



St. PETER'S UNIVERSITY

St. Peter's Institute of Higher Education and Research

(Declared Under Section 3 of the UGC Act, 1956)

AVADI, CHENNAI – 600 054

TAMIL NADU

B.B.A (BUSINESS ADMINISTRATION)

Code No. - 309

(Effective From 2009 – 2010)

(Distance Education)

Regulations and Syllabi

(I & II & III Year)

St. PETER'S INSTITUTE OF DISTANCE EDUCATION

Recognized by Distance Education Council and

Joint Committee of UGC – AICTE - DEC, New Delhi

(Ref. F. No. DEC/SPU/CHN/TN/Recog/09/14 dated 02.04.2009 and

Ref.F.No.DEC/Recog/2009/3169 dated 09.09.2009)

St. PETER'S UNIVERSITY
St. PETER'S INSTITUTE OF DISTANCE EDUCATION
Chennai – 600 054.

Code No. – 309

B.B.A.

(Distance Education)

Regulations and Syllabi

(Effective from 2009 – 2010)

- 1. Eligibility:** Candidates who have passed the Higher Secondary Examination conducted by the Government of Tamilnadu, or any other examination recognized as equivalent thereto are eligible for admission to Three Year B.B.A Programme.
- 2. Duration:** Three Years.
- 3. Medium:** English is the medium of instruction and examination.
- 4. Methodology:** The methodology of distance education includes supply of self-instructional study materials in print format and in CD, face-to-face instruction for theory and practicals for a limited period during week ends and on holidays, provision of virtual class in phased manner, dissemination of information over e-mail, Student - Support Service at various Centres of the University, Continuous Assessment and End Assessment conducted by the University at various parts of India.
- 5. Weightage for Continuous and End Assessment:** There is no weightage for Continuous Assessment unless the ratio is specifically mentioned in the scheme of Examinations. The End Assessment (EA) has 100% weightage.

6. Credit System: Credit system be followed with 36 credits for each Year and each credit is equivalent to 25 hours of effective study provided in the Time Table of the formal system.

7. Scheme of Examinations

First Year

Code No.	Course Title	Credit	Marks	
			EA	Total
Theory				
109UTMT01 109UHIT01	Tamil - I Hindi - I	6	100	100
109UEHT02	English - I	6	100	100
109UBBT03	Core: Principles of Management	8	100	100
109UBBT04	Core: Financial Accounting	8	100	100
109UBBT05	Allied: Business Statistics and Operations Research	8	100	100
Total		36	500	500

Second Year

Code No.	Course Title	Credit	Marks	
			EA	Total
Theory				
209UTMT01 209UHIT01	Tamil - II Hindi - II	6	100	100
209UEHT02	English - II	6	100	100
209UBBT03	Business Communication	5	100	100
209UBBT04	Cost and Management Accounting	5	100	100
209UBBT05	Business Environment	4	100	100
209UBBT06	Business Regulatory Framework	5	100	100
209UBBT07	Allied: Managerial Economics	5	100	100
Total		36	700	700

Third Year

Code No.	Course Title	Credit	Marks	
			EA	Total
Theory				
309UBBT01	Financial Management	8	100	100
309UBBT02	Marketing Management	6	100	100
309UBBT03	Production and Materials Management	6	100	100
309UBBT04	Human Resource Management	8	100	100
309UBBT05	Entrepreneurship Development and Management of Small Business	8	100	100
Total		36	500	500

8. Passing Requirements: The minimum pass mark (raw score) be 40% in End Assessment.

9. Grading System: Grading System on a 10 Point Scale be followed with 1 mark = 0.1 and the conversion of the Grade point as given below.

$$\begin{aligned}
 \text{Overall Grade Point Average (OGPA)} &= \frac{\text{Sum of Weighted Grade Points}}{\text{Total Credits}} \\
 &= \frac{\sum (EA)C}{\sum C}
 \end{aligned}$$

The Overall Grade: The Overall Grade and Classification of all successful candidates be arrived at from the Overall Grade Point Average as stipulated in the following conversion Table.

