



# Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

## B.COM. (ENTREPRENEURSHIP) PROGRAM (2018-21)

### SEMESTER-I

#### BBAI101 PRINCIPLES OF MANAGEMENT

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	CREDITS
		END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBAI101	Principles of Management	60	20	20	-	-	4	-	-	4

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

#### Course Objective

This subject is designed to provide a basic understanding to the students with reference to working of business organizations through the process of management. The first part of this course will give a brief understanding of the managerial functions of planning (including decision making) and organizing.

#### Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

#### Course Outcomes

1. Understand the major functions of management viz. Planning, Organizing, Staffing and Controlling
2. Describe the interrelationship among the various functions of Management
3. Develop a general management perspective
4. Use analytical skills for decision making.

#### **COURSE CONTENT**



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## Unit I: Nature and Evolution of Management

1. Meaning and Scope of Management, Management a Science or Art
2. Evolution of Management Thought
3. Early Classical Approaches – Scientific Management, Administrative Management,
4. Functions of Various Levels of Management, Managerial Skills
5. Role and Skills of Managers

## Unit II: Planning

1. Planning: Meaning, Need and Importance
2. Planning Process
3. Types of Planning
4. Objectives
5. MBO
6. Strategies, Policy, Procedure and Program

## Unit III: Organizing

1. Introduction - Meaning of organizing, principles of organizing.
2. Departmentation – Meaning, bases of departmentation
3. Delegation – Meaning, elements of delegation
4. Formal organizations- Line, Functional, Line and staff
5. Informal organizations- Meaning, benefits, problems
6. Span of control, Management of Delegation and Decentralization

## Unit IV: Staffing and Directing

1. Concept
2. Job Design
3. Directing
4. Leadership

## Unit V: Controlling and Reviewing

1. Concept of Controlling
2. Types of Controls
3. Design of Control Process
4. Reviewing

## Suggested Readings

1. Stoner and Freeman (1995). *Management*. Prentice Hall of India. Latest Edition.
2. Koontz and Heinz (2010). *Essentials of Management*. Tata McGraw-Hill Education India. Latest Edition.
3. Robbins and Coulter (2007). *Management*. Prentice Hall of India. Latest Edition.
5. Hillier Frederick S. and Hillier Mark S (2008). *Introduction to Management Science: A Modeling and Case Studies Approach with Spreadsheets*. McGraw Hill, India. Latest Edition.



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6. Wehrich Heinz and Koontz Harold(2011). *Management, A Global and Entrepreneurial* Perspective.McGraw-Hill Education, New Delhi, India.Latest Edition.  
7. TripathiP.C. and ReddyP.N.(2012).*Principles of Management*. Tata McGraw Hill Education, New Delhi, India.,Latest Edition.

### BBAI102 PRINCIPLES OF FINANCIAL ACCOUNTING

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	CREDITS
		END SEM University Exam	Two Term Exam	Assessment*	END SEM University Exam	Assessment*				
BBAI102	Principles of Financial Accounting	60	20	20	-	-	4		-	4

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

#### Course Objectives

- To implant basic accounting knowledge as applicable to business. Also to guide students about importance of financial Accounting.

#### Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 24 Marks and consist of three questions, out of which student will be required to attempt any two questions. Section B will comprise of five questions, out of which student will be required to attempt any three cases / problems worth 36 marks.

#### Course Outcomes

- Understand the major functions of Accounting.
- Describe Practical Implication of principals of Accounting.
- Develop a understanding of key features of Accounting
- Use analytical skills for calculating various problems related to day to day finance.



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## COURSE CONTENT

### Unit I: Introduction to Accounting

1. Basics of Accounting
2. Accounting Mechanics
3. Classification
4. Concepts and Conventions
5. Indian Accounting Standards

### Unit II: Journal and Ledger

1. Journal: Meaning and Advantages
2. Ledger meaning
3. Posting and Balancing

### Unit III: Trial Balance

1. Trial Balance
2. Objectives, defects, locating errors and preparations of TB

### Unit IV: Final Accounts

1. Trading Account
2. Profit and Loss Account
3. Forms of Balance Sheet
4. Assets and their Classification, Liabilities and their Classification
5. Uses and Limitations
6. Expenditure

### Unit V: Depreciation

1. Meaning, Determinant Factors
2. Methods (straight line and diminishing balance) and Significance

### Suggested Reading

1. CA (Dr.) P.C. Tulsian and Bharat Tulsian (2016). *Financial Accounting*. S Chand Publications.
2. Dr. S.M. Shukla (2019). *Financial Accounting*. Sahitya Bhawan Publications
3. V. Rajasekaran and R. Lalitha (2010). *Financial Accounting*. Pearson
4. M. Hanif and A. Mukherjee (2018). *Financial Accounting-I* Mc Graw Hill Publications
5. CMA M.N. Arora, K.V. Achalpathi and S. Brinda. *Financial Accounting*. Taxmann's
1. Deepak Sehgal. *Financial Accounting*. Vikas Publishing House, New Delhi.



