



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

Shri Vaishnav School of Management

Choice Based Credit System (CBCS) in Light of NEP-2020

BBA (Fintech) - IV SEMESTER (2024-2028)

BBA401 FUNDAMENTALS OF ENTREPRENEURSHIP DEVELOPMENT

| COURSE CODE | CATEGORY | COURSE 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* | | | | | |
| BBA401 | MAJ | Fundamentals of Entrepreneurship Development | 60 | 20 | 20 | - | - | 3 | - | - | 3 | |

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

The objective of the course is to introduce students to the process of venture creation and discuss the core issues in creating a successful business. It also explains the students the major strategic decisions that entrepreneurs must make when creating a business.

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 5 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. Understanding the major strategic decisions that entrepreneurs must make when creating a business.
2. Familiarize the students with operational and organizational challenges during the start-up phase

COURSE CONTENT

UNIT I: Introduction to Entrepreneurship

1. Meaning and concept of entrepreneurship,
2. History of entrepreneurship development,
3. Role of entrepreneurship in economic development,
4. Agencies in entrepreneurship management
5. Future of entrepreneurship.

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UNIT II: The Entrepreneur

1. Meaning of entrepreneur
2. Skills required to be an entrepreneur
3. Entrepreneurial decision process and role models
4. Mentors and support system.

UNIT III: Business Opportunity Identification

1. Business ideas
2. Methods of generating ideas
3. Opportunity recognition

UNIT IV: Preparing a Business Plan

1. Meaning and significance of a business plan
2. Components of a business plan and feasibility study,
3. Financing the New Venture: Importance of new venture financing
4. Types of ownership securities, venture capital, types of debt securities
5. Determining ideal debt-equity mix, and financial institutions and banks

UNIT V: Launching the New Venture

1. Choosing the legal form of new venture
2. Protection of intellectual property
3. Marketing the new venture
4. Managing Growth in New Venture, Characteristics of high growth new ventures
5. Strategies for growth and building the new venture capital

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SUGGESTED READINGS

1. Dorf, R.C. (2007). *Technology Ventures: From Idea to Enterprise with Student DVD*. McGraw-Hill Higher Education: New York.
2. Shane, S. and Ventakaraman, S. (2000). *The promise of entrepreneurship as a field of research*. Academy of Management Review
3. Baron, J.N. and Hannan, M.T. (2002) *Organizational Blueprints for success in High-Tech start-ups*. California Management Review.
4. Swiercz, P.M. and Lydon, S.R. (2002). *Entrepreneurial leadership in high-tech firms: a field of study*. Leadership and Organization Development.
5. Berry, M.M.J. and Taggart, J.H. (1994). *Managing technology and innovation: a review*. Journal of R& D Management Journal.

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BBA402 FUNDAMENTALS OF ADVERTISING MANAGEMENT

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| BBA402 | MAJ/MIN | Fundamentals of Advertising Management | 60 | 20 | 20 | - | - | 3 | - | - | 3 | |

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COURSE OBJECTIVES

The objective of this course is to help the student acquire a basic knowledge of Advertising Management. To enable them to make more efficient decisions in the use of Advertising and product promotion.

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 5 questions, out of which students will be required to attempt any three questions. Section B will comprise of one or more cases /problems worth 24 marks.

COURSE OUTCOMES

1. Demonstrate an understanding of the overall role advertising plays in the business world.
2. Demonstrate an understanding of advertising strategies and budgets.
3. Identify and understand the various advertising media & its creative aspects.
4. To learn the design, development, and implementation of Advertisements
5. To understand the various ethical and social issues in Advertising Management

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COURSE CONTENT

UNIT I: Introduction

1. Concept, Nature, Scope of Advertising
2. Significance of Advertising.
3. Setting advertisement objectives, DAGMAR Approach.
4. Legal, Ethical, and social issues in Advertising.

UNIT II: Advertising Media

1. Media, types of Media
2. Media planning and selection
3. Media choice criteria – reach and frequency of advertisements
4. Media strategy

UNIT III: Advertising Budget

1. Preparation and Methods of advertising budget
2. Allocation of Budget
3. Recent trends in advertising
4. Impact of advertising on the Indian Economy

UNIT IV: Creative Advertising

1. Advertising planning and strategies
2. Message development
3. Different types of advertisements
4. Advertising layout and design appeal

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UNIT V: Advertising Agency and Ad Effectiveness

1. Management of advertising agencies
2. The role and working of an advertising Agency.
3. Measurement of Advertisement Effectiveness
4. Pre-Testing, Post-Testing Techniques of measuring Ad. Effectiveness.

SUGGESTED READINGS

1. Kenneth ClowDonald Baack (2006) “Integrated Advertisements, Promotion and Marketing communication,” Prentice Hall of India, New Delhi.
2. S.H.H. Kazmi, Satish K Batra, (2004) “Advertising & Sales Promotion,” Excel Books, New Delhi
3. George E Belch, Michel A Belch, (2001) “Advertising & Promotion,” McGraw Hill, Singapore
4. Belch M A and Belch G E (2003) Advertising and Promotion – An Integrated Marketing Communication Perspective (Tata McGraw-Hill) . Latest Edition
5. Wells, Moriarity & Burnett (2009) Advertising Principles & Practices, Prentice Hall.
6. Chunawala & Sethia (2001) Foundation of Advertising Management, , Himalaya Publishing House, New Delhi.