Grade	Over all Grade Point Average(OGPA)	Over all weighted Average marks	Classification
0	9.0 to 10.0	90 to 100	First Class
A	8.0 to 8.9	80 to 89	First Class
B	7.0 to 7.9	70 to 79	First Class
C	6.0 to 6.9	60 to 69	First Class
D	5.0 to 5.9	50 to 59	Second Class
E	4.0 to 4.9	40 to 49	Third Class
F	0.0 to 3.9	0 to 39	Reappearance

The Grade Sheets of successful candidates provide particulars such as (1) Overall weighted Average Marks and (2) Overall Grade.

10. Pattern of the Question Paper: The question paper for the End Assessment will be set for three hours and for a maximum of 100 marks with following divisions and details.

Part A: 10 questions (with equal distribution to all units in the syllabus). Each question carries 2 marks.

Part B: 5 questions with either or type (with equal distribution to all the units in the syllabus). Each question carries 16 marks.

The total marks scored by the candidates will be calculated to the maximum prescribed in the Regulations.

11. Syllabus

109UBBT03: PRINCIPLES OF MANAGEMENT

Unit I

Management: Importance – definition – nature and scope of Management process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought and approaches.

Unit II

Planning: Nature – importance – forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Nature and Types of Policies – Decision-Making – Process of Decision-Making – Types of Decision.

Unit III

Organizing: Types of Organizations – Organization Structure – Span of Control and Committees – Departmentalization – Informal Organization.

Unit IV

Authority – Delegation – Decentralization – Difference between Authority and Power – Responsibility – Recruitment – Sources, Selection, Training – Direction – Nature and Purpose.

Unit V

Co-ordination – Need, Type and Techniques and Requisites for excellent Co-ordination – Controlling – Meaning and Importance – control Process.

REFERENCE BOOKS:

1. Principles of Management – P.C. Tripathi & P.N. Reddy
2. Essentials of Management – Wehrich and Koontz
3. Principles of Management – L.M. Prasad
4. Principles of Management – Dinkar Pagare
5. Business Management – C.B. Gupta
6. Business Management – N. Premavathy
7. Principles of Management – J. Jayasankar.

109UBBT04: FINANCIAL ACCOUNTING

Unit I

Meaning and Scope of Accounting, Basic Accounting Concepts and Conversions – Objectives of Accounting – Accounting Transactions – Double Entry Book keeping – Journal, Ledger, Preparation of Trial Balance – Preparation of Cash Book.

Unit II

Preparation of Final accounts of a Sole Trading Concern – Adjustments – closing Stock, Outstanding and Prepaid items, Depreciation , Provision for Bad debts, Provision for Discount on Debtors , Interest on Capital and Drawings – Preparation of Receipts and Payments Account. Income & Expenditure Account and Balance Sheet of Non Trading Organizations (Simple Problems).

Unit III

Classification of Errors – Rectification of Errors – Preparation of Suspense Account.

Bank Reconciliation Statement (Only simple problems).

Unit IV

Depreciation – Meaning, Causes, Types – Straight Line Method – Written down Value method (Change in Method excluded). Insurance claims – Average Clause (Loss of Stock only).

Unit V

Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method (Only simple problems).

Unit VI

Branch Accounts: Dependent branches – Stock and debtors system, - distinction between wholesale profit and retail profit – Independent branch (foreign branches excluded).

Unit VII

Department Accounts: Basis for allocation of expenses – Inter departmental transfer at cost or selling prices – Treatment of expenses which cannot be allocated.

Unit VIII

Hire purchase and installment - Default and repossession – Hire purchase trading account.

Unit IX

Admission of a partner – Retirement of a partner – Death of a partner.

Unit X

Dissolution of a partnership – Insolvency of a partner (Application of Indian partnership Act 1932) – Insolvency of all partners – Gradual realization of assets and piecemeal distribution.

