

# **BBA(Bachelor of Business Administration)**

## **SYLLABUS (Fifth Semester)**

### **BBA 501 ENTREPRENEURSHIP AND SMALL BUSINESS**

#### ***Introduction:***

Definition, Concept of Entrepreneurship

#### ***Entrepreneurial Development:***

Entrepreneurial environment, Entrepreneurial process Types & Classifications of Entrepreneurs, Characteristics of entrepreneurs

#### ***Introduction to Small Scale Industry in India:***

Definition, Steps for setting up small industry, Contribution to Indian Economy

#### ***Overview of Project Management:***

Identification of Business idea, Project formulation & Business Plan, Project Report, Appraisal

#### ***Sources of Finance:***

Own funds, Institutional finance, Venture Capital, Lease Finance, factoring

#### ***Role of Technology:***

Importance of innovation, patents& trademarks in small businesses

#### ***Problems of Small Businesses:***

Reasons and remedies of sickness in SSIs in India

#### ***Institutional support for small businesses in India :***

Support in areas of technology, finance, inputs & infrastructure, marketing, entrepreneurship development

#### ***Text Books:***

1. Desai, V., *Dynamics of Entrepreneurial Development and Management*
2. Batra-Dangwal, *Entrepreneurship and Small Scale Industries*

## **BBA 502 INTERNATIONAL TRADE AND BUSINESS**

### ***International Trade:***

Concept, Importance, Benefits of International Trade, International Marketing versus Domestic Marketing (differences)

### ***Theory of International Trade:***

Theory of Comparative Cost, Factor Proportion Theory

### ***Multinational Corporations (MNCs):***

Definition, Role of MNCs in International Marketing

### ***International Trade Barriers:***

Meaning, Tariff and Non-Tariff Barriers, Impact of Non-Tariff Barriers

### ***Organizations and Agreements:***

WTO (functions, principles, agreements), IMF (purposes, facilities provided by IMF), World Bank (purpose, principles/policies)

### ***Foreign Trade of India :***

Organizational Setup ( autonomous bodies, attached and subordinate offices), Major Exports and Imports, Concept of Export House, EXIM Policy (2002-2007) of India (features and objectives of the policy)

### ***Foreign Exchange Market:***

Concept, Functions, Methods of International Payment, Concept of Balance of Payment. Concept of Fixed and Flexible Exchange Rate (concept) and Convertibility of Rupee

### ***Text Books:***

1. Cherunillam, F., *International Business* (PHI: New Delhi )
2. Varshney, R.L. and Bhattacharya, B. *International Marketing Management: An Indian perspective* (Sultan Chand: New Delhi)

## **BBA 505 DATABASE DESIGN AND MANAGEMENT**

### ***Introduction:***

Purpose of database system, data abstraction, data models, instance and schemes, data independence, database administrator.

### ***Entity – Relationship Model:***

Entities and entity sets, relationships and relationship sets, mapping constraints, primary keys, entity relationship diagram, reducing E-R diagrams to tables, generalization and specialization, aggregation.

***Relational Model:*** The Relational Algebra, View.

***Relational Commercial Language:*** SQL

### ***Relational Database Design:***

Functional dependency, Normal forms ( 1 NF, 2 NF, 3 NF , BCNF )

### ***Security and Integrity:***

Security and Integrity violations, Authorization and Views, Security specification in SQL, Encryption, Statistical Databases.

### ***Crash Recovery:***

Correctness and Atomicity, Transaction states, Log- based recovery, Checkpoints, Shadow paging

### ***Text Book:***

1. Korth , H. F. Etal, *Database System Concepts*, ( McGraw – Hill: New Delhi)

### ***Reference Book:***

1. Elmasri / Navathe , *Fundamentals of Database Systems*, ( Pearson: New Delhi )
2. Date, CJ, *Fundamentals of Database Systems*

## **BBA 506 PROJECT FEASIBILITY REPORT**

In this course the students have to search for a real life business project idea. They will in turn carry out a feasibility study for the project and finally submit a Project Feasibility Report. This study will be carried out as per the discussions held in the course Entrepreneurship and Small Business.

## **BBA 620 PROJECT - 1**

A report has to be submitted by each student on the summer project undertaken by him after the 4<sup>th</sup> Semester. Evaluation of the project will be based on Viva-Voce of 100 marks

## **BBA 509 HOSPITALITY MANAGEMENT**

***Introduction:*** Evolution of Hotel Industry, Classification of hotels

***Evolution of the Industry in India:*** Definition, Development and early history

***Systems View of the Hotel Industry:***

Characteristics of Hotel Industry, Activities of Hotels, Accommodation, Front-Office Keeping, Bar and Restaurant, Supporting Services

***Maintenance:*** Accounts and equipments

***Relevance of Marketing Function:***

***Introduction to Tourism:***

Definition, Nee, Birth, growth and development of Tourism, Factors influencing growth of tourism

***Tourism Planning:*** Need, Government's role in planning

***Tourism and Employment:*** Growth of related Industries, employment generation

***Tourism Marketing:*** Concepts, importance, marketing mix

***Indian Tourism development Corporation (ITDC), WTO and Travel Agents in India***

***Text Books:***

1. Elliot, J., *Tourism*
2. Hall, DR, *Tourism and Economic Development*