

**Proposed Syllabus of FYUGP (BBA) under NEP2020, KOLHAN UNIVERSITY, CHAIBASA**

<b>Specializations for BBA</b>	<ul style="list-style-type: none"> <li>• Marketing</li> <li>• HR</li> <li>• Finance</li> <li>• Retail</li> </ul>	<b>Proposed Specialization Scheme (s) for BBA:</b>	<ul style="list-style-type: none"> <li>• Single / Core</li> <li>• Dual</li> </ul>
			<b>Prepared and Proposed by:</b>

**Syllabus for First two semesters (First year)**

Sem	Code	Course name	Cr.
<b>I</b>	CC-1		6
	CC-2		2
	CC-3		2
	IRC-1		3
	IVS-1A	Entrepreneurship Development	3
	MJ-1	<b>Management Principles and Applications</b>	6
<b>II</b>	CC-4		6
	CC-5		2
	CC-6		2
	IRC-2		3
	IVS-1B	Design Thinking and Creativity for Innovation	3
	MJ-2	<b>Marketing Management</b>	6

<b>Code – IVS-1A</b>	<b>Subject – ENTREPRENEURSHIP DEVELOPMENT</b>			
<b>Sem – I</b>	L – 43	T – 2	P –	C – 3

**Objective:**

It provides exposure to the students to the entrepreneurial cultural and industrial growth so as to prepare them to set up and manage their own small units.

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**Course Contents**

**Unit 1**

Introduction: The entrepreneur: definition, emergence of entrepreneurial class; Definition and concern of Entrepreneurship, theories of entrepreneurship; role of social economic environment; classification, Characteristics and importance of entrepreneur; leadership; risk taking ; decision making and business planning.

**Unit 2**

Promotion of a venture: Opportunities analysis; external environmental analysis economic, social and technological; competitive factors; legal requirements of establishment of a new unit and raising of funds; Venture capital sources and documentation required.

**Unit 3**

Entrepreneurial Behaviour: Innovation and entrepreneur; entrepreneurial behaviour and Psycho-theories, social responsibility.

**Entrepreneurial Development Programmes (EDP):** EDP, their role, relevance and achievements; role of government in organizing EDP's critical evaluation.

**Unit 4**

Role of entrepreneur: Role of an entrepreneur in economics growth as an innovator, generation of employment opportunities.

**Unit 5**

Entrepreneurship & Innovation: Overview of project identification, search of a business idea, Identification of project, Business Opportunities.

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**Text Book:**

1. Vasant, DCSAI; Entrepreneurship, Himalaya Publishing House, 2003.
2. Taneja &S.L. Gupta.; Entrepreneurship Development, 2003.
3. Pandey , I.M.; venture capital- The Indian Experience, Prentice Hall of India, 2003.
4. Tandon B.C,"Environment and Entrepreneur ",Chug publication, Allahabad.

5. Srivastava S.B.; A practical guide to industrial entrepreneurs, Sultan Chand & Sons, New Delhi.
6. Chandra, Prasana ; Project Preparation, Appraisal, Implementation, TMH ,New Delhi.

<b>Code – MJ - 1</b>	<b>Subject – MANAGEMENT PRINCIPLES AND APPLICATIONS</b>			
<b>Sem – I</b>	L – 90	T – 0	P – 0	C – 6

**Objective:** The objective of the course is to provide the student with an understanding of basic management concepts, principles and practices.

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**Course contents:**

**Unit 1 – Introduction to management**

Definition, Aspects of management, Nature (management as an art, science or profession) and objective, Management and Administration, Levels of management, Managerial skills levels, Basic functions of management, Role of managers

**Unit 2 – Evolution of management theory**

Scientific management F. W Taylor, Henry L gantt, Frank and lixian Gilbreth, Theory of henry fayol, Fayol's vs Taylor's comparison. Behavioral model of management (Howthorne studies), Modern theories of management (system management school, situational approach school)

**Unit 3 – Planning**

Definition, Nature, Importance, types of planning, steps in planning, Types of plans, planning process limitations, Planning premises and its process and types; Business forecasting; Vision Mission and Goals, MBO; concept types, process and techniques of decision making

**Unit 4– Organizing**

Concept, definition and importance, Process of organizing, Organization chart: importance and types, formal and informal organization, organizational structure (functional organization, product/Market organization and matrix structure), span of management, Authority: Types, delegation of authority, Difference between Authority and power.

**Unit 5 – Staffing**

Definition, factors affecting staffing-The external and Internal environment Identification of job requirements, Job design, Recruitment, Selection (process and limitations of selection process), Nature and importance of staffing

**Unit 6 – Motivating and leading**

Meaning, Nature and importance of motivation; types of motivation; Theories of motivation -Maslow, Herzberg, X, Y and Z; Leadership- meaning and importance, Traits of a leader, Leadership styles, Management and Leadership

**Unit 7 – Controlling**

Nature and scope of control; Types of control; Control process; control techniques - traditional and modern; Effective control system, Resistance to control, Management by exception

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**Text Books:**

1. Koontz, H. and Weihrich, H. Essentials Of Management (Tata McGraw Hill: New Delhi)
2. Bose, D. Chandra, Principles of Management and Administration, (Prentice HallIndia: New Delhi)
3. Stoner, Freeman and Gilbert, Management (Prentice Hall of India: New Delhi)
4. Principles and Practices of Management, Haynes, W., New Central Book Agency. Calcutta.

