

**MAHARAJA SURAJMAL BRIJ UNIVERSITY  
BHARATPUR (RAJASTHAN)**

***Syllabus and Scheme of Examination***  
**(As per NEP-2020 and Choice Based Credit System)**



***Faculty of Management***

***Programme Name***

**Three/Four Year Bachelor of Business Administration  
(B.B.A.)**

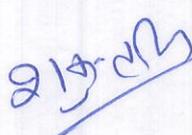
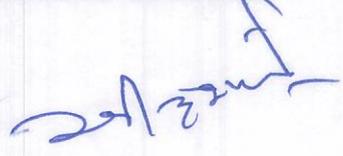
***Course/Discipline***

**B.B.A. (Bachelor of Business Administration)**

**Semester Scheme**

**I & II Semester Examination for academic session  
2025-26 & onwards**

  
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**Programme Name: Three/Four Year Bachelor of Business Administration (B.B.A.)**

Name of University	Maharaja Surajmal Brij University, Bharatpur
Name of Faculty	Management
Name of Discipline	Bachelor of Business Administration (B.B.A.)
Type of Discipline	Major
List of Programme were offered as Minor Discipline	ABST/EAFM
Prerequisites	XII Pass
Offered to Non-Collegiate Students	No

**Programme Outcomes (POs):**

- **Business Acumen:** Acquire a strong foundation in key business disciplines, including management, finance, marketing, and operations, to effectively manage business activities.
- **Analytical Thinking:** Develop critical thinking and analytical skills to solve complex business problems and make strategic decisions.
- **Communication Skills:** Enhance both written and verbal communication abilities to clearly and effectively convey business ideas and information.
- **Leadership Development:** Cultivate leadership qualities and the ability to lead and manage teams in a variety of business settings.
- **Ethical Responsibility:** Understand and apply ethical principles in business practices, promoting social responsibility and integrity.
- **Global Awareness:** Gain insight into the global business environment, including international trade, cultural differences, and global market trends.
- **Entrepreneurial Mindset:** Foster an entrepreneurial spirit by identifying business opportunities and developing strategies for new ventures.
- **Technological Proficiency:** Develop proficiency in using modern business technologies and information systems to enhance business operations.
- **Adaptability and Innovation:** Learn to adapt to changing business environments and innovate solutions that address emerging business challenges.
- **Strategic Thinking:** Understand and apply strategic management concepts to plan and execute long-term business goals.



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2/3/2024



**Programme Specific Outcomes (PSOs):**

- **Business Strategy Development:** Design and implement effective business strategies that align with organizational goals and market conditions.
- **Financial Management:** Apply principles of financial management to analyze financial data, manage budgets, and make sound financial decisions.
- **Marketing Management:** Develop and execute marketing strategies that effectively promote products and services, leveraging consumer behavior insights.
- **Human Resource Management:** Implement HR practices that attract, develop, and retain talent, ensuring organizational growth and employee satisfaction.
- **Operations Management:** Optimize business operations to improve efficiency, productivity, and quality in product and service delivery.
- **Organizational Behavior Analysis:** Apply knowledge of organizational behavior to improve team dynamics, motivation, and workplace culture.
- **Entrepreneurship and Innovation:** Develop the ability to launch and manage startups, fostering innovation and business growth in entrepreneurial ventures.
- **International Business Acumen:** Understand global business operations, including international trade laws, cross-cultural management, and global supply chains.
- **Business Analytics:** Utilize data analysis tools and techniques to make informed business decisions and drive organizational success.
- **Risk Management:** Identify and manage business risks, developing strategies to mitigate potential threats to the organization.

