

**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)**

**Semester VI**

**Paper: Formation of a Company or Firm Start-up. Getting the place of establishment and getting all required registration. Opening of Bank Account, etc.**

**Code: BBAE – 601**

**Contacts Hours / Week: 4L**

**Credits: 4**

**Course Content:**

<b>Objectives</b>	
1. To acquainted Students with providing knowledge and information in regard to formation of a company/firm/start-up, registration formalities and banking activities	
<b>CONTENTS</b>	
<b>Unit 1</b>	<b>Business Registration and Related Licensing:</b> It's Procedure, documentation and other issues involved with regard to starting a business or renewing existing documents.
<b>Unit 2</b>	<b>Formation of a Company:</b> Important stages in the formation of a Company - Promotion of a Company - Who is a Proprietor in a Company - Types of Proprietors - Registration of a Company - Procedure of Registration - Memorandum of Association - Articles of Association - List of Directors - Written Consent of the Directors - Notice of the Address of the Registered office - Statutory Declaration - Certificate of Incorporation - Certificate of Commencement of Business - Restrictions on the Commencement of Business'
<b>Unit 3</b>	<b>Types of Company:</b> Public Limited Company (PLC) - Private Company Limited by Shares (Ltd. Limited) -Company Limited by guarantee - Unlimited Company - Limited Liability Partnership (LLP) - Limited Partnership (LP) - Procedure in obtaining name approval for the proposed Company - How to comply with the legal formalities when the Company is not stationed in India - Register a Trade Mark with your State - Take Business License from appropriate authority - Start-up India Registration <b>How to register your start up with start-up India</b> <b>Steps:</b> Incorporate your business - Register with Start-up India - Documents to be uploaded (In PDF format only) - A letter of Recommendation/Support - Incorporation/Registration Certificate - Description of your business in brief – Funding - Answer whether you would like to avail tax benefits - Self-Certification - Getting Registration Number - <b>Other areas:</b> Patents, Trademarks and/or Designation Registration
<b>Unit 4</b>	<b>Banking-related knowledge</b> – Day-to-day operations of bank such as opening and closing of account, cash deposits, funds transfer, issuing of a cheque book, demand draft, applying for a facility and other related provisions
<b>Unit 5</b>	<b>Opening a Business Bank Account:</b> Why should you open a business bank account? - How to open a business bank account no. - Choose a bank - Prepare Documents - Open the account online or in person - Verify everything is set correctly - Why you need a business bank account? - To trigger your expenses to alleviate tax headaches - To start a relationship with bank - How to find the right bank? - Bank fees - Lending ability - Online features - Customers satisfaction -

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	Choose the best type of Business Account - Free Business Bank Account - Business Checking Accounts - Business Saving Accounts - Sole Proprietorship Business Bank Account Requirements - Partnership Business - Bank Account Requirements - Corporation Business Bank Account Requirement - Limited liability Company Business Bank Account Requirements - Business Bank Account Requirements for Start-up - Combining a Business bank Account with other services
<p><b>Suggested Readings</b></p> <ol style="list-style-type: none"><li>1) Basu, C. R. Business organization and management. New Delhi: Tata McGraw Hill.</li><li>2) Bhatia, R. C. Business organization and management. New Delhi: Ane Books.</li><li>3) Bhushan, Y. K... Fundamental of Business Organisation and Management. New Delhi: Sulata Chand &amp; Sons.</li><li>4) Gupta, C. B. Business organization and management. New Delhi: Sultan Chand &amp; Sons.</li><li>5) Relevant Case Studies</li><li>6) Clayton M. Christensen Michael E. Raynor," The Innovator's Solution", Harvard Business School Press Boston, USA, 2003</li><li>7) Clifford Gray and Erik Larson, Project Management, Tata McGraw Hill Edition, 2005.</li><li>8) John M. Nicholas, Project Management for Business and Technology - Principles and Practice, Second Edition, Pearson Education, 2006</li><li>9) Right Relationship: Building a Whole Earth Economy, Peter G. Brown and Geoffrey Garver, Berrett – Koehler Publishers, 2009</li><li>10) Rousing Creativity: Think New Now Floyd Hurr, ISBN 1560525479, Crisp Publications Inc. 1999.</li></ol> <p><b>E-Resource References:</b></p> <ol style="list-style-type: none"><li>1) Formation of a Company or Firm Start Up, Getting Place of Establishment and all the required registration. Opening of Bank Account</li></ol>	

