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NH-52, Namsai, Arunachal Pradesh -792103

BACHELOR OF BUSINESS ADMINISTRATION (BBA) – FIFTH SEMESTER

Fifth Semester			
S. No.	Name of Subject	Credits	Total Marks
1	Entrepreneurial Management	4	100
2	Computer Applications in Business	4	100
3	Investment Management	5	100
4	International Finance	5	100
5	Business Regulations	4	100
Total		22	

Subject Name: ENTREPRENEURIAL MANAGEMENT

Unit 1: ENTREPRENEURSHIP

Introduction – Meaning & Definition of Entrepreneurship, Entrepreneur & Enterprise – Differences between Entrepreneurship, Entrepreneur & Enterprise – Functions of Entrepreneur – Role of Entrepreneur for Economic Development - Factors influencing Entrepreneurship - Pros and Cons of being an Entrepreneur – Differences between Manager and Entrepreneur – Qualities of an Entrepreneur – Types of Entrepreneurs. Entrepreneurship Development- Need – Problems – National and State Level Institutions

Unit 2: SMALL SCALE INDUSTRIES

Small Scale Industries - Tiny Industries - Ancillary Industries - Cottage Industries – Definition – Meaning - Product Range - Capital Investment - Ownership Patterns - Importance and Role played by SSI in the development of the Indian Economy - Problems faced by SSI"s and the steps taken to solve the problems Policies Governing SSI"s

Unit 3: STARTING A SMALL INDUSTRY

Concept of Business opportunity, scanning the environment for opportunities, evaluation of alternatives and selection based on personal competencies. - An overview of the steps involved in starting a business venture – Location, Clearances and Permits required, Formalities, Licensing and Registration Procedures - Assessment of the market for the proposed project - Importance of financial, technical and social feasibility of the project.

Unit 4: PREPARING THE BUSINESS PLAN (BP)

Business Plan, Importance of BP, Preparation of BP, Typical BP format - Financial aspects of the BP - Marketing aspects of the BP - Human Resource aspects of the BP - Technical aspects of the BP - Social aspects of the BP - Preparation of BP - Common pitfalls to be avoided in preparation of a BP

Unit 5: IMPLEMENTATION OF THE PROJECT AND SICKNESS IN SSIs

Financial assistance through SFC's, SIDBI, Commercial Banks, KSIDC, KSSIC, IFCI, - Non-financial assistance from DIC, SISI, EDI, SIDO, AWAKE, TCO, TECKSOK, KVIC - Financial incentives for SSI's and Tax Concessions - Assistance for obtaining Raw Material, Machinery, Land and Building and Technical Assistance - Industrial Estates – Role and Types. Sickness: Meaning and definition of a sick industry - Causes of Industrial Sickness - Preventive and Remedial Measures for Sick Industries

SKILL DEVELOPMENT

1. Preparation of a Project report to start a SSI Unit.
2. Preparing a letter to the concerned authority-seeking license to the SS Unit, you propose to start.
3. Format of a business plan.
4. A Report on the survey of SSI units in the region where college is located.
5. Chart showing financial assistance available to SSI along with rates of interest.
6. Chart showing tax concessions to SSI both direct and indirect.
7. Success stories of Entrepreneurs in the region.

BOOKS FOR REFERENCE

1. Vasant Desai: The Dynamics of Entrepreneurship Development and Management, HPH
2. Mark. J. Dollinger, Entrepreneurship – Strategies and Resources, Pearson Edition.
3. Satish Taneja: Entrepreneur Development, HPH.
4. UdaiPareek and T.V. Rao, Developing Entrepreneurship
5. S.V.S. Sharma, Developing Entrepreneurship, Issues and Problems, SIET, Hyderabad
6. Srivastava, A Practical Guide to Industrial Entrepreneurs, Sultan Chand.
7. Government of India, Report of the committee on small and medium entrepreneurs, 1975
8. VidyaHattangadi ; Entrepreneurship, HPH.
9. N.V.R. Naidu : Management and Entrepreneurship, I.K. International
10. Bharusali, Entrepreneur Development,
11. K. Venkataramanappa, Entrepreneurial Development, SHB Publications
12. Anil Kumar : Small Business and Entrepreneurship, I.K. International
13. Rekha & Vibha – Entrepreneurial Management, VBH.

Subject Name: COMPUTER APPLICATIONS IN BUSINESS

Unit 1: INTRODUCTION TO INFORMATION SYSTEM

Meaning and definition of system, information and information system – business information system – Features of Information system – Uses of Business Information Systems, Users of Information Systems – Components of Business Information Systems.

Unit 2: TYPES OF INFORMATION SYSTEMS

Management Support Systems (MSS), Management Information systems, , Transaction Processing systems, Decision Support Systems (DSS), Group Decision Support System (GDSS), Office Automation system, Process Control systems, Executive Information systems, Levels of management and Information systems.