REFERENCE BOOKS:

1. R.L. Gupta & V.K. Gupta – Advanced Accounting, Sultan Chand, New Delhi.
2. T.S. Reddy & Murthy – Financial Accounting, Margham Publications, Chennai.
3. Shukla & Grewal – Advanced Accounting, S. Chand, New Delhi.
4. Jain & Narang – Financial Accounting.
5. P.C. Tulsian – Financial Accounting.
6. S. Parthasarathy and A.Jaffarulla, Kalyani Publishers – Financial Accounting
7. R.L. Gupta & Radhaswamy – Advanced Accounting.

109UBBT05: ALLIED – I

BUSINESS STATISTICS AND OPERATIONS RESEARCH

Unit I

Introduction – Classification and tabulation statistical data – Diagrammatic and graphical representation of data.

Unit II

Measures of Central tendency – Mean, Median and Mode – Dispersion, Range, Quartile deviation, Mean Deviation, Standard Deviation – Measures of Skewness.

Unit III

Correlation – Karl Pearson's Coefficient of Correlation – Spearman's Rank Correlation – Regression Lines and Coefficients.

Unit IV

Time Series Analysis – Trend – Seasonal Variation.

Unit V

Introduction to OR – Linear Programming – Graphical and Algebraic Solution (maximum and minimization).

Unit VI

Index Numbers – Aggregative and Relative Index – Chain and Fixed Index – Wholesale Index – Cost of Living Index.

Unit VII

Probability – Addition and Multiplication Theorem – Conditional Probability – Bayes's Theorem (without proof) – Simple Problems.

Unit VIII

Sampling Techniques – Types of Sample and Sampling Procedures – Tests of Significance – Normal, t, f, chi-square – Simple problems.

Unit IX

Assignment and Transportation Problems.

Unit X

Network Analysis – PERT and CPM (no crashing).

REFERENCE BOOKS:

- | | |
|----------------------------------------|----------------------------|
| 1. Statistical Methods | – S.P. Gupta |
| 2. Introduction to Operations Research | – Dr. P.R. Vittal |
| 3. Statistics | – Elhance |
| 4. Operations Research | – Hira and Gupta, S. Chand |
| 5. Operations Research | – Handy and A. Taha |

SECOND YEAR
209UBBT03: BUSINESS COMMUNICATION

Unit I

What is Business Communication? – Essential and Importance of Business Communication – Communication process – Communication Barriers.

Unit II

Objective of Communication – Methods and forms of Communication – Oral and Written forms of Communication – Merits and Demerits of Oral and Written Communication – Channels of Communication.

Unit III

Role of Technology in Communication – Various Communication Devices – Telephone – Cell Phones – Video Conferencing – intercom – Dictaphone – EPABX – Public Address System- Visual Aids – ETC – Cost effectiveness of various devices.

Unit IV

Internal and External Communications – Answering Telephone Calls – Enquiries – Preparation of Speeches.

Unit V

Communication through Letters – Layout of a letter – Letter Formats – Application for appointment- Reference letters – Appointment letters – Orders – Enquiry letters – Offers and Quotations – Execution of orders – Cancellation of orders – Adjustment and Settlement of Accounts – Letter of Complaints – Collection letters.

Unit VI

Letter to the Agency – Status enquiry – Bank Correspondence – Letters related to export and import – correspondence with Government Department and Public bodies – Tenders – Insurance letters – Letters to the Editor.

Unit VII

Correspondence of company secretary with Shareholders and directors – Minutes of the meeting – Agenda – Annual Report.

Unit VIII

Communication through reports – reports by individuals – report of committee – secretarial reports – reports of executive heads, officers of company – sales – production reports – press reports.

Unit IX

Internal Communication – memos – circulars – notices – job instruction – precise writing of letters and reports.

Unit X

Modern Forms of Communication: Fax – E-mail – Video Conferencing – Internet – Websites and their uses in Business.