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## BBAI103 PRINCIPLES OF COMMUNICATION

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	CREDITS
		END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBAI103	Principles of Communication	60	20	20	-	-	4		-	4

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

### Course Objectives

1. The objective of this course is to develop communication skills, discover what business communication is all about.
2. To learn how to adapt communication experiences in life and college to the business world.

### Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

### Course Outcomes

- To have proficiency in written and verbal communication.
- To understand the dynamics of communication and correspondence.
- To have the ability to recognize and appreciate quality written pieces.

## COURSE CONTENT

### Unit I: Introduction

1. Defining Communication
2. Process of communication



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3. Principles of effective communication
4. Importance of business communication and importance of feedback

### Unit II: Factors Affecting Communication

1. Perception and reality
2. Physical, Mechanical and Psychological barriers to communication
3. Effective listening – Types and Essentials of effective listening

### Unit III: Channels

1. Types and Forms of communication
2. Verbal, Non-verbal
3. Formal, Informal
4. Internal, External and communication networks

### Unit IV: Fundamentals of Business Writing

1. Adaptation and selection of words
2. Construction of clear sentences and paragraphs
3. Writing for Effect
4. Basic patterns of Business Letters

### Unit V: Employment Messages and Reports and Proposals

1. Writing Resumes: Controlling the format and style
2. Application letters: writing the opening paragraph
3. Writing reports and proposals.

### *Suggested Readings*

1. Chaturvedi P.D. (2004). *Business Communication Concepts Cases and Applications*. Pearson Education, India, Latest Edition.
2. Penrose (2003). *Business Communication for Managers*. Cengage Learning, India, Latest Edition.
3. Krizan (2008). *Effective Business Communication*. Cengage Learning, India, Latest Edition.
4. Courtland L. Bovee (1989). *Techniques of Writing Business Letters, Memos and Reports*. Jaico Publishing House, Latest Edition.
5. KaulAsha (2015). *Business Communication*. PHI Learning, Latest Edition.
6. Loudon, Kenneth C. and Loudon Jane P. (2013). *Management Information Systems*. Pearson Education Limited, Latest Edition.
7. Jawadekar W. S. (2009). *Management Information Systems: Text and Cases*. Tata McGraw Hill, Latest Edition.



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## BCOME101 DIGITAL MARKETING

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	CREDITS
		END SEM University Exam	Two Term Exam	Teachers Assessment	END SEM University Exam	Teachers Assessment				
BCOME101	Digital Marketing	60	20	20	-	-	4		-	4

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

### Course objectives

To understand the digital marketing platform and practice the various communication channels for generating brand equity.

### Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of five questions. Each question will carry 12 Marks and consist of four questions, out of which student will be required to attempt either question number (a) and (b) or question number (c) and (d). Each question i.e. (a), (b), (c) and (d) will be of 6 marks.

### Course Outcomes

1. Understand the terminologies and concepts of Digital Marketing demand.
2. Understand the relationships across different channels of Digital Marketing.

### **COURSE CONTENT**

#### **Unit I: Introduction to Digital Marketing**

1. What is marketing?
2. How we do Marketing?
3. What is Digital Marketing?
4. Benefits of Digital marketing / Digital marketing platforms and Strategies / Defining Marketing Goals / Latest Digital marketing trends

#### **Unit II: Search Engine Optimization**

- 1 Introduction to Search Engines



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- 2 Keyword Research and Competition / Onpage Optimization / Offpage Optimization.
- 3 SEO / SEM

### Unit III: Google AdWords

1. PPC Advertising (Google AdWords)
2. Display Advertising / Google Webmaster Tools /
3. Google Analytics

### Unit IV: Traffic Reports

1. Traffic source overview.
2. SEO Traffic.
3. AdWords Traffic
4. Social Traffic
5. Campaigns

### Unit V: Conversion Tracking

1. What is conversion / Conversion Process and Funnel
2. Types of Conversions / Conversion Reports
3. Funnel Visualization
4. Multi-Channel Funnels
5. Attribution Reporting