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**Paper: Actual financial planning and budgeting. Tips for Sustainability and Growth**

**Code: BBAE – 602**

**Contacts Hours / Week: 4L**

**Credits: 4**

**Course Content:**

<b>Objectives</b>	
1. To help the Learners in understanding the significant of financial planning and budgeting and enabling sustainability and growth of business.	
<b>CONTENTS</b>	
<b>Unit 1</b>	<b>Financial Planning and Strategy</b> – Introduction – Strategic Decision Making and Planning – Strategic Financial Planning – Financial Planning – Constructing Financial Model – Planning for Sustainable growth
<b>Unit 2</b>	<b>Accounting for Planning and Control:</b> Introduction to Budgets and preparing the Master Budget – Budgets and the Organization – Potential Problems in implementing Budgets – Types of Budgets- Budgets as Financial Planning Models
<b>Unit 3</b>	<b>Flexible Budgets and Variance Analysis:</b> Using Budgets to Evaluate Actual Results – Isolating the causes of Variances – Flexible Budget Variances in details – Overhead Variances
<b>Unit 4</b>	<b>Ways to sustain Business growth:</b> Top talent - Operational Efficiencies - Prospecting the Right clients - Sound decision making - Great leadership - Don't be afraid to grow <b>Ways to Create Sustainable Business growth:</b> Make a new plan to serve customers better - Review your hiring policy to ensure workforce productivity - Understand your numbers better - Ensure you haven't made any mistakes
<b>Unit 5</b>	<b>Effective ways to build a sustainable business:</b> Building your business on belief - Standing still and embracing change - Focus on creating value proposition - Focus on excelling in an area - Focus on Constant reinvention - Defining a sustainable Growth Rate - How a sustainable growth rate is used in small business - Growth capability and grown strategy - Using sustainable growth model - How to calculate sustainable growth rate (Formula) - <b>Fundamentals of Sustainable Business Growth:</b> Authentic Purpose - A Powerful Brand - Partnership and collaboration - Customer Retention – Community - Repeatable Sales - Flexible Adaptive Leadership
<b>Unit 6</b>	<b>Smart and Data Driven Tips for Sustainable Business Growth:</b> Geo-Targeted Expansion - Market Segmentation - Business Partnership - New Organizational Capabilities - Customer Engagement.
<b>Unit 7</b>	<b>Business Tips for Sustainable growth:</b> Getting Financially Fit - Establishing Autonomous Operations - Adopting a Profit First Mentality - Developing Recurring Revenue Streams - Leaving a Unique Footprint - Measuring Satisfaction Metrics - Implementing an Advisory Board - Creating Ownership Freedom
<b>Unit 8</b>	<b>Best Strategies for Sustainable Business growth:</b> Working with solid principles - Creation of a solid and powerful brand - Finding reliable people - Hold on tight to your current customers - Build around your current Product - Be ready to truly lead

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**Suggested Readings**

- 1) Pandey, I.M. Financial Management, New Delhi: Vikas Publishing House
- 2) Kishore, R.M. Financial Management, New Delhi: Tata McGraw Hill
- 3) Arnold, Glen, Corporate Finance Management Pearson Education

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**Paper: Business Plan Presentation + Getting Investors, Partners, and other Stakeholders on board**  
**Code: BBAE – 603**  
**Contacts Hours / Week: 4L**  
**Credits: 4**

