



## **Bachelor of Business Administration – Entrepreneurship and Family Business Management (BBA-E&FBM)**

### **SYLLABUS**

#### Program of study and Scheme of Examination

Bachelor of Business Administration – Entrepreneurship and Family Business  
Management (BBA-E&FBM)  
BBA-E&FBM Part-I (Session- 2023-24)  
Semester - I & II



Center for Entrepreneurship and Small Business Management  
Faculty of Management Studies  
**Maharshi Dayanand Saraswati University**  
Ajmer

## **Bachelor of Business Administration – Entrepreneurship and Small Business Management (BBA-E&FBM) Scheme of examination**

### **“Scheme of examination for end of semester examination applicable to all undergraduate courses (Pass Course)”**

The question paper of semester Examination for the Disciplinary Centric Core Course (DCCC), Discipline Specific elective (DSE), Ability Enhancement Course (AEC), Value Added Course (VAC) and Skill Enhancement Course (SEC) will be of 70 marks and it will be divided in two parts i.e. Part - A and Part-B. Part-A will consist of 10 compulsory questions. There will be at least three questions from each unit and answer to each question shall be limited up to 50 words. Each question will carry two marks. Total 20 Marks.

Part-B will consist of 10 questions. Atleast three question from each unit be set and student will have to answer five question, selecting atleast one question from each unit. The answer to each question shall be limited to 400 words. Each question carries 10 Marks. Total 50 Marks.

Internal Assessment- Continuous Evaluation: The continuous assessment will be of 30 marks for each paper and will be based on the following criteria by the concerned teacher of the subject as per requirement of the subject.

S. No.	Item
1	Tests/Term Papers/Quizzes
2	Assignments (May include Case Demos/Presentations/Write ups/ Viva voce, reflections etc.)
3	Attendance (It helps in developing discipline amongst students)

The student has to pass the external theory paper and internal assessment- continuous evaluation separately.

# **Bachelor of Business Administration – Entrepreneurship and Small Business Management (BBA-E&FBM)**

## **ORDINANCE FOR BBA-E&FBM PROGRAM**

### **1. Objective**

BBA (E&FBM) program of Center for Entrepreneurship and Small Business Management (Center for ESBM), Maharshi Dayanand Saraswati University, Ajmer shall be a three year program in six semester designed to create entrepreneurs, nurture family business successors and junior & middle level managers for the corporate world. BBA-E&FBM graduates shall also be eligible for graduating into higher degree of learning. BBA-E&FBM program emphasizes on conceptual understanding, enhancing creativity and critical thinking to encourage logical decision making and innovation.

### **2. Program**

BBA-E&FBM program is designed as a six semester program spread over a three year period.

### **3. BBA-E&FBM Program Outcome**

The BBA-E&FBM Program will enable the student(s) to:

- Understand the businesses with environmental, legal, social and governance perspective.
- Get the knowledge and requisite skills in different functional areas of management like human resource, finance, operations and marketing to give a holistic understanding of a business system.
- Equip the students with knowledge related to qualitative and quantitative techniques for critical thinking and problem solving.
- Inculcate global view of the industrial and organizational establishments and their functions for taking viable decisions as entrepreneurs and managers in local, national and international business setting.
- Provide practical industrial exposure to the students to gain managerial competencies and business acumen while attaining a holistic understanding of a business/ industry.

### **4. Eligibility**

- a. Candidate seeking admission to BBA-E&FBM program shall have Senior Secondary School Leaving Certificate or Higher Secondary (12th Grade) Certificate obtained after successful completion of Grade 12 or equivalent stage of education corresponding to Level-4 with minimum 50% of OGPA/CGPA on any Grade Point Scale and in any stream. It will be 5% lower for SC and ST category and Persons with Different Abilities.
- b. There shall be upto 10 super ordinate seats for business families' candidates. There shall be a 5% point relaxation in minimum admission eligibility for business families' candidates (45% for General candidates and 40% for SC/ST/OBC candidates).
- c. **Admission Process:** Admission to BBA-E&FBM program shall be determined on the basis of Merit as per the prospectus.
- d. Permissible number of Seats for one Section: 50+10

- 5. Academic Year:** Two consecutive (one odd + one even) semesters constitute one academic year.
- 6. Assessment:** The process of determining a student's achievement of expected learning outcomes involving the use of a range of methods and practices.