### *Suggested Readings*

1. Damian Ryan and Calvin Jones. *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation.*
2. Charlene Li and Josh Bernoff. *Groundswell: Winning in a World Transformed by Social Technologies*
3. Vanessa Fox. *Marketing in the Age of Google: Your Online Strategy IS Your Business Strategy*
4. Smith P R Chaffey Dave, *E-Marketing Excellence: The Heart of E-Business, Butterworth Heinemann, USA*
5. Strauss Judy, *E-Marketing*, Prentice Hall, India
6. Easley D. Kleinberg J., “*Networks, Crowds, and Markets – Reasoning about a Highly Connected World*”, Cambridge University Press.  
(<http://www.cs.cornell.edu/home/kleinber/networks-book/>)
7. Matthew A. Russell, “*Mining the Social Web: Analyzing Data from Facebook, Twitter, LinkedIn and other social media sites*”, O'Reilly Media
8. Gavin Bell (Author), “*Building Social Web Applications: Establishing Community at the Heart of Your Site*”, O'Reilly Media





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## BCOME102 BUSINESS ORGANIZATION AND ENTREPRENEURSHIP MANAGEMENT

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	CREDITS
		END SEM University Exam	Two Term Exam	Teachers Assessment	END SEM University Exam	Teachers Assessment				
BCOME102	Business Organization and Entrepreneurship Management	60	20	20	-	-	4	-	4	

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

### Course objectives

The course aims to provide basic knowledge to the students about the organization and management of a business enterprise.

### Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of five questions. Each question will carry 12 Marks and consist of four questions, out of which student will be required to attempt either question number (a) and (b) or question number (c) and (d). Each question i.e. (a), (b), (c) and (d) will be of 6 marks.

### Course Outcomes

1. Understand the theories and concepts of Management and Organization.
2. Understand the relationships across different prospect of Business Management and Organization.

## COURSE CONTENT

### Unit I: Foundation of Indian Business

1. Spectrum of Business Activities / Manufacturing and service sectors
2. India's experience of liberalization and globalization / Technological innovations.
3. Skill development. 'Make in India' Movement. Social Multinational Corporations and Indian transnational companies.
4. Social responsibility and ethics.
5. Emerging opportunities in business; Franchising, Outsourcing, and E-commerce.



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## Unit II: Business Enterprises

1. Sole Proprietorship / One Person Company / Joint Hindu Family Firm / Partnership firm
2. Joint Stock Company / Cooperative society; Limited Liability Partnership
3. Choice of Form of Organisation. Entrepreneurial Process- Idea generation.
4. Feasibility study. Basic considerations in setting up a Business Enterprise.

## Unit III: The Process of Management

1. Planning; Decision-making; Strategy Formulation. Organizing: Basic Considerations; Departmentation – Functional,
2. Project, Matrix and Network; Delegation and Decentralisation of Authority; Dynamics of group behaviour.

## Unit IV: Entrepreneurship Development and Management

1. Entrepreneurship: Concept and importance.
2. Functions of entrepreneurs.
3. Goal Determination – Problem, Challenges and Solutions.

## Unit V: Challenges of entrepreneurs

1. Challenges relating Capital
2. Challenges relating Registration
3. Challenges relating Administration
4. How to overcome above Challenges

## Suggested Readings

- 1 Tripathi, P.C.; *Principles of Management*, Tata McGraw Hill Publishing, New Delhi
- 2 Praveen Agrawal, Avneesh Kumar Mishra; *Fundamentals of Entrepreneurship*, SahityaBhawan Publication, Agra
- 3 Bushkirk, R.H.; Concepts of Business: *An Introduction to Business System*, Dryden Press, NY.
- 4 Douglas, MCgregor.; *The Human Side of Enterprise*, McGraw Hill, New York
- 5 Kotler, Philip; *Marketing Management: Analysis, Planning, Implementation & Control, Prentice-Hall of India*, New Delhi
- 6 Ramamurthy, P, Hudgikar K. Reddy Sanjeev; *Management and Entrepreneurship*, newage international publishers
- 7 Singh, B.P. & Chhabra, T.N., *Business Organisation and Management*, Sun India Publications, New Delhi
- 8 Shankar, Gauri; *Modern Business Organisation*, Mahavir Book Depot, New Delhi.
- 9 Tulsian, P.C.; *Business Organisation & Management*, Pearson Education, New Delhi
- 10 Buffa, Elwood S.; *Production/Operations Management*, Prentice Hall of India, New Delhi