**Course Content:**

<b>Objectives</b>	
1. To give an overview of business idea planning and how to include prospective investors, partners and other stakeholders on board of management.	
<b>CONTENTS</b>	
<b>Unit 1</b>	How to write a Super Business Plan – The key to both Financing and Operating your Business - Selecting your Business – Let your talents lead you
<b>Unit 2</b>	<b>Steps to help turn your big idea into a successful business:</b> Evaluate yourself – Think of a business idea – Do Market Research – Get Feedback – Make it Official <b>Write your Business Plan:</b> Business Description – Market Strategies – Competitive analysis – Design and Development Plan – Operations and Management Plans – Finance Factors – Finance your business – Develop your product service – start building your team – find a location – Start getting some sale – Grow your business
<b>Unit 3</b>	<b>Introduction to Business:</b> Business Plan – Concepts, Need, Use, Business Planning Overview – Business Planning as a Change agent – Idea brainstorming session – Understanding your motivation for preparing a plan – Raising money, Clarifying the future of the business, Launching new venture, Searching Partners, Plotting against the Competition, Recruiting .  <b>Business Plan Preparation:</b> Sources of Product for Business – pre feasibility Study - Criteria for Selection of Product - Ownership - Capital - Budgeting Project Profile Preparation - Matching Entrepreneur with the Project - Feasibility Report Preparation and Evaluation Criteria.
<b>Unit 4</b>	What is a Stakeholder -- Classification of Stakeholders -- <b>Internal Stakeholders:</b> Employees -- Managers -- Owners. <b>External Stakeholders:</b> Society -- Government -- Creditors -- Shareholders -- Suppliers -- Customers. Major types of Stakeholders -- Project Manager -- Project Team – Financial Management -- Sponsors -- Customers. Primary and Secondary Stakeholders -- Direct and Indirect Stakeholders. Shareholders Vs. Stakeholders. Customers Stake: Product/Service Quality and Value. Employees Stake: Financial returns. Suppliers and Vendors Stake: Revenues and Safety Communities Stake: Health, Safety, Economic Development Government Stake: Taxes and GDP Rankin g/Prioritizing stakeholders.
<b>Unit 5</b>	Role of Stakeholder in your Business: Decision Making - Direct Management - Investors - Corporate Conscience - What Effects do stakeholders have on your Business? -- Shareholders -- Customers and community -- Employees -- Business Partners.
<b>Unit 6</b>	<b>The Process of Choosing a Business Partner:</b> Find a partner that can bring skills and experience to the Business.

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	<p>Find a Partner that shares your values, entrepreneurial spirit and vision.          Look for a Partner without a lot of Personal Baggage.          Find a Partner that can offer resources and credibility to your business          Choose a Partner that is financially stable.          Choose a Partner that practices good personal and business ethics.          Respect is a necessary element to forming a successful Partnership          Plan ahead just in case you “Break up” with your business Partner.</p>
<b>Unit 7</b>	<p><b>Qualities to look for in potential partners:</b> Supportiveness -- Gratifying -- Moral Boosting -- Integrity -- Passion – Commitment - <b>Proven best practices for business partners:</b>          Have a successful history together before funding a company -- Agree on vision -- Have the hard talks about money -- Decide who the real leader is -- Ensure you understand each other’ Commitment -- have compatible vital skills -- Have compatible styles -- Decide how to fill other positions -- Have a plan for happily ever after.</p> <p>The best ways to attract Business Investors for your start-up – where to get Financing for your Start-up – Angel Investors and Venture Capitalistic – How to attract Investors for a start-up</p>
<p><b>Suggested Readings</b></p> <ol style="list-style-type: none"> <li>1) Prasama Chandra, Projects – „Planning, Analysis, Selection, Implementation and Reviews“, Tata McGraw-Hill Publishing Company Limited 1996.</li> <li>2) P.C.Jain (ed.), „Handbook for New Entrepreneurs“, EDII, Oxford University Press, New Delhi, 1999.</li> <li>3) 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.</li> <li>4) HISRICH, ‘Entrepreneurship’, Tata McGraw Hill, New Delhi, 2001.</li> <li>5) P.Saravanavel, ‘Entrepreneurial Development’, Ess Pee kay Publishing House, Chennai – 1997.</li> <li>6) S.S.Khanka, ‘Entrepreneurial Development’, S.Chand and Company Limited, New Delhi, 2001.</li> </ol>	