  
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**Examination Scheme for Continuous Assessment (CA)**  
**DISTRIBUTION OF CONTINUOUS ASSESSMENT (CA) MARKS**

S. No.	CATEGORY	Weightage (out of total internal marks)	THEORY					PRACTICAL			
			CORE (Only Theory)	CORE (Theory + Practical)	AEC	SEC	VAC	CORE (Theory +Practical)	SEC	VAC	
	Max Internal Marks		30	20	20	10	10	10	10	10	
1	Mid-term Exam	50%	15	10	10	5	5	5	5	5	
2	Assignment	25%	7.5	5	5	2.5	2.5	2.5	2.5	2.5	
3	Attendance	25%	7.5	5	5	2.5	2.5	2.5	2.5	2.5	
		Regular Class Attendance	= 75%	3	2	2	1	1	1	1	1
			75-80%	4	3	3	1.5	1.5	1.5	1.5	1.5
			80-85%	5	4	4	2	2	2	2	2
			> 85%	7.5	5	5	2.5	2.5	2.5	2.5	2.5

**Note:**

1. Continuous assessment will be the sole responsibility of the teacher concerned.
2. For continuous assessment no remuneration will be paid for paper setting, Evaluation, Invigilation etc.
3. For continuous assessment Paper setting and Evaluation responsibility will be of teacher concern.
4. For continuous assessment no Answer sheets/question papers etc. will be provided by the University.
5. Colleges are advised to keep records of continuous assessment, attendance etc.

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## Examination Scheme for EoSE:

The question paper consists of **three** parts A, B & C.

### PART-A: 20 Marks

Part A will be compulsory having 10 very short answer-type questions (with a limit of 20 words) of two marks each.

### PART-B: 20 Marks

Part B of the paper shall consist of 4 questions selecting one question from each unit and the student shall attempt any 2 questions (with a limit of 100 words) that carry 10 marks each.

### PART-C: 80 Marks

Part C of the question paper shall be divided into four units comprising question numbers 6-9. There will be one question from each unit with internal choice. Each question will carry 20 marks.

  
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**MAHARAJA SURAJMAL BRIJ UNIVERSITY, BHARATPUR (RAJASTHAN)**

**Bachelor of Business Administration (B.B.A)**

*Semester-wise Major Subject Details with Paper Titles*

S.No.	NHEQF Level	Semester	Course Type	Course Code	Course Title	Contact Hours/Per Week			Credit
						L	T	P	
1	4.5	I	Major	BBA- <del>50-T-101</del>	Principal of Business Management	6	0	0	6
2	4.5	I	Major	BBA- <del>50-T-102</del>	Business Communication Skills	6	0	0	6
3	4.5	I	Major	BBA- <del>50-T-103</del>	Fundamental of Accounting	6	0	0	6
4	4.5	II	Major	BBA- <del>50-T-201</del>	Legal Aspects of Business	6	0	0	6
5	4.5	II	Major	BBA- <del>50-T-202</del>	Fundamental of Business Economics	6	0	0	6
6	4.5	II	Major	BBA- <del>50-T-203</del>	Entrepreneurship and Small Business Management	6	0	0	6

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21/5-10/2021

20/3/2021

MAHARAJA SURAJMAL BRIJ UNIVERSITY, BHARATPUR

Bachelor of Business Administration (B.B.A)

Examination Scheme for Mid-Term and End of Semester Exam (EoSE) 2025-26 & Onwards

S.No.	Type of Examination	Semester	Course Code	Course Title	Duration of Examination	Maximum Marks	Minimum Marks
1	Theory	I	BBA-50-T-101	Principal of Business Management	Midterm- 1 Hrs EoSE- 3 Hrs	Midterm- 30 Marks EoSE - 120 Marks	Midterm- 12 Marks EoSE -48 Marks
2	Theory	I	BBA-50-T-102	Business Communication Skills	Midterm- 1 Hrs EoSE- 3 Hrs	Midterm- 30 Marks EoSE - 120 Marks	Midterm- 12 Marks EoSE -48 Marks
3	Theory	I	BBA-50-T-103	Fundamental of Accounting	Midterm- 1 Hrs EoSE- 3 Hrs	Midterm- 30 Marks EoSE - 120 Marks	Midterm- 12 Marks EoSE -48 Marks
4	Theory	II	BBA-50-T-201	Legal Aspects of Business	Midterm- 1 Hrs EoSE- 3 Hrs	Midterm- 30 Marks EoSE - 120 Marks	Midterm- 12 Marks EoSE -48 Marks
5	Theory	II	BBA-50-T-202	Fundamental of Business Economics	Midterm- 1 Hrs EoSE- 3 Hrs	Midterm- 30 Marks EoSE - 120 Marks	Midterm- 12 Marks EoSE -48 Marks
6	Theory	II	BBA-50-T-203	Entrepreneurship and Small Business Management	Midterm- 1 Hrs EoSE- 3 Hrs	Midterm- 30 Marks EoSE - 120 Marks	Midterm- 12 Marks EoSE -48 Marks