Unit 3: MS OFFICE

MS Word – editing a document- Formatting – Spell Checking – Page setup, using tabs, Tables and other features Mail Merge, MS Excel – building work sheet- data entry in work sheets, auto fill – working with simple problems- formula – statistical analysis, sort, charts, MS Power point – Design, Side Show – Presentation.

Unit 4: DATABASE MANAGEMENT SYSTEMS

Introduction- Purpose of Database Systems, Views of data, Data Models, Database language, Transaction Management, Storage Management, Database Administrator, Database Users, Overall System Structure, Different types of Database Systems

Unit 5: ACCOUNTING SOFTWARE

Introduction to Tally, opening new company, Safety of Accounts or Password, Characteristics, Making Ledger Accounts, writing voucher, voucher entry, making different types of voucher, correcting sundry debtors a sundry creditors accounts, preparation of Trail Balance, Accounts books, Cash Book, Bank Books, Ledger Accounts, Group Summary, Sales Register and Purchase Register, Journal Register, Statement of Accounts, & Balance Sheet.

SKILL DEVELOPMENT

- Maintain a Record on Practical's.

BOOKS FOR REFERENCE

1. James Obrein, Management Information Systems, Tata McGraw Hill
2. M. Suman _ Computer Application Business, VBH
3. R.G. Saha – Computer Application Business, HPH.
4. Amrutha Gowri & Soundrarajana A, Computer Application Business, SHBP.
5. Manjunath, GunduRao – Computer Business Applications, HPH.
6. Sudaimuthu& Anthony: Computer Applications in Business, HPH.
7. S. Perekar, Anindita Hazra; Computer Application in Business
8. Srivatasava : Enterprise Resource Planning I.K. International
9. S Sadagopan, Enterprise resource planning (ERP), Tata McGraw Hill
10. S.P. Rajagopal, Computer Application in Business
11. C.S.V.Murthy: Management Information, HPH

Subject Name: INVESTMENT MANAGEMENT

Unit 1: Introduction Investment Management

Investment management, nature and scope, investment avenues, types of financial assets and real assets, Security return and risk – Systematic and unsystematic risk - sources of risk, Measurement of risk and return, sources of investment information, Fixed income – securities – bonds, preference shares – sources of risk, valuation, duration of bonds – theory of interest rates – yield curve, Bond innovations and their valuation.

Unit 2: Securities Analysis

Analysis of variable income securities, fundamental analysis – analysis of economy, industry analysis, company analysis – financial and non – financial, Equity valuation models, Options, futures, forwards, warrants, and their valuations, Technical analysis – Dow's theory, charts – Efficient market hypothesis and its implications, Tax aspects of investment, Securities Trading procedure. A Critical Survey of software packages for security analysis.

Unit 3: Portfolio Management

Meaning of portfolio management, portfolio analysis, why portfolios? Portfolio objectives, portfolio management process, selection of securities. Portfolio theory, Markowitz Model, Sharpe's single index model. Efficient frontier with Lending and borrowing, optimal portfolio capital Asset pricing model, Arbitrage pricing theory two factor and multi factor models.

Unit 4: Portfolio Management Strategies

Bond Portfolio Management strategies, Equity portfolio management strategies, strategies using derivatives, hedging. Portfolio revision – rebalancing plans, portfolio evaluation, Sharpe's index, Treynor's measure and Jensen's measure.

Unit 5: Mutual Funds

Mutual funds, Investors life cycle, Personal investment, Personal Finance, Portfolio Management of funds in banks, insurance companies, pension funds, International investing, International funds management, emerging opportunities. A brief survey of software packages for Portfolio Management.

Skill Development

Seminars, Group Discussion and Case Studies on various aspects of syllabus.

Books for Reference

1. Bombay Stock Exchange Directory.
2. Donald E. Fischer and Ronald J. Jordan: Security Analysis and Portfolio Management, Pearson Ed.
3. Stanely S.C. Haung Maury Stall: Investment Analysis and Management, Allyn and Bacon Inco., Massachustes.
4. Jerome B. Cohen and Edward D. Zinbarg Etal: Investment Analysis and Portfolio Management, Ricchard D., Irwin Inc., Illinois.
5. J.C. Fancis: Investment Analysis and Management
6. Panduan Puneethavarty, Securities Analysis and Portfolio Management, Vikas Pub. House.
7. Fuller & Farrel, Modern Investment and Security Analysis, McGraw Hill International.

Subject Name: INTERNATIONAL FINANCE

UNIT – 1: INTRODUCTION TO INTERNATIONAL FINANCE

Issues involved in International Business and Finance, methods of payment, International Monetary system – Fundamental terms and concepts – Home currency – foreign currency – direct quote – indirect quote – bid and ask, spot and forward rate - appreciation and depreciation – cross currency rates.

UNIT – 2: FOREIGN EXCHANGE AND BALANCE OF PAYMENTS

Forex Market & Its Intermediaries, ADR, Foreign Exchange Rate, Theories of Foreign Exchange Rate Determination. Components of Balance of Payments – Disequilibrium in the balance of payments- methods of correction of disequilibrium.