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**Paper: Actual Working on Project. Hiring of People. Customer Acquisition, Vendor Development.**

**Code: BBAE – 604**

**Contacts Hours / Week: 4L**

**Credits: 4**

**Course Content:**

<b>Objectives</b>	
1. To make actual project report – understand the procedure of acquisition of human resources, customer procurement and vendor development	
<b>CONTENTS</b>	
<b>Unit 1</b>	<b>Building Project Schedule:</b> Create a new project schedule – Adding task – Organization – Add people and assign them to task – Share resources using resource pools and master projects – Set up cost for your project
<b>Unit 2</b>	<b>Manage Your Project:</b> Choose the right view of your schedule – Track the progress of your Schedule – Track percent complete for tasks – Restive resource allocation problems – Bring in the project end date – Report on Project Status – Manage Project Costs – View earned value analysis reports – Manage Risk – Work with multiple projects
<b>Unit 3</b>	<b>Relevance of HRM</b> – Challenges faced by HRM – Human Resource Planning – Human Resource information system – Hiring of People – Recruitment and Careers – Employee Selection <b>Hiring the Right People for the Organization:</b> Dedicating whom you need – Job Descriptions – Hiring Process – Recruitment – Interview & Selection – Employee Orientations – Motivation & Ply
<b>Unit 4</b>	<b>What is Customer Acquisition?</b> – The Customer Acquisition Process – Customer Acquisition Cost – Benefits of Customer Acquisition <b>Customer Acquisition Strategy</b> – Customer Acquisition Versus Customer Retention – The Best Customer Acquisition Techniques – Examples – The Importance of Refining your Customer Acquisition Strategy <b>Strategies that will increase Customer Acquisition and Retention:</b> Build intimacy with existing Customer – Take full advantage of Customer Analytics – Use Segmentation and Targeting to speak your customer language <b>Lessons to Improve Customer Acquisition Strategy:</b> Build Engagement -- Limit Spending -- Develop Partnerships -- <b>Customer Acquisition Strategies for Steady Growth:</b> Use marketing personalization -- offer a Great mobile experience -- Leverage the Power of Internet of Things (LOT) -- Engage the consumers with virtual readily and 360 -- Degree videos -- Develop a brand person by conveying positive Brand Storytelling.
<b>Unit 5</b>	<b>Meaning of Vendor Development – Process of Vendor Development:</b> Identify Critical Commodities for development – Identify Vendors for Critical Commodity Development – Formulation of Internal Team – Meeting with the top-management of Vendor – Identify Opportunities for development – Define Feasibility and viability – Joint Agreement of Project – Monitoring Progress of Project – Follow-up and modification <b>Vendor Development:</b> <b>Impact of Vendor Development in Supply Chain Management on Firm Performance:</b> Vendor Development Strategy -- Advantages of Vendor Development -- Impact on Accounting.