21/05-2025

21/05-2025

21/05-2025

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**Name of the Programme: Bachelor of Business Administration  
(B.B.A.)**

**Semester: I**

**Title of the Subject: Principal of Business Management**

**Course Code – BBA- 50-T-101**

Semester	Code of the Course	Title of the Course/Paper	NHEQF Level	Credits
I	BBA- 50-T-101	Principal of Business Management	4.5	6
Level of Course	Type of the Course	Delivery Type of the Course		
Introductory	Major	Lecture-Six Hours per Week		
Duration of Examination		Maximum Marks	Minimum Marks	
Midterm -1 Hr EoSE-3 Hrs		Midterm-30 Marks EoSE-120Marks	Midterm -12 Marks EoSE- 48 Marks	

**Objectives of the Course:**

1. To make the students aware of the universality of management and need for formal management education.
2. To enable them to appreciate the evolutionary process of management thought.
3. To introduce them to the various managerial functions and the principles behind practicing them.
4. To acquaint the students with the recent changes in the field of management.

**Detailed Syllabus**

**Unit I**

Business & Management: Features and scope of Business. Elementary knowledge of Trade, Industry and Commerce, Types of Industries, Forms of ownership- Sole trading, Partnership, Limited Liability Partnership (LLP), Company, Cooperatives, Joint sector, Public Enterprises.

**Unit-II**

Concept of management, Nature and scope of management. Management Functions, An Overview of Functional Areas of Management, Development of Management Thoughts - Classical, Neo-Classical and Contingency Approaches. Principles of Management, Planning: Nature and components of planning. Types of Plans, Process of planning, Effective planning

### Unit-III

Decision-making: Process and Techniques of decision-making. Management by Objectives (MBO); Organisation: Definition, Principles of organisation, Forms of structure, Formal and informal Organisation, Delegation of authority. Coordination: Principles and Techniques of coordination, Effective coordination

### Unit-IV

Direction; Meaning & Principles of Leadership: Function and Theories of Leadership, Leadership Styles. Motivation: Human needs, Techniques of motivation, Sound motivation system, Theories of motivation (suggested by Maslow, Herzberg, McGregor, and Victor Vroom) Managerial Control: Nature and process of control, Techniques of control elementary knowledge only. Effective control system

### Suggested Books and References:

1. Vijay Kumar Kaul: Business Management, Vikas Publishing House, Noida (UP).
2. Koontz and Weinrich--Essentials of Management (Tata McGraw Hill Co.)
3. Newman, Warren & McGill-The process of management (Prentice-Hill of India Pvt, Ltd,)
4. Terry and Franklin --Principles of Management (All India Travellers Booksellers)
5. Joseph.L Massie-Essentials of management (Prentice Hall of India)
6. Stoner, Freeman and Gilbert- -Management (Prentic Hall of India)
7. Robert N. Lussier-M, Lussier--Management Fundamentals (South-Western college Publishing)
8. Dr B.S. Mathur-Principles of Management (National Publishing House, Chaura Rasta, Jaipur)
9. M.J. Mathew-Business Management (Sheelsons, Jaipur) G.S. Sudha--Business Management (RBSA, Jaipur)

### Course Learning Outcomes:

1. Acknowledge the need for formal management education.
2. Acquire skills for becoming effective managers.
3. Acquire ability to apply basic business management principles to solve business and industry related problems.
4. Practice management principles wherever possible and utilize the available resources more productively.