**7. Scheme of Examination**

**“Scheme of examination for end of semester examination applicable to all undergraduate courses (Pass Course)”**

- 8.** The question paper of semester Examination for the Disciplinary Centric Core Course (DCCC), Discipline Specific elective (DSE), Ability Enhancement Course (AEC), Value Added Course (VAC) and Skill Enhancement Course (SEC) will be of 70 marks and it will be divided in two parts i.e. Part - A and Part-B. Part-A will consist of 10 compulsory questions. There will be at least three questions from each unit and answer to each question shall be limited up to 50 words. Each question will carry two marks. Total 20 Marks.  
Part-B will consist of 10 questions. Atleast three question from each unit be set and student will have to answer five question, selecting atleast one question from each unit. The answer to each question shall be limited to 400 words. Each question carries 10 Marks. Total 50 Marks.
- 9.** Internal Assessment- Continuous Evaluation: The continuous assessment will be of 30 marks for each paper and will be based on the following criteria by the concerned teacher of the subject as per requirement of the subject.

S. No.	Item
1	Tests/Term Papers/Quizzes
2	Assignments (May include Case Demos/Presentations/Write ups/ Viva voce, reflections etc.)
3	Attendance (It helps in developing discipline amongst students)

- 10.** The student has to pass the external theory paper and internal assessment- continuous evaluation separately.

**AIMS AND OBJECTIVES OF B.B.A. (E&FBM):**

- To provide knowledge regarding the basic concepts, principles and functions of management.
- To develop business and entrepreneurial skills among the students.
- To provide knowledge and requisite skills in different areas of management like human resource, finance, operations and marketing to give a holistic understanding of a business system.
- To equip the students with knowledge related to qualitative and quantitative techniques for critical thinking and problem solving.
- To provide practical small business/ family business/ industrial exposure to the students to gain managerial competencies and business acumen while attaining a holistic understanding of a business/ industry.
- To inculcate global view of the industrial and organizational establishments and their functions for taking viable decisions in international business setting.

Scheme of Course for BBBA-E&FBM Semester I							
Category	Type of Course	Course Code	Title of the Course	Credits	Internal	External	Total
CC	DCC	BBA5101T DCC	Principles of Business Management	6	30	70	100
CC	DCC	BBA5102T DCC	Basics of I Accounting	6	30	70	100
CC	DCC	BBA5103T DCC	Organizational Behaviour	6	30	70	100
EC	AEC	BBA5104T AEC	English/ Hindi/ Rajasthani (Any One)	2	30	70	100
				20	120	280	400
Scheme of Course for BBBA-E&FBM Semester II							
Category	Type of Course	Course Code	Title of the Course	Credits	Internal	External	Total
CC	DCC	BBA5201T DCC	Business Regulatory Framework for MSME's	6	30	70	100
CC	DCC	BBA5202T DCC	Micro Economics	6	30	70	100
CC	DCC	BBA5203T DCC	Basics of Statistics	6	30	70	100
EC	AEC	BBA5204T AEC	English Communication Skill/ Hindi Communication Skill/ Rajasthani Communication Skill (Any One)	2	30	70	100
				20	120	280	400

