Find opportunities in your own community -- Draw upon your own personal experiences -- Look for ideas that get other people involved -- Go out your way to ask others how you can help -- Give back through meaningful philanthropically work. Look at all the things that bug you- Tap your interest – Travel – Keep your eyes open – Examine old mousetraps – then build a better one – Take it to the streets
Unit 4	Case Study: Big Businesses in Small Rural City; OLA, Uber, Swiggy, Zomato, OYO, Urban Clap Video Cases: NBC – Starting a Business: Rieva Lesonsky Diseases How to Start a Business
Unit 5	Sustainable Development Principles – Perform a Stakeholder Analysis – Set Sustainable Development Policies and Objectives – Design and Execute and Implementation Plan – Develop a Supportive Corporate Culture – Develop Measures and Standard of Performance – Prepare Reports – Enhance Internal Monitoring Process – Management Leadership
Unit 6	From Waste to Wealth -- How to build a profitable business out of huge waste (An African case study) - Success stories -- Some African entrepreneurs who make money from waste - Recycling business is the business of the future -- Scrap Gold -- Home items recycling -- How to start Recycling Business from Home -- The Typical items that you want recycling business include the following: - Foam (Packing) Peanuts --

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	<p>Cardboard Boxes -- Plastic bags -- Pallets -- Wrapping Foam and more. High Profit Recycling -- Recycling Business Profit Margin -- Most Profitable Recycling Business -- Recycling options for small Business -- How to start a Recycling Business? -- Recycling Business Ideas you can start with low capital</p>
<p>Unit 7</p>	<p>How to start a Waste Management and Recycling Business and turn Waste to Wealth Lucrative waste management business ideas:</p> <ol style="list-style-type: none"> 1. Scrap Metal Depot 2. Electronic Recycling Plant 3. Plastic Recycling Plant 4. Rubber Recycling Plants 5. Medical and Toxic Waste Disposal Business 6. Oil Spill clean-up service 7. Used Engine oil Recycling Business 8. Paper Recycling Business 9. Used Cloth Recycling Business 10. Battery Recycling Business 11. Cooking Oil Recycling 12. Composting 13. Cardboard Recycling 14. Vehicle Recycling 15. Wire Recycling 16. Diaper Collection and Disposal 17. Sawdust Recycling 18. Glass recycling 19. Bottle Cork Recycling 20. Pet poop Scooper 21. Copper Recycling 22. Book Recycling 23. Wood Recycling 24. Human Hair Recycling 25. Furniture Recycling 26. Game Disk, DVD and CD Recycling 27. Collect and resell used Fluorescent Bulbs 28. Rotten Food Collection and resale 29. Paper Shredding 30. Cosmetic packaging Recycling 31. Carpet Recycling 32. Christmas Tree Collection and Recycling 33. Used/ Gold/ Silver Recycling
<p>Suggested Readings</p> <ol style="list-style-type: none"> 1) Kurtzman, Joel & Rifkin, Glenn. Startups that work: The Ten Critical Factors that will make or break a new company, New York: Portfolio 2) Epstein, Rachel. A shop of one's own, New York 3) Gerber, Michael E. The e - myth enterprise: How to turn a great idea into a thriving business, New York: Harper Business 4) Bornstein, David. How to change the world: social entrepreneurs and the power of new ideas, New Delhi: Penguin Books. 5) Mariotti, Steve, The young entrepreneur's guide to starting and running a business, Random House 	

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- 6) The Successful business Plan Secret Strategies by Rhonda Abrams PH
- 7) The Business Plan in a day by Rhonda Abrams, PH.
- 8) Business Plan Preparation - Entrepreneurship Development Institute of India

E-Resource References:

- 1) Ways To Identify New Business Ideas & opportunities based on solutions to local problems, https://yourstory.com/2019/03/startup-bharat--edtech-surat-gujju-student-aimn76nzw?utm_source=website&utm_medium=alsoread
- 2) Waste to Wealth Sustainability based businesses
- 3) How To Validate Business Idea , <https://blog.ed.ted.com/2018/11/13/ideas-into-action-2-student-inventors-share-how-you-can-solve-real-world-problems-at-any-age/>

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Paper: Importance of SWOT Analysis. Risk perception & its mitigation. Refining & updating of the initial idea to reduce risk and make the value proposition to the customers more attractive.