**Name of the Programme: Bachelor of Business Administration  
(B.B.A.)**

**Semester: I**

**Title of the Subject: Business Communication Skills**

**Course Code – BBA-50-7-102**

Semester	Code of the Course	Title of the Course/Paper	NHEQF Level	Credits
I	BBA-50-7-102	Business Communication Skills	4.5	6
Level of Course	Type of the Course	Delivery Type of the Course		
Introductory	Major	Lecture-Six Hours per Week		
Duration of Examination		Maximum Marks	Minimum Marks	
Midterm -1 Hr EoSE-3 Hrs		Midterm-30 Marks EoSE-120Marks	Midterm -12 Marks EoSE- 48 Marks	

**Objectives of the Course:**

1. To give students a comprehensive view of communication, its scope and importance in business, and the role of communication in establishing a favorable outside the firm environment, as well as an effective internal communications program.
- 2- To understand the various types of business communication media are covered.
- 3- This course also develops an awareness of the importance of succinct written expression to modern business communication.

**Detailed Syllabus**

**Unit I**

Introduction: Concept, objectives and importance of Business Communication, Principles of effective Communication, Types of Communication. Media of Communication: Written, oral, face to face, Visual, audio-visual, modern media-telex, fax, Tele Conferencing. E-mail media, Non-verbal communication, Kinesics Effects, Comprehension of reality.

**Unit II**

Barriers to Communication: Wrong choice of Media, Physical barriers, Semantic barriers, Different Comprehension of reality. Socio-Psychological barriers.

### Unit III

Business Letters: Layout, kinds of business letter - Interview, Appointment, Acknowledgement, Promotion, Inquiries, Replies, Orders, Sales, Circular, Complaints.

### Unit IV

Theory Aspects of Business Communication: Report Writing, Public Speaking, Seminar, Presentation, Interview, Group Discussion, Effective Listening.

### Suggested Books and References:

1. Business Communication- K.K. Sina, Galgotia Publishers Cooperative. New Delhi.
2. Media and Communication Management - C.S. Rayudu, Himalaya Publishing House, Bombay.
3. Essentials of Business Communication, Rajendra Pal and J.S. Korlhali-Sultan Chand & Sons, New Delhi.
4. Business Communication (Principles, Methods and Techniques) Nirmal Singh- Deep & Deep Publication Pvt.Ltd., New Delhi.
5. Business Correspondence and Report Writing - R.C. Sharma, Krishna Mohan- Tata Mc Graw-Hill Publishing Company Ltd., New Delhi.
6. Business Communication-M. Balasubrahmanyam- Vani Education Books.
7. Business Communication- H.S.Pandey and Nilima Pareek (RBD Jaipur.)

### Course Learning Outcomes:

1. Understand and demonstrate the use of basic and advanced proper writing techniques that today's technology demands, including anticipating audience reaction,
2. Write effective and concise letters and memos,
3. Prepare informal and formal reports, Proofread and edit copies of business correspondence.
4. Plan successfully for and participate in meetings and conduct proper techniques in telephone usage, Use e-mail effectively and efficiently,
5. Develop interpersonal skills that contribute to effective and satisfying personal, social and professional relationships, and utilize electronic presentation software.

  
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Name of the Programme: Bachelor of Business Administration (B.B.A.)  
Semester: I

Title of the Subject: Fundamental of Accounting

Course Code - BBA-50.T-103

Semester	Code of the Course	Title of the Course/Paper	NHEQF Level	Credits
I	BBA-50.T-103	Fundamental of Accounting	4.5	6
Level of Course	Type of the Course	Delivery Type of the Course		
Introductory	Major	Lecture-Six Hours per Week		
Duration of Examination		Maximum Marks	Minimum Marks	
Midterm -1 Hr EoSE-3 Hrs		Midterm-30 Marks EoSE-120Marks	Midterm -12 Marks EoSE- 48 Marks	

**Objectives of the Course:**

1. To impart Conceptual Knowledge of Accounting.
2. To provide knowledge and understanding of financial statements of a business.
3. To prepare profit and loss account and balance sheet.