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BBA404 INTRODUCTION TO PSYCHOLOGY

| COURSE CODE | CATEGORY | COURSE NAME | TEACHING & EVALUATION SCHEME | | | | | | | | | |
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| | | | THEORY | | | PRACTICAL | | | L | T | P | CREDITS |
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| BBA404 | MAJ/MIN | Introduction to Psychology | 60 | 20 | 20 | - | - | 3 | - | - | 3 | |

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical: C - Credit; MAJ/MIN – Major/Minor

***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

The course aims to provide students with a comprehensive understanding of the major psychological approaches used to study behavior and mental processes. The course will emphasize the scientific methodology employed in psychology, enabling students to critically evaluate research and understand its limitations.

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 OUTCOME

1. Demonstrate scientific understanding of the human mind.
2. Apply conceptual knowledge in decoding and understanding of human behaviour.
3. Analyze individual functioning of intelligence and personality.
4. Develop understanding of research methods in psychology.
5. Apply psychological principles to personal, social, and organizational issues.

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| BBA404 | MAJ/MIN | Introduction to Psychology | 60 | 20 | 20 | - | - | 3 | - | - | 3 |

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; MAJ/MIN – Major/Minor

***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 CONTENT

UNIT I: Introduction to Psychology

1. Meaning and Nature of Psychology
2. Historical Background, Schools of Psychology
3. Scope of Psychology, Methods of Study in Psychology
4. Branches of Psychology (with special reference to Industrial/Organizational Psychology).

UNIT II: Biological and Socio-Cultural Bases of Behaviour

1. The Nervous System (Structure of Nerve Cell, Parts of Nervous System)
2. Socialization and Culture
3. Enculturation
4. Agencies and Mechanisms of Socialization,

UNIT III: Learning Process and Emotion

1. Factors of Learning
2. Theories of Learning– Connectionism, Classical and Operant Conditioning, Programmed Learning.
3. Meaning and Nature of Emotions, Physiological Correlates of Emotions
4. Theories of Emotions

UNIT IV: Intelligence

1. Nature and Meaning of Intelligence,
2. Theories of Intelligence
3. Multiple Intelligence, Measuring Intelligence,
4. Individual differences in Intelligence

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UNIT V: Memory

1. Encoding, Storage, Retrieval; STM, LTM, Other types.
2. Forgetting – its causes. Emotion: Reaction (types), Physiological basis.
3. Intelligence: Definition, Concept of IQ
4. Emotional Intelligence.

SUGGESTED READINGS

1. Feldman, R. S. (1996). Understanding psychology (4th ed.). McGraw-Hill Book Company.
2. Iyer, S. (2006). Introduction to psychology. Premier publishing company.
3. Morgan C. T. King R. A. Weisz J. R. & Schopler J. (1986). Introduction to psychology (7th ed.). McGraw-Hill.

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BBA407 INTRODUCTION TO DATA ANALYTICS

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| BBA407 | MAJ | Introduction to Data Analytics | 60 | 20 | 20 | - | - | 3 | - | - | 3 | |

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COURSE OBJECTIVE

To provide students with understanding of fundamental of Data Analytics and enable them to perform the analysis.

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 5 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. Familiarizing the concepts of Data and Statics to use the same in Indian market environment.
2. Understanding various aspects and solutions for Data Analysis
3. Developing knowledge of solving optimization problems in Linear Programming

COURSE CONTENT

UNIT I: Introduction to Data Analytics

1. Understanding Data Analytics
2. Steps Of Data Analytics
3. Types and Steps of Data Analytics
4. Data Analysis Techniques and Tools
5. Importance of Data Analytics

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UNIT II: Linear Programming Problems (LPP)

1. Definition and General Structure of LPP
2. Formulation, Advantages and Limitations of LPP
3. Graphic Solutions of LPP problems
4. Simplex Method, Degeneracy ,Duality

UNIT III: Statistics Data And Representation

1. Introduction to Statistics
2. Collection , classification and tabulation of Data
3. Types of Data -Primary and Secondary
4. Diagrammatic and Graphical Representation of Data
5. Histogram ,Frequency Curve, Frequency Polygon
6. Ogive Curves
7. Stem and Leaf Chart

UNIT IV: Data Warehousing

1. Data Warehousing Components
2. Building a Data Warehouse
3. Mapping the Datawarehouse to a multiprocessor Architecture
4. DBMS schemes for Decision Support
5. Data Extraction .Cleanup and Transformation tool

UNIT V: Data Base Management System

1. Characteristics of a Database Approach
2. Advantages of using DBMS Approach
3. Brief History of Database Applications
4. When not to use DBMS
5. Classification of DBMS
6. The Database system Environment

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1. Fundamentals of Database Systems – Elmasri and Navathe, 5th Edition, Addison-Wesley, 2007
2. Database Management Systems – Raghu Ramakrishnan and Johannes Gehrke – 3rd Edition, McGraw-Hill, 2003.
3. An Introduction to Database Systems – C.J. Date, A. Kannan, S. Swamynatham, 8th Edition, Pearson Education, 2006
4. Biswas and Srivastava – A textbook, mathematical Statistics, Ist Edition, Narosa Publishing House New Delhi
5. Foster P ,Tom F -Data Science for Business (2013) Safari Books

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