

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WEST BENGAL
(Formerly West Bengal University of Technology)
Syllabus of BBA Entrepreneurship
(Effective from 2023-24 Academic Sessions)

Graduate Attributes

By the end of the program the students will be able to:

- To develop students professionally to handle business issues.
- To develop students to be a better team player.
- To bridge the gap between theoretical and practical knowledge of the students by adopting innovative teaching pedagogy.
- To develop socially, ethically responsible business leaders.
- To sharpen soft and hard skills among the students.
- To promote entrepreneurial skills among students.
- Upon completion of the BBA Entrepreneurship program, the individual must demonstrate maturity, professionalism and team working skills
- Upon completion of the BBA Entrepreneurship program, the individual will have specialized skills to deal with area specific issues of concern.
- Upon completion of the BBA Entrepreneurship program, the individual will be capable of analyzing, investigating and solving critical business issues.

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Semester-I

Course Name: Fundamentals of Entrepreneurship

Mode: Offline

Credits: 5(4L+1T)

Code: ENTC101

Aim of the Course:

1. Awareness on the contemporary issues and modern approaches of management
2. Ability to apply the knowledge of the concepts, functions and principles of management in analyzing and solving complex business problems.
3. To understand the essence of sustainability in business and the effect of associated business decisions in the environment and society at large.
4. To demonstrate leadership, innovative and critical thinking skills to identify and bridge the gaps from domestic to international business issues.
5. Awareness on social responsibility, business ethics and global practices of management as an entrepreneur or job creator.

Course Objectives:

On completion of this course, the students will be able to:

1. Have a good understanding of the subject of management, the important theories, its scope and impact in the environment and society.
2. Develop an understanding of the basic management functions and skills and the need for continuously upgrading the management skills.
3. Understand the theories of motivation and its applications and the basic principles of management control and coordination.
4. To think and critically analyse various business issues with probable business solutions in various global business issues.
5. To Inculcate the practice of Lifelong Learning of interpersonal communication and personality development skills.

Sl	Graduate attributes	Mapped modules
CO1	Have a good understanding on Entrepreneurship theories, myths and barriers and characteristics of a successful entrepreneur.	M1
CO2	Develop an understanding on the impact of environment in Small and Medium enterprise and the significance of Entrepreneurship Cell.	M2
CO3	Understand the theories of motivation, business ethics and significance of Entrepreneurship Development Programme (EDP).	M3
CO4	Exposure to the concepts of Working Capital Management, Inventory Management and Total Quality Management.	M4
CO5	Understand the various support of Financial Institution and different Government Rules, Acts and Regulations associated to Small and Medium Enterprise.	M5

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Learning Outcome/ Skills:

This course will help the students to develop an entrepreneurial mind-set and inspire as job creators. The students will get an overview of management aspect for running a business with the awareness on government acts, regulations and financial institutions.

The students will also learn about the key traits for a successful entrepreneur and develop and the ability to critically think on the challenges of entrepreneurship from domestic to international perspective and provide measure to bridge the gaps.

Module Number	Content	Total Hours	% of questions	Bloom Level (applicable)	Remarks, if any
THEORY					
M1	Introduction to Entrepreneurship	10	25	1,2	NA
M2	Entrepreneurial Environment	10	25	1,2,3	NA
M3	Entrepreneurial Motivation and Development	10	20	1,2	NA
M4	Entrepreneurship and Management	10	20	1,2,3	NA
M5	Entrepreneurial Support	10	10	1,2,3	NA
Total Theory		50	100		

Detailed Syllabus

<p>Module 1: Introduction to Entrepreneurship Meaning and Importance of Entrepreneurship, History of Entrepreneurship Development, Theories of Entrepreneurship, Characteristics/Traits of a successful Entrepreneur, Myths of Entrepreneurship, Types of Entrepreneur, Difference between Intrapreneurship and Entrepreneurship, Barriers of Entrepreneurship. Total Hours: 10</p>
<p>Module 2: Entrepreneurial Environment Factors influencing Entrepreneurship-Psychological, Political, Social, Technological, Economical, Environmental, Concept of Small and Medium Enterprise and Indian SME sector, Meaning and concept of Entrepreneurship Cell(E-Cell), Advantage and Significance of E-Cell. Total Hours: 10</p>
<p>Module 3: Entrepreneurial Motivation and Development Concept of Values and Core Values among Entrepreneurs, Concepts of Attitudes and Attitude of Entrepreneur, Concept, Features and Significance of Motivation, Achievement Motivation, Human</p>

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Motives, Motivation and Entrepreneurship, Need Hierarchy Theory of Motivation - David McClell and Need Theory of Motivation, Entrepreneurship and Business Ethics, Need , Objective and Phases of Entrepreneurship Development Programme(EDP),

Total Hours: 10

Module 4: Entrepreneurship and Management

Meaning, Characteristics, Scope and Functions of Management. Working Capital Management- Significance, Assessment and sources of Working Capital, Management of Working Capital, Inventory Management-Concept, Objectives and Models of Inventory Management, Total Quality Management(TQM)-Meaning and need for TQM in Small Business Enterprise, Process of TQM.