**Detailed Syllabus**

**UNIT I**

Meaning and definition of Accounting and Book Keeping, Accounting Process, Objective, Users, Limitations and Basic Terminology of Accounting. Accounting Concepts, Conventions and Equation. Generally Accepted Accounting Principles. Indian Accounting standards and IFRS.

**UNIT II**

Accounting equations, Types of accounts, Rules of Debit and Credit. Recording transactions in Journal and Subsidiary books: Purchase Book, Purchase Return Book, Sales Book, Sales Return Book and Cash Book. Preparation of Ledger Accounts. Preparation of Trial Balance.

**UNIT III**

Depreciation Accounting: meaning, features, need and methods of Charging Depreciation, Provisions and Reserves, Difference between Provisions and Reserves. Bank Reconciliation Statement: Need and Preparation of Bank Reconciliation Statement. Errors and their Rectification.

**UNIT IV**

Preparation of Financial Statements: Preparing Trading Account, Profit and Loss Account and Balance Sheet with adjustments for a Sole Proprietor. Preparation of Accounts of Non-Profit Organization: Preparing Receipt

and Payment Account, Income and Expenditure Account and Balance Sheet.

**Suggested Books and References:**

1. Sharma, Shah, Mangal, Agarwal: Financial Accounting, RBD, Jaipur.
2. Jain, Khandelwal, Pareek, Dave: Financial Accounting, Ajmera Book Company, Jaipur.
3. Agrawal, Sharma, Purohit, Sharma: Financial Accounting, Shivam Book House, Jaipur.
4. Tulsian: Financial Accounting: Sultan Chand & Sons, New Delhi.
5. Maheshwari S.N.: Financial Accounting, Vikas Publishing House Pvt. Ltd, New Delhi.
6. Monga J.R.: Financial Accounting, Mayur Paper Book, New Delhi.

**Course Learning Outcomes:**

1. Understanding of the Basic Concepts and Process of Accounting.
2. Ability to Prepare Journal, Subsidiary Books, Ledger and Trial Balance of a Business.
3. Ability to Prepare Trading, Profit and Loss Account and Balance Sheet.

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**Name of the Programme: Bachelor of Business Administration  
(B.B.A.)**

**Semester: II**

**Title of the Subject : Legal Aspects of Business**

**Course Code – BBA- 50-T-201**

Semester	Code of the Course	Title of the Course/Paper	NHEQF Level	Credits
II	BBA-50-T-201	Legal Aspects of Business	4.5	6
Level of Course	Type of the Course	Delivery Type of the Course		
Introductory	Major	Lecture-Six Hours per Week		
Duration of Examination		Maximum Marks	Minimum Marks	
Midterm -1 Hr EoSE-3 Hrs		Midterm-30 Marks EoSE-120Marks	Midterm -12 Marks EoSE- 48 Marks	

**Objectives of the Course:**

1. To gain knowledge of the branches of law which relate to business transactions, certain corporate bodies and related matters.
2. To understand the applications of these laws to Theory commercial situations.

**Detailed Syllabus**

**Unit I**

Law of contract: Nature of contract, Classifications, Offer and Acceptance, Capacity to contract, Free Consent, Consideration, Legality of object, Agreement declared void, Performance of Contract, Discharge of Contract, Remedies for breach of contract.

**Unit-II**

Special Contracts: Indemnity and Guarantee, Bailment and Pledge, Agency.

**Unit-III**

Sale of Goods Act: Formation of Contract of sale, Goods and their classification, price conditions & warranties, Passing of property in goods, Performance of contract of sale, Unpaid seller, sale by auction.

**Unit-IV**

Consumer Protection Act, 2019 : Meaning and Importance of Consumer Protection, Definition of consumer and complaint, Consumer Right and Responsibilities, Consumer Disputes Redressal Commission: District State and National Level, Role and Powers of Central Consumer Protection Authority (CCPA).