REFERENCE BOOK:

1. Developing Communication Skills – Krishna Mohan & Meera Banerji.
2. Essentials of Business Communication – Rajendra Pal and JS Korlahalli.
3. Commercial Correspondence – Mazumdar
4. Business English and Correspondence – Agarwal AN.
5. Writers guide to style & usage MacMillan Ltd.
6. Effective Business English and Correspondence – Ramesh Ms & Patten Shetty CC.
7. Business Correspondence – Pillai and Bhagawathi
10. Essential of Business Communication – Guffey
11. Business Communication: A Framework for Success – O’Hair
12. Advanced Business Communication – Penrose
13. Effective Business Communication – Prentice Hall of India, Kaul.

209UBBT04: COST AND MANAGEMENT ACCOUNTING

Unit I

Nature and scope of Cost Accounting. Cost analysis, Concepts and Classifications. Installation of costing systems, cost centers and profit centers.

Unit II

Cost Sheets, tenders and quotations. Reconciliation of cost and financial accounts.

Unit III

Material purchase control, level, aspects, need and essentials of material control.

Stores control – Stores Department, EOQ, Stores , records, ABC analysis , VED analysis.

Material costing – issue of materials – FIFO, LIFO, HIFO, SAM, WAM, Market price, Base stock method and Standard price method.

Unit IV

Labour cost – Computation and control. Time keeping, Methods of wage payment – Time rate and piece rate system. Payroll procedures, Idle time, over time. Labour turnover.

Unit V

Overheads – Classification, Allocation, Apportionment and Absorption.

Accounting and control of overheads – Manufacturing, Administration, Selling and Distribution (Primary and Secondary Distribution). Machine Hour Rate.

Unit VI

Management Accounting – Meaning, Scope, Importance and Limitations – Management Accounting Vs. Cost Accounting. Management Accounting Vs. Financial Accounting.

Unit VII

Analysis and Interpretation of Financial Statement – Nature, Objectives, tools – Methods – Comparative Statements, Common Size Statement and Trend analysis.

Unit VIII

Ratio Analysis – Interpretation, benefits and limitations. Classification of ratios – Liquidity, profitability, turnover, capital structure and leverage.

Unit IX

Funds flow and Cash flow statements.

Budgets and budgetary control – Meaning, Objectives merits and demerits – Types of Budgets – production, cash and flexible budgets.

Unit X

Marginal costing (excluding decision making) Absorption Costing and Marginal Costing – CVP analysis – Break Event Analysis – Break Event Chart.

REFERENCE BOOKS:

1. Jain S.P., and Narang K.L. – Cost Accounting.
2. Khanna B.S., Pandey I.M – Practical Costing.
Aherjia G.K and Arora M.N.
3. Reddy and Murthy – Cost Accounting
4. N.K. Prasad and V.K. Prasad – Cost Accounting
5. Dr. S.N. Maheswari – Management Accounting
6. Chadwick – The Essence of Management Accounting
7. Charles T. Horngren – Information to Management Accounting
and Gary N. Sunderi
8. Reddy and Murthy – Management Accounting

209UBBT05: BUSINESS ENVIRONMENT

Unit I

The concept of Business Environment – Nature and Significance – brief overview of political – Cultural – legal – economic and social environments and their impact on business and strategic decisions.

Unit II

Political Environment – Government and Business relationship in India – Provisions of Indian Constitution operating to business.

Unit III

Social Environment – Cultural Heritage – Social attitudes – Impact of foreign culture – castes and communities – joint family systems – linguistic and religious groups – Types of social organization – social responsibilities of business.

Unit IV

Economic Environment – Economic systems and their impact of business – Macro economic parameters like GDP – growth rate population – Urbanisation – Fiscal deficit – Plan investment – Per capita income and their impact on business decisions – Five year Planning.

Unit V

Financial Environment – Financial System – Commercial banks – Financial Institutions – RBI Stock Exchange – IDBI – Non Banking Financial Companies NBFC's.

REFERENCE BOOKS:

1. Sankaran. S – Business Environment
2. Francis Cherunilam – Business Environment
3. Aswathappa – Business Environment
4. Dasgupta & Sengupta – Government and Business in India.
5. Srinivasan K. – Productivity and Social Environment.