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	Successful vendor Management Strategies: Communicate regularly and frequently -- Balance Commitment and Competition -- Engage Vendors in Key Strategy sessions -- Build Partnership for the long term -- Understand your vendor's Business -- Win-Win is the goal -- Align on value - What is Vendor Development? -- Importance of sourcing in supply chain management -- Best practices in vendor development -- Collaboration between Customer and Supplier -- Supplier Development Process -- Supplier Development Project Charts -- Barriers to supplier development. Case Study: Supply Chain Management at Ashok Leyland limited, Chennai.
<b>Suggested Readings</b> <ol style="list-style-type: none"><li>1) Vinod.V. Sople, Logistic Management, Pearson Education, 2004</li><li>2) Donald J. Bowersox, David J Closs, Logistic Management TataMcGrow Hill</li><li>3) Noe A. Raymond, Hollemberk R. John &amp; Others "Human Resource Management" THM (India) Pvt. Ltd. New Delhi</li><li>4) Mondal Sabari &amp; Goswami, Amal "Human Resource Management" – Vrinda Publications (P) Ltd. New Delhi</li><li>5) Jyothi, P &amp; Venkata, D.N. "Human Resource Management" Oxford University Press – Delhi</li><li>6) Shermon, Ganesh " Competarary Based Human Resource Management" – THM (India) Pvt. Ltd. New Delhi</li><li>7) Pattanayak, Biswajit, "Human Resource Management" PHI Learning Pvt. Ltd. New Delhi</li></ol>	



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**Paper: Official Launch of the Business. Planning for the launch, Press Conference, Ad Promotion, Final launch**

**Code: BBAE – 605**

**Contacts Hours / Week: 4L**

**Credits: 4**

**Course Content:**

<b>Objectives</b>	
1. To enable the Students to know the requirements for official launching of business and planning for the Ad Media, Press Conference and other related activities for Final Launch of Business	
<b>CONTENTS</b>	
<b>Unit 1</b>	<b>Steps to a Successful Business Launch:</b> Go beyond the business plan -Test your idea -Know the market - Understand your future Customer - Establish Cash Resources - Choose the right business structure
<b>Unit 2</b>	<b>Step by step guideline about how to start business:</b> Refine your idea - Write a Business Plan - Assess your finance - Determine your legal business structure - Register with the Government - Purchase an insurance policy - Build your fear - Choose your Vendors - Brand yourself and advertise - Grow your business
<b>Unit3</b>	<b>Key strategies to successfully launch a new business:</b> Getting an early start on communication with both media outlets and relevant industry influences - Utilizing on brand popular bloggers, social media stars or high profile customer by sending out free samples - Start developing your own following across social media - Consider planning a business launch event of officially announce the launch of your new business with a bang - Develop Unique through on brand, marketing materials - Capitalize on your popularity - Ignore the elements of the launch that do not drive business.
<b>Unit 4</b>	<b>Launching Of Small Business:</b> Finance and Human Resource Mobilization Operations Planning - Market and Channel Selection - Growth Strategies - Product Launching <b>How to organize a successful Press Conference:</b> Crafting your Message - Choose your location - Who to invite - Following up after the Press Conference Meaning of Press Conference - Pros and Cons of a Press Conference - Press Conferences in Business - Planning a Press Conference - The topic - The date and time of the Press Conference - Select the location of Press Conference - Select the main players and train them - Identify the media representatives to be invited - Write and distribute the Press release - Develop a press kit - Execution of a Press Conference - What is a Press Conference? - Why should you hold a Press Conference? – How do you hold a Press Conference?
<b>Unit 5</b>	<b>Advertisement and Promotion of New Business:</b> Drop Business cards everywhere -- Go to trade shows -- Use Unique Packaging -- Don't Forget Branded Merchandise -- Offer Free Help.
<b>Unit 6</b>	<b>Inexpensive ways to Market New Business:</b> Post amazing content on your blog - Create a Google my Business account --Get free PR with HARO -- Build a free (or cheap) email list -- co-sponsor a contest -- Create an affiliate programs -- Guest post on popular niche sites -- Comment on blogs posts -- Host Webinars on your site -- Become a valued member of other People's Communities (OPCs) -- offer a free info-product on your site -- Take advantage of face book's and Google's free ad credits -- Create your own info graphics -- Create eye-catching business cards -- Host a local class -- offer amazing free info on social media.

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- 2) P.Saravanel, 'Entrepreneurial Development', Ess Pee kay Publishing House, Chennai – 1997.
- 3) S.S.Khanka, 'Entrepreneurial Development', S.Chand and Company Limited, New Delhi, 2001.