Code: BBAE – 105

Contacts Hours / Week: 4L

Credits: 4

Course Content:

Objectives	
To enable the students to	
<ol style="list-style-type: none"> 1. Help students appreciate the purposes and audiences for business plans. 2. Help students understand the structure and content of a business plan, including the reasons for the structure and content. 3. guide students in preparing a first draft of their own business plan 4. train students in critical evaluation of business plans 	
CONTENTS	
Unit 1	<p>What is SWOT Analysis? – How to Conduct SWOT Analysis</p> <p>Questions to ask during a SWOT Analysis: Strength (Internal, Positive Factors) – Weakness (Internal, Negative Factors) – Opportunities (External, Positive Factors) – Threats (External, Negative Factors)</p> <p>Examples of a SWOT Analysis – Developing Strategies from your SWOT Analysis</p>
Unit 2	<p>How to Conduct a SWOT Analysis for your Business Plan: Listing Company’s Strength and Weaknesses and Opportunities and Threats- Divide Strength into two groups – Divide Weakness into two groups – Use lists as you make decisions that contributes to your business plan – Include findings from your SWOT Analysis in your business plan.</p>
Unit 3	<p>Turning your SWOT Analysis into Actionable Strategies – Prioritizing and Finalizing your SWOT Analysis – From SWOT Analysis to Strategies. Discover New Opportunities, Manage and Eliminate Threats. Using SWOT Analysis in Project Management and Marketing.</p>
Unit 4	<p>Insurance and risk management – how businesses could minimize their risk by getting themselves insured and the various provisions related to the same</p> <p>Risk Assessment: Possible uncertainties: Market size, Customer acceptance, Customer approach, Competition, Management team, Potential real options, Which uncertainties can be managed so that outcome is more likely to be favourable? Choice of initial customers? Choice of investors? Business Risk: Meaning, Nature, Causes, Types, Risk Management, Methods of Handling Risk</p>
Unit 5	<p>Team Evaluation: Can management team implement opportunity? How does previous experience relate to opportunity? How “hungry” is the management team? If management pieces are missing: What pieces are missing? What type of person will you look for to fill them? How will you find that person? Importance of a good team and a good opportunity are for VCs.</p>

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Unit 6	<p>Strategy: Is strategy consistent with opportunity, uncertainty, team, and exit? Investment requirements / cash flows: Is the amount of money required reasonable? Do the cash flows / forecasts make sense? Bottom-up, Top-down. Deal: Does deal structure provide appropriate incentives? Is the deal priced attractively? Do key individuals have incentives to do deal? Do key individuals have incentives to make deal work? Does deal structure provide / ensure appropriate governance? Does deal structure help manage the uncertainties? Exit: Is the deal excitable? How?</p>
<p>Suggested Readings</p> <ol style="list-style-type: none">1) The Successful Business Plan Secret Strategies by Rhonda Abrams PH2) The Business Plan in a day by Rhonda Abrams, PH.3) Business Plan Preparation - Entrepreneurship Development Institute of India4) Entrepreneurial Small Business, Katz J A, Green II R P, McGraw Hill/Irwin, New York, NY, 2008. Ed.5) Getting to Plan B, Mullins J and Komisar R, Harvard Business Press, Boston, Massachusetts, 2009.6) Business Planning: A guide to Business Start-up. By – David Butler. Thompson. Butterworth-Heinemann, MA. 2008. ISBN: 978-81-312-1432-9 <p>E-Resource References:</p> <ol style="list-style-type: none">1) Importance of SWOT Analysis, https://www.youtube.com/watch?v=rkB0ANETHog2) Risk Perception and Mitigation. Refining and Updating the Initial Idea to reduce risk and make the value proportion to the customers more attractive	