UNIT – 3: INSTRUMENTS IN INTERNATIONAL FINANCIAL MARKETS

Meaning-Definition-International Financial Markets-Globalization of Capital markets, Innovation in foreign securities and International Portfolio Management.

UNIT – 4: FOREIGN EXCHANGE RISK

Exchange risks – Hedging, Forward, Future, Swaps Options, -Valuation of future and swaps-valuation of options and efficiency of the exchange market.

UNIT – 5: INTERNATIONAL FINANCIAL INSTITUTIONS AND LIQUIDITY

The IMF, International liquidity and SDR's (special drawing rights) – International bank for reconstruction and development (World Bank), International development association, International investment guarantee agency.

SKILL DEVELOPMENT:

- Visit any authorized dealers' establishments and understand their activities.
- Analyze the trend of FDI into India in the last five years.

BOOKS FOR REFERENCE:

1. Avadhani B.K, International Finance Theory and Practice, HPH
2. Aswathanarayana T & K. Rajeswari – International Finance – VBH
3. K. Venkataramana, International Finance, SHBP.
4. Harris Manville, International Finance.
5. Madhu Vij, International Finance, Excel Books
6. Keith Pibean, International Finance, McMillan
7. Timothy Carl Kesta, Case and Problems in International Finance.
8. R.M Srivastava , Multinational Financial Management, Pragathi Publications
9. P.A. Apte, International Financial Management, TMH
10. Somanath : International Financial Management I.K. Intl
11. Levi, International Marketing Management.
12. Bandar D.C, International Finance.
13. Murthy E.N, International Finance & Risk Management.
14. M.L. Verma, Foreign Trade & Management in India.
15. Rao and Chary, International Finance.

Subject Name: BUSINESS REGULATIONS

Unit 1: INTRODUCTION TO BUSINESS LAWS

Introduction, Nature of Law, Meaning and Definition of Business Laws, Scope and Sources of Business Law, Fundamental Rights and Directive Principle of State Policies, Principles having economic significance, Overview of Business Laws in India.

Unit 2: CONTRACT LAWS

Indian Contract Act, 1872: Definition of Contract, essentials of a valid contract (all essentials need to be explained in great detail), classification of contracts, breach of contract and remedies for breach of contract.

Indian Sale of Goods Act, 1930: Definition of contract of sale, essentials of contract of sale, conditions and warranties, rights and duties of buyer, rights of an unpaid seller.

Unit 3: INFORMATION LAWS AND RTE

Right to Information Act, 2005: Objectives of the RTI Act, Scope, SuoMoto disclosure, Method of seeking information, Eligibility to obtain information, Authorities under the Act,.

Right to Education Act: Objectives of the RTE Act – Salient Features.

Unit 4: COMPETITION AND CONSUMER LAWS

The Competition Act, 2002: Objectives of Competition Act, the features of Competition Act, components

of Competition Act, CCI, CAT, offences and penalties under the Act.

Consumer Protection Act, 1986: Definition of the terms consumer, consumer dispute, defect, deficiency, unfair trade practices and services. Consumer Protection Act, Consumer Redressal Agencies – District Forum, State Commission, National Commission, any two landmark judgments of the Supreme Court.

Unit 5: ECONOMIC AND ENVIRONMENTAL LAWS

FEMA 1999: Objects of FEMA, definition of important terms – authorized dealer, currency, foreign currency, foreign exchange, foreign security, Directorate of Enforcement, salient features of the FEMA, offences and penalties,

Environment Protection Act, 1986: Objects of the Act, definitions of important terms – environment, environment pollutant, environment pollution, hazardous substance and occupier, types of pollution, global warming, causes for ozone layer depletion, carbon trade, rules and powers of central government to protect environment in India.

SKILL DEVELOPMENT

1. Prepare a chart showing sources of business law and Indian Constitution Articles having economic significance.
2. Draft an agreement on behalf of an MNC to purchase raw materials indicating therein terms and conditions and all the essentials of a valid contract.
3. Draft an application to the Chief Information Officer of any government office seeking information about government spending.
4. Draft digital signature certificate.
5. Draft a complaint to District Consumer Forum on the deficiency of service in a reputed corporate hospital for medical negligence.
6. Collect leading cybercrimes cases and form groups in the class room and conduct group discussion.
7. Draft a constructive and innovative suggestions note on global warming reduction.

BOOK REFERENCE

1. K. Aswathappa, Business Laws, Himalaya Publishing House,
2. K.R. Bulchandni: Business Laws, HPH.
3. N.D. Kapoor, Business Laws, Sultan chand publications.
4. S.S. Gulshan, Business Law 3rd Edition, New Age International
5. S.C. Sharama & Monica : Business Law I.K. International
6. Tulsian Business Law , Tata McGraw-Hill Education
7. Dr. K. Venkataraman, SHB Publications.