



B.B.A.
IV SEMESTER
SYLLABUS
2014-15



Syllabus - B.B.A. IV Semester

Entrepreneurship BB-401

UNIT - I	Introduction to Entrepreneurship Definition of Entrepreneur, Entrepreneurial Traits, and Entrepreneur vs. Manager, Entrepreneur vs. Entrepreneur. The Entrepreneurial decision process. Role of Entrepreneurship in Economic Development, Ethics and Social responsibility of Entrepreneurs. Opportunities for Entrepreneurs in India and abroad. Woman as Entrepreneur
UNIT - II	Creating and Starting the Venture Sources of new Ideas, Methods of generating ideas, creating problem solving, product planning and development process
UNIT - III	The Business Plan Nature and scope of Business plan, Writing Business Plan, Evaluating Business plans, Using and implementing business plans. Marketing plan, financial plan and the organizational plan, Launching formalities.
UNIT - IV	Financing and Managing the new venture Sources of capital, Record keeping, recruitment, motivating and leading teams, financial controls. Marketing and sales controls. E-commerce and Entrepreneurship, Internet advertising
UNIT - V	New venture Expansion Strategies and Issues Features and evaluation of joint ventures, acquisitions, merges, franchising. Public issues, rights issues, bonus issues and stock splits.
UNIT-VI	Institutional support to Entrepreneurship Role of Directorate of Industries, District Industries, Centers (DICs), Industrial Development Corporation (IDC), State Financial corporation (SFCs), Commercial banks Small Scale Industries Development Corporations (SSIDCs), Khadi and village Industries Commission (KVIC), National Small Industries Corporation (NSIC), Small Industries Development Bank of India (SIDBI)

Supply Chain Management BB-402

UNIT - I	Development of SCM concepts and Definitions – key decision areas – strategic Supply Chain Management and Key components, External Drivers of Change. Dimensions of Logistics – The Macro perspective and the macro dimension – Logistic system analysis.
UNIT - II	Sourcing strategy: Manufacturing management – make or buy decision – capacity management – Materials Management – choice of sources – procurement planning.
UNIT - III	Distribution strategy: Choice of Market – network design – warehouse designed operation and distribution planning – transportation – packaging.
UNIT - IV	Inventory Strategy: Demand forecasting – inventory planning – planning of stocking facilities – warehouse location allocation. Warehouse design and operations – inventory norms.
UNIT - V	Channels of Distribution – Customer Service Strategy: Identification of Service needs, cost of services – revenue Management.
UNIT-VI	IT integrated focus, E Commerce and Supply Chain Management. Organizational Issues and Supply Chain. ERP and Supply Chain Management.

International Business BB-403

UNIT - I	An Overview of International Business: Framework of International Business, Types of International Business, International Business Approaches, Global Marketing Theory of Competitive Advantages, Neo-Classical, Modern Approach to International Business, Problems of Trade and Aid to Developing Countries.
UNIT - II	International Business Decision : Mode of Entry, Marketing Mix , Factors Affecting decision For International Business,
UNIT - III	Role Of International Institutions: GATT, WTO, ECM, IMF, IBRD, IDA, IFC, UNCTAD, In International Business. Recent Trends in World trade, Multi National Corporations and the Trade.
UNIT - IV	Recent Trends in India's Foreign Trade: Export and Import Policy, Trade Policy, Balance of Payment, Custom and Tariff Rationalization. Identifying Foreign Markets and Overseas markets, International Marketing Mix, Product Development, Transfer Logistics and Distribution Channels,



RENAISSANCE COLLEGE OF COMMERCE & MANAGEMENT

	Role of Documentation in International Trade, Export Pricing, Methods of International Payments.
UNIT – V	International Capital Movement: Risk in International Operations, International Investment, Financing of Foreign trade, Factor Mobility and Direct Foreign Investment. Export Finance, Pre and post Shipment credit, Introduction to FEMA, Insurance. Role of ECGC and export Promotion Councils, Eurocurrency Market.
UNIT-VI	Regional Economic Groupings: Major Trading Blocks, Globalization with Social responsibility, Introduction to International Monetary and Financial System

Indian Legal System for Business BB-404

UNIT – I	The Indian Contract Act, 1872: Essentials of a Valid Contract, Void and Voidable Agreements, Performance of Contracts, Breach of a Contract and Its Remedies, Quasi- Contracts. Indemnity and Guarantee, Bailment and Pledge, Contract of Agency.
UNIT – II	The Sale of Goods Act. 1930: Formation of a Sales Contract.
UNIT – III	Negotiable Instrument Act, 1881: Definition and Essential Features of Negotiable Instruments, Types of Instruments and Endorsement, Parties to Negotiable Instrument.
UNIT – IV	Consumer Protection Act- Provisions related to consumer protection and Redressal of consumer Grievances
UNIT – V	5. Evolution of Indian Companies Act, 1956, The Companies Act, 1956: Types of Companies, Memorandum and Article of Association, Shareholders and Debenture Holders, Minority Protection, Winding-up
UNIT – VI	6.Law of Partnership: Definition and Nature of Partnership, Formation of Partnership, Rights, Duties and Liabilities of Partners, Dissolution of Partnership Firm.

Management Accounting BB-405

UNIT – I	Basics of Management Accounting: Meaning and definition of Management Accounting, Evolution of Management Accounting, Nature and Scope of Management Accounting ,Relationship of Management Accounting with Other Branches of Accounting and Other Disciplines of Studies.
UNIT – II	Budgetary Control: Meaning of Budget, Budgetary Control and its use as a management tool, Functions of Budgets, Difference between Budgets and Forecasts, Planning Process and Budgetary Process, Stages in Budget Process, Various Types of Budgets, Zero Based Budgeting, Activity Based Budgeting, Fixed and Flexible Budgets, Behavioral Aspects in Budgeting
UNIT – III	Standard Costing; Introduction to Standard Costing, Cost Standards and their types, Standard Costing and Budgetary Control, Operation of Standard Costing System, Establishing Standard Costs, Analysis, Interpretation, Presentation and Disposal of variances
UNIT – IV	Marginal Costing as a Tool for Decision Making; Make or Buy Decision, Change in product Mix, Pricing Decisions, Exploring a New Market, Shut-down Decisions

Operations Research BB-406

UNIT – I	Definition of operations research, models of operations research, scientific methodology of operations research, scope of operations research, importance of operations research in decision making, role of operations management, limitations of OR.
UNIT – II	Linear Programming: Introduction – Mathematical formulation of a problem – Graphical solutions, standard forms the simplex method for maximization and minimization problems. Method application to management decisions. Transportation problem – Introduction – Initial basic feasible solution - NWC method – Least cost method – Vogel's method – MODI – moving towards optimality – solution procedure without degeneracy
UNIT – III	Assignment problem – Algorithm – Hungarian method – simple problems.
UNIT – IV	Sequencing and replacement model: Sequencing problem – processing through 2 machines, 3 machine – s jobs and k machines and traveling salesman problem. Replacement of items that deteriorate gradually – with time, without time, that fails completely – individual replacement – group replacement.
UNIT – V	Network models and simulation. Network models for project analysis CPM; Network construction and time analysis; cost time trade off, PERT – problems.