<b>Code – IVS-1B</b>	<b>Subject – DESIGN THINKING AND CREATIVITY FOR INNOVATION</b>			
<b>Sem – II</b>	L-43	T-0	P-1	C-3

**Objectives:** To enable students,

- Complete a historical review of creativity and innovation
- Relate the role of thinking in the process of creativity
- Match and apply creative and critical thinking to problems.

**Course Content:**

**Unit 1: Understanding Design Thinking**

- Meaning, Concept, Need and Scope: Product, Service, Design, etc.
- Key Factors in Design Thinking: Desirability, Feasibility, and Viability
- Benefits of Design Thinking in Real Life, Business Organization

**Unit 2: Phases of Design Thinking**

- Empathize: Identifying Human Centric Problems
- Define: Organizing Thought and Framing Question
- Ideate: Researching, Brain Storming, Thinking Critically, Idea Generation, Sketch Modeling
- Prototype: Building Raw Prototypes for Trial
- Test: Refining Idea by Gathering Feedbacks and Experiments

**Unit 3: Creativity**

- Creativity, identification creative tools (S-C-A-M-P-E-R),
- Vertical thinking, and lateral thinking,
- Critical Thinking: Critical thinking, role of logic in critical thinking,
- Phases of decision making, Critical thinking and objectivity,
- Inductive/deductive reasoning,
- Applying structured knowledge to unstructured problems,
- Domain criteria, traditional and out-of-the-box thinking

**Unit 4: Innovation**

- Concept, Need and Scope
- Differences: Creativity, Invention and Innovation
- Strategy for Innovation, Effective Commercialization
- Innovation and Intellectual Property Rights
- Basic IPR for Patent, Trademark, Design and Copyright
- Difference between creativity and innovation

**Practical Work**

- Share Your Story: Identify Area of Innovation and Prepare a Project of Design Thinking in the Area of Your Choice and Present it through Sketch Modeling

**Text Book:**

- Innovation and Entrepreneurship by Peter F. Drucker, Harper publications
- Innovation and Entrepreneurship (Theory, Policy and Practice) by Elias G. Carayannis Elpida T. Samara Yannis L. Bakouros

<b>Code – MJ-2</b>	<b>Subject – MARKETING MANAGEMENT</b>			
<b>Sem – II</b>	L – 90	T – 0	P – 0	C – 6

**Objectives:** The objective of this paper is to identify the foundation terms and concepts that are commonly used in marketing. It also identifies the essential elements for effective marketing practice. This course will give complete relationship between marketing and other management functions.

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**Course Contents:**

**Unit 1 – Introduction to Marketing**

Definition of Market and Marketing, Core Concepts of Marketing, Marketing and Selling (concepts and differences), Relationship of marketing with other functional areas of Management.

**Unit 2 – The Marketing Environment**

Elements of Company's Micro and Macro environment, Market Segmentation: Concept, Needs, Variables/Bases for Segmenting Consumer Market, Attributes of Effective Segmentation, Concept of Target Market, Selection of Target Market, Marketing Mix.

**Unit 3 – Product Management and Pricing Decision:**

Definition of Product, Classification of Product and Levels of Product, Concept of Product Line, Product Line Decisions, Product Mix Definition, Definition of Brand and Brand Equity, Selection of Brand Name, Product Lifecycle: Concept, Stages and strategies in PLC, Concept of Price, Factors Influencing Pricing, Methods of Pricing (Cost based and Competition oriented), Price Adaptation.

**Unit 4 – Channel Management**

Concept and Importance of Distribution Channels, Functions of Marketing Channel, Types of Marketing Intermediaries, Channel Design Decision, Channel conflicts

**Unit 5 – Promotion Decisions**

Promotion mix, Advertising, Difference between advertising and promotion, personal selling, sales promotion, publicity and public relations; Determining factors of advertising budget; Copy designing and testing; Media selection; Advertising effectiveness; Sales promotion – tools and techniques.

**Unit 6 – Marketing Research:** Meaning and scope of marketing research; Marketing research process. Marketing Organization and Control: Organizing and controlling marketing operations.

**Unit 7 – Issues and Developments in Marketing:**

Social, ethical and legal aspects of marketing; Marketing of services; International marketing; Green marketing; Cyber marketing; Relationship marketing and other developments of marketing

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**Text Books:**

1. Kotler, P. and Armstrong G. Principles of Marketing (Pearson Prentice Hall: New Delhi)
2. Ramaswamy, V.S. and Namakumari, S. Marketing Management (Macmillan: New Delhi)
3. Saxena, R. Marketing Management (Tata McGraw Hill: New Delhi)
4. Stanton, W.J., Fundamentals of Marketing