**Suggested Books and References:**

1. Kuchal, M.C. and Kuchhal Vivek : Business Laws, Vikas Publishing House, Noida (UP).
2. Singh, Avtar : The Principles of Mercantile Law, Eastern Book Company, Lucknow
3. Desai, T.R. : Contract Act, Sale of Goods Act and Partnership Accounts, S.C. Sarkar & Sons Pvt. Ltd., Kolkata
4. Kapoor, N.D. : Business Law , Sultan Chand & Sons, New Delhi
5. Tulsian P.C., Tulsian Bharat, Tulsian Tushar: Business Laws, S.Chand Publishing.
6. Chandra, P.R. : Business Law, Galgotia, New Delhi
7. The Indian Contract Act, 1872- Bare Act.
8. The Sale of Goods Act, 1930- Bare Act.

**Course Learning Outcomes:**

1. Know rights and duties under various legal Acts.
2. Understand consequences of applicability of various laws on business situations.
3. Develop critical thinking through the use of law cases.

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21/5/23

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**Name of the Programme: Bachelor of Business Administration  
(B.B.A.)  
Semester: II**

**Title of the Subject: Fundamental of Business Economics**

Course Code – BBA-50-T-202

Semester	Code of the Course	Title of the Course/Paper	NHEQF Level	Credits
II	BBA-50-T-202	Fundamental of Business Economics	4.5	6
Level of Course	Type of the Course	Delivery Type of the Course		
Introductory	Major	Lecture -Six Hours per Week		
Duration of Examination		Maximum Marks	Minimum Marks	
Midterm -1 Hr EoSE-3 Hrs		Midterm-30 Marks EoSE-120Marks	Midterm -12 Marks EoSE- 48 Marks	

**Objectives of the Course:**

1. The objective of this course is to acquaint the students with concepts and techniques used in Micro & Macro Economic theory and to enable them to apply this knowledge in Business decision-making.
2. Business economics also aims to help students understand the broader economic environment in which businesses operate, including the macroeconomic factors that affect the overall performance of the economy.

**Detailed Syllabus**

**UNIT -I**

Business Economics- Meaning, Nature and Scope, Role of Business Economics in Business. Central problems of the economy. Micro Economics & Macro Economics: Concept & aim; Scope. Role of Micro and Macro Economic Analysis in Formulation of Business Decisions, Difference and Interdependence of Micro and Macro Economic Analysis. Utility Analysis: Cardinal and Ordinal Approaches, Law of Diminishing Marginal Utility and Law of Equi-Marginal Utility, Consumer's Surplus.

**UNIT-II**

Indifference Curve-Meaning, Characteristics, Consumer's Equilibrium, Income Effect, Price Effect and Substitution Effect. Demand Analysis, Law of Demand, Elasticity of demand and its measurement and significance. Supply and Law of Supply, Elasticity of supply. Demand Forecasting. Revenue and Cost Analysis: Revenue Analysis, Relationship between Total Revenue, Marginal Revenue and Average Revenue. Various concepts of cost, short and long run cost curves.

### UNIT-III

Production Function – Types of Production functions, Laws of Returns, Law of Variable Proportions, Returns to scale, Isoquant curves, Expansion path. General Theory of Price Determination. Role of Time Element in Price Determination. Market Analysis: Price and Output determination under Perfect Competition, Monopoly, Discriminating Monopoly, Imperfect Competition and Oligopoly: Price Leadership and Kinked Demand Curve.

### Unit-IV

Business Cycles-Theories and Phases. Factor Pricing: Determination of Rent, Wages, Interest and Profit. Marginal Productivity theory of Distribution. National Income and its measurement, National Income and Its relationship with Economic welfare.

### Suggested Books and References:

1. D.M. Mithani: Fundamentals of business and managerial economics, Himalaya Publishing House.
2. Mote and Paul and Gupta: Managerial Economics, TATA McGraw Hill, New Delhi.
3. Ahuja, H.L.: Managerial Economics, S. Chand & Company Ltd., New Delhi.
4. B.P. Gupta: VyavsayikArthashastra (Hindi), Malik and Company, Jaipur.
5. Agarwal and Agarwal: VyavsayikArthshastra, (Hindi) Ramesh Book Depot., Jaipur.
6. M. D. Agarwal and Som Deo: Business Economics, Ramesh Book Depot, Jaipur.
7. Dwivedi D. N., Managerial Economics, Vikas Publications, Delhi.