## B. B. A. (E&FBM) 1<sup>st</sup> year (Semester-I)

<b>Course Nomenclature</b>		Principles of Business Management (6)	
<b>Course Code</b>	BBA5101TDCC		
<b>Course Credit</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>	
<b>6</b>	<b>6 Hours</b>	<b>90</b>	
<b>Teaching Pedagogy</b>	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,		
<b>Course Outcomes</b>	<p><b>Course Outcomes:</b> On successful completion of the course, the Students will be able to</p> <p>CO1: Understand concepts of business management, principles and function of management.</p> <p>CO2: Explain the process of planning and decision making.</p> <p>CO3: Create organization structures based on authority, task and responsibilities.</p> <p>CO4: Explain the principles of direction, importance of communication, barrier of communication, motivation theories and staffing styles.</p> <p>CO5: Understand the requirement of good control system and control techniques.</p>		
<b>Unit I</b>	Management: Concept & significance, Management: Process, skills & Roles, Management: Nature, Levels & areas. Objectives, MBO, MBE, Planning.		
<b>Unit II</b>	Decision Making, Organising: Nature, Principles & Theories. Organisation Structure & Departments, Authority: Delegation, Centralization, Decentralization & Span of Control. Co-ordination		
<b>Unit III</b>	Directing: Meaning, Principles of Directing, Importance & Techniques of Directing; Motivation: Meaning, Importance, Theories, Classification, Essentials of sound techniques of Motivation; Staffing: Meaning, Importance, Elements of Staffing Function, Controlling: Meaning, Objectives, Need, Process, Techniques, and Essentials of effective control system.		
<b>Learner support Material</b>			
<b>Text books</b>	<p><b>Reference Books:</b></p> <ol style="list-style-type: none"> <li>1. Management, Koontz “O” Donnell &amp; Wehrich, International Student Edition, 8<sup>th</sup> Edition, Tokyo,</li> <li>2. Principles &amp; Practice of Management : T.N. Chhabra</li> <li>3. Management-L.M. Prasad</li> <li>4. Principles of Business Management; Gupta, Sharma and Bhalla; Kalyani Publications; 1<sup>st</sup> edition</li> <li>5. Principles of Business Management, Stephen P. Robbins</li> <li>6. Business Organisation &amp; Management, Y. K. Bhushan, S. Chand &amp; Sons</li> <li>7. Principles of Management: Text and Cases, Dipak Kumar Bhattacharyya (2012), Pearson Publications, New Delhi</li> </ol>		
<b>Online resources</b>	To be informed by the Course Leader		

Course Nomenclature		Basics of Accounting (6)	
Course Code	BBA5102TDCC		
Course Credit	No. of Hours per Week	Total No. of Teaching Hours	
6	6 Hours	90	
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,		
Course Outcomes	<p><b>Course Outcomes:</b> On successful completion of the course, the Students will be able to</p> <p>CO1: Understand the framework of accounting as well accounting standards.            CO2: The Ability to pass journal entries and prepare ledger accounts            CO3: The Ability to prepare various subsidiary books            CO4: The Ability to prepare trial balance and final accounts of proprietary concern.            CO5: Construct final accounts</p>		
Unit I	Meaning and Scope of Accounting; Need, development, and definition of accounting, Book-keeping and accounting, Objectives of accounting, Accounting Transactions, Journal ; ledger; Trial balance; Capital and Revenue		
Unit II	Accounting concepts & Convention, Final accounts; Trading account; profits and loss account; Balance sheet; Adjustment entries, Detection & correction of errors		
Unit III	Depreciation, Provision and Reserve, Depreciation Accounting, Provisions, and Reserves, Sectional and Self balancing, Accounts of Non-Trading Institutions, Indian - Accounting Standard (Ind-AS), IFRS and GAAP		
Learner support Material			
Text books	<p><b>Reference Books:</b></p> <ol style="list-style-type: none"> <li>1. Maheshwari S.N &amp; Maheshwari S K, A text book of Accounting for Management</li> <li>2. T. S. Grewal &amp; S. C. Gupta, Introduction to Accountancy, 8<sup>th</sup> Edition, S. Chand</li> <li>3. Book Keeping and Basic Accounting , R S Singhal</li> </ol>		
Online resources	To be informed by the Course Leader		

Course Nomenclature		Organization Behaviour (6)	
Course Code	BBA5103TDCC		
Course Credit	No. of Hours per Week	Total No. of Teaching Hours	
6	6 Hours	90	
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,		
Course Outcomes	<p><b>Course Outcomes:</b> On successful completion of the course, the Students will be able to</p> <p>CO1: Understand how an individual behaves individually and the way he/she behaves in an organization.            CO2: Understand various kinds of personalities, perception, values, attitude etc. and their role in interpersonal skill.            CO3: Understand organization structures and functioning of group forming, group decision-making, team building etc.            CO4: Explain the principles of transactional analysis, conflict management,</p>		



