



BHARATHIDASAN UNIVERSITY, TIRUCHIRAPALLI – 620 024

Bachelor of Business Administration (B.B.A.) Syllabus Under CBCS

Updated on 1-3-2017

(Applicable to the candidates admitted from the academic year 2016-2017 onwards)

SEM	PART	COURSE TITLE	HRS / WE EK	CRE DITS	EXA M HRS	MARKS		TOTAL
						IN T	EX T	
I	I	Language Course – I (LC) – Tamil*/Other Language +#	6	3	3	25	75	100
	II	English Language Course –I (ELC)	6	3	3	25	75	100
	III	Core Course I (CC) Management Concepts	6	5	3	25	75	100
		Core Course II (CC) Financial Accounting	6	4	3	25	75	100
		Allied Course I Managerial Economics	4	3	3	25	75	100
	IV	Value Education	2	2	3	25	75	100
	Total			30	20			
II	I	Language Course –II (LC) – Tamil*/Other Language +#	6	3	3	25	75	100
	II	English Language Course –II (ELC)	6	3	3	25	75	100
	III	Core Course III (CC) Marketing Management	6	5	3	25	75	100
		Core Course IV Mathematics & Statistics for Managers	6	4	3	25	75	100
		Allied Course II Business Environment	4	3	3	25	75	100
	IV	Environmental Studies	2	2	3	25	75	100
	Total			30	20			

III	I	Language Course –III (LC) – Tamil*/Other Language +#	6	3	3	25	75	100
	II	English Language Course –III (ELC)	6	3	3	25	75	100
	III	Core Course V Managerial Communication	6	5	3	25	75	100
		Core Course VI Computer Applications in Business (Theory + Practical)	6	4	3 T P	15 + 10	45 + 30	100
		Allied Course III Business Law	4	3	3	25	75	100
	IV	Non-Major Elective – I for those who studied Tamil under Part I a) Basic Tamil for other language students b) Special Tamil for those who studied Tamil upto 10 th +2 but opt for other languages in degree programme A) Management Principles (or) B) Stock Exchange Practices	2	2	3	25	75	100
Total			30	20				600
IV	I	Language Course –IV (LC) – Tamil*/Other Language +#	6	3	3	25	75	100
	II	English Language Course –IV (ELC)	6	3	3	25	75	100
	III	Core Course VII Organizational Behaviour	5	5	3	25	75	100
		Core Course VIII Operations Research	5	5	3	25	75	100
		Allied Course IV Production Management	4	3	3	25	75	100
	IV	Non-Major Elective – II for those who studied Tamil under Part I a) Basic Tamil for other language students b) Special Tamil for those who studied Tamil upto 10 th +2 but opt for other languages in degree programme A) Banking Practices (or) B) International Business	2	2	3	25	75	100
	IV	Skill Based Elective – I	2	2	3	25	75	100
	Total			30	23			

V	III	Core Course IX Cost Accounting	5	5	3	25	75	100
		Core Course X Financial Management	5	5	3	25	75	100
		Core Course XI Company Law and Secretarial Practice	5	5	3	25	75	100
		Core Course XII Research Methods in Management	5	5	3	25	75	100
		Major Based Elective – I Services Marketing	4	4	3	25	75	100
	IV	Skill Based Elective – II	2	2	3	25	75	100
	IV	Skill Based Elective – III	2	2	3	25	75	100
	IV	Soft Skills Development	2	2	3	25	75	100
	Total		30	30				800
VI	III	Core Course XIII Human Resource Management	6	5	3	25	75	100
		Core Course XIV Management Accounting	6	5	3	25	75	100
		Core Course XV Entrepreneurial Development	6	5	3	25	75	100
		Major Based Elective – II Management Concepts in Thirukkural	5	5	3	25	75	100
		Major Based Elective – III Global Business Management	6	5	3	25	75	100
	V	Extension Activities** Gender Studies	- 1	1 1	- 3	- 25	- 75	- 100
	Total		30	27				600
Grand Total		180	140		750	3150	3900	

CORE COURSE – XV ENTREPRENEURIAL DEVELOPMENT

OBJECTIVES:

To help students

- understand the concepts of entrepreneurship development
- acquire requisite knowledge and skills for becoming successful entrepreneurs and
- formulate and develop business projects.

UNIT - I

Entrepreneurship – Evolution of entrepreneurship - Traits of an Entrepreneur – Functions - Types of Entrepreneurs – Role of Entrepreneurship in Economic Development – Distinction between Entrepreneur, Intrapreneur and Entrepreneurship.

UNIT - II

Entrepreneurial Environment – Factors affecting Entrepreneurial Growth – Entrepreneurial Motivation – Need for Achievement Motivation – Barriers to Entrepreneurship Development.

UNIT - III

Entrepreneurship Development Programme (EDP) – Need for EDP – Objectives, Phases of EDP – Course Content and Curriculum of EDP – **Problems of women entrepreneurs** – EDP Institutions in India, their functions and financial support for entrepreneurs – DIC, TIIC, SISI, SIPCOT and SIDBI.

UNIT - IV

Project Management – Concept of Project and Classification – Sources of a Business Idea -Project Identification – Project Formulation – Project Appraisal Methods - Preparation of Project Reports.

UNIT - V

Incentives and Subsidies – Incentives to Small Scale Industries – Problems of Small Scale Industries – Merits and Demerits of Family Business - Benefits to Industrial Units located in Backward Areas – Industrial Estates.

TEXT BOOK RECOMMENDED:

C.B. Gupta & Srinivasan, Entrepreneurial Development, Sultan Chand & Sons

BOOKS FOR REFERENCE:

1. Vasant Desai, Dynamics of Entrepreneurial Development.
2. P.Saravanavel, Entrepreneurship Development Principles, Policies and Programmes.
3. Gordan & Natarajan, Entrepreneurship Development.
4. Raj Sankar, Essentials of Entrepreneurship.