### Course Learning Outcomes:

1. Business economics courses should encourage students to develop critical thinking skills, including the ability to evaluate economic arguments and theories, identify biases, and make well-reasoned judgments.
2. Overall, the outcome of a course in business economics should be to equip students with the knowledge and skills necessary to make informed decisions in the complex and dynamic business environment. Graduates of business economics programs should be able to apply economic principles and analytical skills to solve business problems and make strategic decisions that contribute to the success of their organizations.

A handwritten signature in blue ink is written over a blue circular stamp. The stamp contains the text 'प्रभारी अकादमिक' (Prabari Akadami) and the number '213713'. The signature is written in a cursive style.

**Name of the Programme: Bachelor of Business Administration  
(B.B.A.)  
Semester: II**

**Title of the Subject: Entrepreneurship and Small Business Management**

**Course Code – BBA-50-T-203**

Semester	Code of the Course	Title of the Course/Paper	NHEQF Level	Credits
II	BBA-50-T-203	Entrepreneurship and Small Business Management	4.5	6
Level of Course	Type of the Course	Delivery Type of the Course		
Intermediate	Major	Lecture-Six Hours per Week		
Duration of Examination		Maximum Marks	Minimum Marks	
Midterm -1 Hr EoSE-3 Hrs		Midterm-30 Marks EoSE-120Marks	Midterm -12 Marks EoSE- 48 Marks	

**Objectives of the Course:**

1. To inspire students and help them to imbibe an entrepreneurial mind-set.
2. To familiarise with the basic concept, role and structures of Entrepreneurship and Small Business Management.
3. To understand the latest trends and developments in Entrepreneurship.
4. To create awareness about government programmes and schemes for Entrepreneurs.
5. To analyse and solve the problems of Entrepreneurship and Small Business Management.

**Detailed Syllabus**

**UNIT-I**

Concept of Entrepreneurship, Role of Entrepreneurship, Types of Entrepreneurship, Entrepreneurship Traits, Entrepreneurship and Manager, Problems of Entrepreneurship.

**UNIT-II**

Entrepreneurs from Rajasthan, Rural Entrepreneurs, Technopreneurship, Agripreneurs, Women Entrepreneurs, Entrepreneurship Training and Development, Government Encouragement to Entrepreneurship.

**UNIT-III**

Concept of Small and Medium Enterprises, Role of Small and Medium Enterprises, Policies Governing Small and Medium Enterprises in India, Management of Small and Medium Business Enterprises, Role of Financial Institutions Promoting Small and Medium Enterprises.

#### UNIT-IV

Start up process of Small Enterprises, Organization Structure of Small Scale Industries in India, Taxation benefits and Concessions to Small Scale Industries in India, Problems of Small Scale Industries in India.

#### Suggested Books and References:

1. Rao, T. Venkateswara & Pareek, Udai, Developing Entrepreneurship, New Delhi learning system company.
2. Bhansali, Entrepreneurship Development, HPB.
3. Sharma, Pradeep, Entrepreneurship and Small Business management, RBSA, Jaipur.
4. Desai, Drevasant, Fundamentals of Entrepreneurship and Small business management, Himalya Publishing House Pvt. Ltd.
5. Patna, K.K., Fundamentals of Entrepreneurships, Himalya Publishing House Pvt. Ltd.
6. Shrivastava, S.B., A Theory Guide to Industrial Entrepreneurship, Sultan Chand & Sons.

#### Course Learning Outcome

1. Develop understanding about entrepreneurship and successful entrepreneurs.
2. Develop an entrepreneurial mind set, learning key skills such as negotiation, personal selling and communication.
3. Understand the thought process of entrepreneur and understand their strength, weakness and decision making power from an entrepreneurial perspective.

प्रभारी अकादमिक प्रश्न

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