	Negotiation etc. CO5: Understand and appreciate the dynamics of organizational culture, change, power and politics.
<b>Unit I</b>	Definition of OB,, Key elements , Nature, Scope, Need for studying OB, Foundation of individual behaviour: Introduction, Individual & individual differences, Human Behaviour, & its causation, `Understanding and Managing Individual behaviour - Personality, Perceptions, values, Attitudes, Motivation & Job satisfaction, Job Design , Morale
<b>Unit II</b>	Learning, Emotions & moods, Foundation of Group behaviour, Team building, Communication and group decision making, Leadership
<b>Unit III</b>	Transactional Analysis, Organizational Conflict, Conflict Management, Negotiation, Organisation Design, Organisational culture and change, Power & Politics .
Learner support Material	
Text books	<b>Reference Books:</b> 1. Organization Behaviour 7 <sup>th</sup> Edition by F.Luthans, TMH 2. Organizational Behaviour by Stephen P.Robbins 3. Organizational Behaviour – Dr. S. S. Khanka , S.Chand&Compnay 4. Organizational Behaviour by J.S.Chandan, Vikas Publication 5. Organizational Behaviour by L.M. Prasad 6. Archana Tyagi (2011), OrganisationalBehaviour, New Delhi: Excel Books. 7. Gangadhara Rao, V.S.P. Rao &Narayana (2001), OrganisationalBehaviour, New Delhi: Konark Publishers. (latest edition)
Online resources	To be informed by the Course Leader

<b>Course Nomenclature</b>	BBA5104T AEC- English/ Hindi/ Rajasthani
	Ability Enhancement Course (AEC)
<b>Course Credit</b>	2
	The Student has to opt any one paper out of three and the content of syllabus can be seen separately.

**B. B. A. (E&FBM)**  
**1<sup>st</sup> year (Semester-II)**

<b>Course Nomenclature</b>	Business Regulatory Framework For MSME's (6)	
<b>Course Code</b>	BBA5201TDCC	
<b>Course Credit</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>6</b>	<b>6 Hours</b>	<b>90</b>
<b>Teaching Pedagogy</b>	<b>Classrooms lecture, tutorials, Group discussion, Seminar, &amp; field work etc.,</b>	
<b>Course Outcomes</b>	<p><b>Course Outcomes:</b> On successful completion of the course, the Students will be able to</p> <p>CO1: Examine basic aspects of contracts vis-a-vis agreements and subsequently enter into valid business propositions.</p> <p>CO2: Understand the basics of Indian Contract Act, Sale of Goods Act, negotiable instrument Act.</p> <p>CO3: Know the main provisions of Consumer Protection Act, Negotiable Instrument Act and FEMA</p> <p>CO4: Know the various MSME Schemes</p>	
<b>Unit I</b>	Basics of Indian Contract Act, 1872, Sale Of Goods Act, 1930 Definition: Sale & Agreement to Sell, Types of Goods, Conditions & Warranties, Sale by Non-owners, Unpaid Seller, CIF, FOB and Ex-Ship Contracts, Negotiable Instrument Act 1881-Forms & utility	
<b>Unit II</b>	Consumer Protection Act, 1986: Definition of Consumer & Rights of Consumers, Restrictive & unfair Trade Practices, Grievance redressal machinery – District, State & National, FEMA 2000 : Definition & main provision	
<b>Unit III</b>	SME Division Schemes, Development Commissioner (DC-MSME) Schemes, NSIC Schemes, ARI Division Schemes, Schemes of various Ministry like, Skill Development & Entrepreneurship, Labour & Employment, Heavy Industries & Public Enterprise, New and Renewable Energy, Minority Affairs, Environment, Forest & Climate, HRD, Health & Family Welfare, Agriculture, Commerce & Industry etc.	
<b>Learner support Material</b>		
<b>Text books</b>	<p><b>Reference Books:</b></p> <ol style="list-style-type: none"> <li>1. Business Law by Sachdeva</li> <li>2. Business Law by CA G.Sarkar.</li> <li>3. Business Law by CA S.K. Kataria</li> <li>4. Mercantile Law – M. C. Kuchhal</li> <li>5. Business Law by Kapoor N D, S.Chand &amp; Sons</li> <li>6. Business Law by Bose D.C., Eastern Economy Edition</li> <li>7. Business Law by Naulakha</li> </ol>	
<b>Online resources</b>	To be informed by the Course Leader Website of Ministry of MSME <a href="https://msme.gov.in">https://msme.gov.in</a>	