209UBBT06: BUSINESS REGULATORY FRAMEWORK

Unit I

Brief outline of Indian Contract Act – Special contracts Act – Sale of goods Act – Contract of Agency.

Unit II

Brief outline of Indian Companies Act. 1956.

Unit III

Brief outline of FEMA – Consumer Protection Act.

Unit IV

The laws of Trade marks – Copyright – Patents – Designs – Trade related Intellectual Property Rights. (TRIPS) RTP – IDRA – an overview.

Unit V

Brief outline of Cyber Laws – WTO – Information Technology agreement ITA – General Agreement on Trade in services.

REFERENCE BOOKS:

1. Business Laws – N.D. Kapoor
2. Economic & Other legislations – N.D.Kapoor
3. Cyber laws for every Netizen in India – Na. Vijayashankar
4. Legal Systems in Business – Sumathi& Saravanavel

ALLIED – II
209UBBT07: MANAGERIAL ECONOMICS

Unit I

Nature and scope of Managerial Economics – definition of Economics – Important concepts of economics – relationship between micro, macro and Managerial Economics – Nature and Scope – Objectives of the firm.

Unit II

Demand analysis – Theory of consumer behaviour – Marginal utility analysis – indifference curve analysis.

Unit III

Meaning of demand – Law of demand – Types of demand – Determinants of demand – elasticity of demand – Demand forecasting.

Unit IV

Production and cost analysis – Production – Factors of Production – Production function – Concept – Law of variable proportion – law of return to scale and economics of scale – cost analysis – Different Cost Concepts – Cost output relationships – Short run and long run – Revenue curves of firms – Supply analysis.

Unit V

Pricing methods and strategies – Objectives – Factors – General consideration of pricing – methods of pricing – Dual pricing – Price discrimination.

Unit VI

Full cost pricing – Target pricing – pricing of new products – pricing by manufacturer – pricing by retailer.

Unit VII

Market classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly.

Unit VIII

Profit and profit management – Accounting profit and economic profit – Measurement – profit planning and forecasting.

Unit IX

Capital Budgeting – Cost of capital – Capital management and Financial policy.

Unit X

Project profitability – methods of appraising profitability.

REFERENCE BOOKS:

1. Joel Dean – Managerial Economics.
2. Gupta G.S. – Managerial Economics.
3. Peterson – Managerial Economics.
4. Davies & Hughes – Managerial Economics.
5. Hague. D.C. – Managerial Economics.
6. Mote, Paul and Gupta – Managerial Economics.
7. Savage and Small – Introduction to Managerial Economics
8. Spencer, M.H. – Managerial Economics – Text, problems, Short cases.
9. Stokes, C.J. – Economics for Managers.
10. Varshney and Maheswari – Managerial Economics
11. Boumal William. J. – Economic Theory and Operation Analysis.

THIRD YEAR
309UBBT01: FINANCIAL MANAGEMENT

Unit I

Meaning, Objective and scope – Relationship between Management Accounting , Cost Accounting and Financial Accounting – Financial Statements – Tools for Analysis and Interpretation.

Unit II

Financial planning and control – Break-Event Analysis – Operating leverage – Cost – Volume – Profit analysis.

Unit III

Cost of Capital – Basic concepts, rational assumptions – Cost of Equity Capital – Cost of debt – Cost of preference capital – Cost of retained earnings.

Unit IV

Capital structure decision of the firm – Composition and sources of long-term funds – Financial leverage – Factors determining funds requirements.

Unit V

Financial Information Systems.

REFERENCE BOOKS:

1. Financial Management – Prasanna Chandra
2. Khan and Jain – Financial Management
3. Pandey I.M. – Financial Management
4. Vanhome – Fundamentals of Financial Management

309UBBT02: MARKETING MANAGEMENT

Unit I

Fundamentals of Marketing – Role of Marketing – Relationship of Marketing with other Functional Areas – Concept of Marketing mix – Marketing approaches – Various Environmental factors affecting the marketing functions.