Total Hours: 10

Module 5: Entrepreneurial Support

Commercial Banks and other Financial Institutional Support like SIDBI, SIDC, SFC, EXIM Bank, NSIC, SIDOSSIB, SSICS, Tax Benefits to Small Scale Industries, MODVAT and Small Scale Industries, Information facilities centre in DGS & D , Khadi and Village Industries Commission (KVIC), Industries Development (Regulations) Act, 1951, Factories Act, 1948, Environment (Protection) Act, 1986 , Industrial Dispute Act 1947.

Total Hours:10

Text Books

1. Mark. J. Dollinger: Entrepreneurship, Strategies and Resources, Pearson Edition
2. P. C. Jain: Handbook for Entrepreneurs, Entrepreneurship Development of India, Oxford Publications.
3. Robert D. Hisrich, Michael P. Peters & Dean A. Shepherd: Entrepreneurship, Sixth edition, Tata McGraw Hill Publications.
4. S. S. Khanka: Entrepreneurship Development, S. Chand Publications
4. E. Balaguruswamy, Developing Thinking Skills, Khanna Book Publishing.

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Course Name: Principles of Management

Mode: Offline

Credits: 5(4L+1T)

Code: ENTC102

Aim of the Course:

1. To enable the students to know evolution of Management,
2. To study the principles and functions of management.
3. To learn the application of the principles in an organization.
4. To help the students to develop cognizance of the importance of management principles.
5. To aware the student's contemporary issues and modern approaches of management.

Course Objectives:

On completion of this course, the students will be able to:

1. Have a good understanding of the subject of management, the important theories, its scope and impact.
2. Develop an understanding of the basic processes of planning, organising and directing
3. Understand the theories of motivation and its applications and the basic principles of management control and coordination
4. Exposure to the concepts of staffing including Job analysis, recruitment, selection. Brief idea about recent concepts such as Knowledge management, change management, technology management etc.
5. Discuss Contemporary Issues such as Social Responsibility & Ethics, Globalization, Culture etc. and their impact on management.

Sl	Graduate attributes	Mapped modules
CO1	Have a good understanding of the subject of management, the important theories, its scope and impact.	M1
CO2	Develop an understanding of the basic processes of planning, organizing and directing	M2
CO3	Understand the theories of motivation and its applications and the basic principles of management control and coordination	M3
CO4	Exposure to the concepts of staffing including Job analysis, recruitment, selection. Brief idea about recent concepts such as Knowledge management, change management, technology management etc.	M3 M4
CO5	Discuss Contemporary Issues such as Social Responsibility & Ethics, Globalization, Culture etc. and their impact on management	M5

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Learning Outcome/ Skills:

This course covers the explanations about the fundamentals of management discipline in organizational context. It details the different functions of management such as planning, organizing, staffing, directing, and controlling. The course also emphasizes on identification of critical issues and framing of strategies and scenarios required to execute management functions.

Module Number	Content	Total Hours	% of questions	Bloom Level (applicable)	Remarks, if any
THEORY					
M1	Evolution & Growth of Management Thought	10	25	1,2	NA
M2	Planning, Organizing & Direction	15	30	1,2,3	NA
M3	Motivation, Control & Coordination	10	20	1,2	NA
M4	Staffing	10	20	1,2,3	NA
M5	Contemporary Issues	05	05	1,2,3	NA
Total Theory		50	100		

Detailed Syllabus

<p>Module 1: Evolution & Growth of Management Thought Concepts, Theory and Practice: The Evolution of Management Thought – Scientific Management School, Behavioural School, Quantitative School. Total Hours: 10</p>
<p>Module 2: Planning, Organizing & Direction Planning- Nature, Purpose, Types & Process of Planning; Concept of MBO, MBE & MBWA. Organizing- Line/ Staff Authority, Decentralization & Delegation, Effective Organizing , Direction- Supervision, Span of Supervision, Graicuna’s Theory of Span of Management Total Hours: 15</p>
<p>Module 3: Motivation, Control & Coordination Motivation- elements, importance, methods, theories, Controlling- Control Process, Importance, Critical Control Standards & Techniques, Maintenance Vs Crisis Management, Overall Control Process, Coordination- Definition, Characteristics, Objectives, Techniques. Total Hours: 10</p>

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Module 4: Staffing

Job analysis, recruitment, selection, post selection steps, job changes: transfers/promotions, performance appraisal, training, management development, job rotation, rewards and recognition

Total Hours: 10

Module 5 : Contemporary Issues

Social Responsibility & Ethics, Globalization & Management, Inventing & Reinventing Organizations, Culture & Multiculturalism

Total Hours: 05

Text Books

1. Premvir Kapoor, Principles of Management, Khanna Book Publishing.
2. Koontz, Essentials of Management, Tata McGraw Hill
3. L. M. Prasad: Principles of Management, Sultan Chand & Sons, 2016
4. Robbins, S. (2017). Management, (13th ed.), Pearson Education, New Delhi