Course Nomenclature		Micro Economics (6)	
Course Code	BBA5202TDCC		
Course Credit	No. of Hours per Week	Total No. of Teaching Hours	
6	6 Hours	90	
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,		
Course Outcomes	<p><b>Course Outcomes:</b> On successful completion of the course, the Students will be able to</p> <p>CO1: Apply the concept and theories of demand and consumer behavior.</p> <p>CO2: Understand demand and supply concept, law of demand and supply, elasticity.</p> <p>CO3: Strengthen the foundations of the analytical approach to Managerial decision-making</p> <p>CO4: Apply concepts of factor pricing and production function in business practices.</p> <p>CO5: Understanding market structures and Understanding the various forms of competition.</p>		
Unit I	Meaning, Scope and Methods of Micro-Economics, Basic problems of an economy, Business firm & its activities- Scarcity & choice, Marginal Analysis. Consumer Surplus Demand and Supply, Individual Demand & Market Demand, Demand Elasticity, Determinants of Demand, Law of Demand, Exception of Law of Demand, Law of Supply, Supply Elasticity		
Unit II	Production as Value added activity, Scale economies & diseconomies, Production function Analysis, Factors of production, laws of production, Stages of production, Concepts of cost and revenue		
Unit III	Market: Definition, classification & Structure, Pricing Decision: Pricing and output decision under Oligopoly and Monopoly, Control of Monopoly, Comparison between Monopoly & Perfect Competition, Effects of Monopoly, Reasons of Emergence of Monopoly, Discriminating Monopoly, Types of Price Discrimination, Independent Pricing & Price rigidity, Price & Output determination under Perfect & Imperfect Market, Pure & Perfect Competition.		
Learner support Material			
Text books	<p><b>Reference Books:</b></p> <ol style="list-style-type: none"> <li>1. Micro Economics by H. L. Ahuja, Himalaya Publication</li> <li>2. Principle of Economics – M.L. Seth</li> <li>3. Business Economics – S.K. Singh</li> <li>4. Micro Economics Theory – J.V. Vaishampayan</li> </ol>		
Online resources	To be informed by the Course Leader		

Course Nomenclature		Basics of Statistics (6)	
Course Code	BBA5203TDCC		
Course Credit	No. of Hours per Week	Total No. of Teaching Hours	
6	6 Hours	90	
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,		
Course	<b>Course Outcomes:</b> On successful completion of the course, the Students will be able		

<b>Outcomes</b>	to CO1: Know different sources of data CO2: Ability to summarize and present data to a diverse audience CO3: Understand and use sampling and inferential statistics CO4: Ability to use regression and other statistical model building CO5: Understand the basics of Statistics.
<b>Unit I</b>	Introduction to Statistics: Definition, Characteristics, Functions of statistics, scope and importance of statistics limitations and distrust of statistics types of statistical methods, Statistical Survey Data Collection and Analysis, Types of data, primary and secondary, Methods of data collection, classification of data, tabulation & presentation of data, Frequency & construction of Frequency distribution, characteristics of a graph, Types of graph and their merits and demerits, Bivariate & Multivariate diagram, Histogram, Frequency Polygon & Frequency Curve, Ogive
<b>Unit II</b>	Measures of Central Tendency: Meaning and definition, Types of average, Median, Mode, Arithmetic mean, Comparative Study of different Averages. Measures of Dispersion
<b>Unit III</b>	Measures of Correlation and Regression: Meaning and definition of Correlation, Uses of Correlation, Types of correlation, problems of correlation. Meanings, definitions of regression difference between correlation and regression, Time Series Analysis, Interpolation and extrapolation
Learner support Material	
Text books	<b>Reference Books:</b> 1. Statistical Methods – S. P. Gupta & M. P. Gupta 2. Statistic for Management – Jit, Chandan Das 3. Elhance D.H. Statistics Kitab Mahal 4. Statistics for Management by Levin & Rubin, Prentice Hall of India Ltd, New Delhi
Online resources	To be informed by the Course Leader

<b>Course Nomenclature</b>	BBA5204TAEC–English Communication Skill/ Hindi Communication Skill/ Rajasthani Communication Skill
	Ability Enhancement Course
<b>Course Credit</b>	2
	The Student has to opt any one paper out of three and the content of syllabus can be seen separately.