Unit II

Buyer Behaviour – Consumer goods and Industrial goods – Buying motives – Factors influencing buyer Behaviour.

Market segmentation – Need and basis of Segmentation – Targeting – Positioning.

Unit III

Sales Forecasting – Various methods of Sales Forecasting.

The product – Characteristics – Benefits – Classifications – Consumer Goods – Industrial goods – New Product Development process – Product Life Cycle – Branding – Packaging.

Unit IV

Pricing – Factors influencing pricing decisions – Pricing Objectives – Pricing Policies and Procedures.

Physical Distribution: Importance – Various kinds of marketing channels – distribution problems.

Sales Management: Motivation, Compensation and Control of Salesmen.

Unit V

A brief overview of: Advertising – Publicity – Public Relations – Personal Selling – Direct selling and sales promotion.

REFERNCE BOOKS:

1. Marketing Management by Rajan Saxena
2. Marketing by William J Stanton
3. Principles of Marketing by Philip Kotler
4. Marketing Management by Still and Cundiff
5. Marketing Management by Dr. K. Nirmala Prasad and Sherlaker.
6. Marketing by J.C. Gandhi
7. Principles of Marketing by Ramasamy Namakumari
8. Marketing J. Jayasankar
9. Marketing Management by Dr. C.B. Gupta and Dr. N. Rajan Nair.
10. Albert New Guard – The Filed Sales Manager – Taraporewala
11. Bestrand Canfield & Englan Cliff, Sales Administration, Prentice-Hall
12. Richard R. Still and Edward W. Cundiff, Sales Management, Prentice-Hall
13. V.S. Ramasamy, Marketing Management, MacMillan.

309UBBT03: PRODUCTION AND MATERIALS MANAGEMENT

Unit I

Production system – Introduction – production – Productivity – Production management – Objectives – Functions – Scope – Relationship with other functional areas.

Unit II

Production planning and control – Routing and Scheduling – Dispatching – Maintenance management – Types of Maintenance – Breakdown – Preventive – Routine – Maintenance scheduling.

Unit III

Plant location – Introduction need for selecting a suitable location – Plant location problems – Advantages of urban, semi-urban and rural locations – Systems view of locations – Factors influencing plant location.

Plant layout – Plant layout problems – Objectives – Principles of plant layout – Factors influencing layout – Types of layout.

Unit IV

Work and Method study – importance of work study – Work study procedures – Time Study – Human considerations in work study – Introduction to method study – Objectives of method study – Steps involved in method study.

Work Measurement – Objectives of work measurement – Techniques of work measurement – Computation of standard time – Allowance – Comparison of various techniques.

Unit V

Quality control – Types of inspection – Centralized and decentralized – P-Chart – X-Chart – Construction – Control – TQM.

Unit VI

Materials management – Definition and Function – Importance of materials management.

Unit VII

Integrated materials management – The concept – Service function advantages – Inventory control – Function of inventory – Importance – Replenishment stock – Material demand forecasting – MRP – Basic tools – Inventory Control – ABC – VED – FSN analysis – Inventory control of spares and slow moving items – EOQ – EBQ – Stores planning.

Unit VIII

Purchases management – Purchasing – Procedure – Dynamic purchasing – Principles – Import substitution – International purchase – Import substitution – International purchase – Import purchase procedure.

Unit IX

Store keeping and materials handling – Objectives – Function – Store keeping – Stores responsibilities – Location of store house – Centralized store room – Equipment – Security measures – Protection and prevention of stores.

Unit X

Vendor rating – Vendor management – Purchase department – Responsibility – Buyer – Seller relationship – Value analysis – ISO – Types.

REFERENCE BOOKS:

1. Harding H.A – Production Management
2. Buffa – Production Management
3. S.N. Cheri – Production and Operations Management
4. Adam & Ebert – Production and Operations Managem
5. Muhdhan – Production and Operations Managem
6. Dutta – Integrated Materials Management
7. Veb – Materials Management
8. England – Purchasing and Materials Management
& Leanders
9. Varma – Materials Management

309UBBT04: HUMAN RESOURCE MANAGEMENT

Unit I

Nature and Scope of Human Resource Management – Differences between personnel management and HRM – Environmental of HRM – Human Resource planning – Recruitment – Selection – Methods of Selection – Uses of Various tests – Interview techniques in selection and placement.

Unit II

Induction – Training – Methods – Techniques – Identification of the training needs – Training and Development – Performance appraisal – Transfer – Promotion and Termination of services – Career development.

Unit III

Remuneration – Components of Remuneration – Incentives – Benefits – Motivation – Welfare and Social security measures.

Unit IV

Labour Relation – Functions of Trade Unions – Forms of Collective bargaining – Worker's participation in management – Types and Effectiveness – Industrial Dispute and Settlement (laws excluded).

Unit V

Human Resource Audit – Nature – Benefits – Scope – Approaches.

REFERENCE BOOKS:

1. Human Resource Management – V.S.P. Rao.
2. Human Resource Management – Ashwathappa
3. Human Resource Management – Garry Deseler

309UBBT05: ENTREPRENEURIAL DEVELOPMENT AND MANAGEMENT OF SMALL BUSINESS

Unit I

Concept of Entrepreneurship

Entrepreneurship – Meaning – Types – Qualities of an Entrepreneur – Classification of Entrepreneurs – Factors influencing Entrepreneurship – Functions of Entrepreneur.

Unit II

Entrepreneurial Development – Agencies

Commercial Banks – District Industries Centre – National Small Industries Corporation – Small Industries Development Organization – Small Industries Service Institute. All India Financial Institutions – IDBI – FCI – ICICI – IRDBI.

Unit III: Project Management

Business idea generation techniques – Identification of Business opportunities – Feasibility study – Marketing, Finance, Technology & Legal Formalities – Preparation of Project Report – Tools of Appraisal.

Unit IV

Entrepreneurial Development Programmes (EDP) – Role, relevance and achievements – Role of Government in organizing EDPs – Critical evaluation.

Unit V: Economic Development and Entrepreneurial growth

Role of Entrepreneur in economic growth – strategic approaches in the changing Economic scenario for small scale Entrepreneurs – Networking, Niche play, Geographic concentration, Franchising / Dealership – Development of Women Entrepreneurship.

Unit VI

Importance of small scale industries – Definition – Contribution to national economy – Classification of small scale units – Cottage, tiny, village, ancillary, KVI Cent.

Unit VII

Industrial Estates – Concept, Infrastructure for small business units.

Unit VIII

Procedures in setting of small scale units – Licensing – Registration – Financing – Working capital – Financing institutions.

Unit IX

Institution for the development of small scale industries – NSIC, SIDCO, SIDO, SISI , Development Commissioner – TANSI, SIDCO, DIC, Directorate of Industries and Commerce.

Unit X

Concessions , rebates, incentives and subsidies to small scale units – Prime Minister’s Rojkar Yojna (PMPY) EPZ and 100% EQUs, Sickness of small scale units and revival.

REFERENCE BOOKS:

1. Srinivasan N.P. – Entrepreneurial Development
2. Saravanavel – Entrepreneurial Development
3. Vasant Desai – Project Management
4. Jayashree Suresh – Entrepreneurial Development
5. Holt – Entrepreneurship – New Venture Creation
6. J.S. Saini & S.K. Dhameja – Entrepreneurship and Small Business
7. P.C. Jain – Handbook for New Entrepreneurs
8. Dr. C.B. Gupta & Dr. S.S.Khanka – Entrepreneurship and Small Business
9. Vasanth Desai, Himalaya Publishers – Management of Small Business
10. C.B. Gupta, Sultan Chand and Sons – Management of Small Business
11. S.S. Kanka, S. Chand and Co – Entrepreneurial Development
12. S. Anilkumar and Others, New Age International Publications (P) Ltd. – Entrepreneurial Development