

SEMESTER-VI

BBA-308: ENTREPRENEURSHIP DEVELOPMENT

Max. Marks: 100
External Assessment: 80
Internal Assessment: 20

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks

Entrepreneurship- Meaning, Nature and Scope. Characteristics and Qualities of a Successful Entrepreneur. Relationship between Entrepreneurship Development and Economic Development. Entrepreneurship and Society. New Venture Development- Meaning and Stages. Sources of Financing Entrepreneurship. Evaluation of Role of Government and Non Government Agencies in Promoting Entrepreneurship in India. Entrepreneurial Strategies and Business Plan. State Govt. schemes related Entrepreneurship Development.

Suggested Readings

- Dollinger, MJ, Entrepreneurship- Strategies and Resources, Pearson Education.
- Slevenson, Roberts And Groasbeck, New Business Venture and Entrepreneurs.
- Desai, Vasant, Entrepreneurship Development, Himalaya Publishing House.
- Gupta, C.B. and Srinivasan, P., Entrepreneurship Development, Sultan Chand & Sons.
- Charanthimath, P.M., Entrepreneurship Development and Small Business Enterprise, Pearson Education.

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Indian Companies Act 2013- Legal Aspects relating to Promotion and Establishment of Companies in India; Memorandum of Association; Article of Association; Prospectus, Shares and Share Capital; Allotment of Shares; Legal Rules regarding Membership and Borrowing Powers; Debentures - their issue, floating and fixed charges; Powers, Functions and Duties of Directors and Managing Directors; Prevention of Mismanagement and Oppression. Winding Up of company. provisions relating to Company Meetings.

Securities Exchange Board of India Act 1992: Important Legal Provisions and implications.

SUGGESTED READINGS

- Singh Avtar: Company Law, Eastern Book Co., Lucknow.
- Kuchhal M.C.: Modern India Company Law: Shri Mahavir Books,
- Bagrial A.K: Company Law; Vikas Publishing House, New Delhi
- PPS Gogna, Business Law. New Age Publishing Company. New Delhi.
- Ashok Goel, Company Law, V K Publications.
- Avtar Singh, Mercantile Law, Eastern Book Company.

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Logistics: Definition, Concept , Scope, Role & Importance , Coordination function of logistics, Total cost concept System approach to logistics, objectives of logistics management.

Customer Service: concept & practices

Supply chain management: Definition, Components, Role of logistics in SCM, Difference between Physical Distribution, logistics & SCM,

Order processing

Warehousing: Meaning , types & functions

Inventory Management: Definition, functions, cost and cost control

Transportation: types & transportation networks

Logistics packaging: packaging material & packaging cost

Role of technology in logistics, logistics performance measurement & control

Reference Books:

- Bower Sox D.J & Closs D.J , Logistical Management, TMG
- Kapoor Satish & Kansal P. Basics of Distribution Management , PHI
- Lambert D, Stock JR & Ellram LM, Strategic logistics management, TMG
- Panda TP, Sahadev, Sales & Distribution Management, Oxford University Press
- Sahay B.S, Supply Chain Management: For Global Competitiveness, 1st Edition, Mc Millan
- Bhattacharyya S.K. , Logistics Management , S. Chand & Co. ltd
- Sople Vinod V, Logistics Management, Pearsons Education

BBA-311: PRINCIPLES OF INSURANCE

Max. Marks: 100
External Assessment: 80
Internal Assessment: 20

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

Insurance-Concept, Nature, Classification-Life & Non-life, Functions, Importance and evolution of Insurance. Principles of Insurance.

Life Insurance –Concept; Public & Pvt. Sector companies in India – their products, schemes & plans; LIC Act 1956-An overview.

General Insurance – Concept, Types; Public & Pvt. Sector companies in India – their products, schemes & plans. IRDA Act 1999 – Organization, guidelines for life & Non-life insurance

Distribution channel in Insurance-Introduction, Individual Agents-Appointment, functions, code of conduct and remuneration; Eligibility, functions, code of conduct and remuneration of corporate agents and brokers,

Life Insurance, Documentation in Life insurance contract, Claims settlement in Life Insurance, Documentation in General insurance contract, Claims settlement in General Insurance.

Suggested Readings:

1. Karampal, B.S.Bodla,and Mahesh Garg, 'Insurance Management-Principles and Practice', Deep & Deep Publication,2006.
2. M.N.Mishra, 'Insurance-Principles and practice,' S. Chand and co. Ltd., 2003
3. Nalini Prave Tripathy, Prabir Pal, 'Insurance theory and practice' TMH 2007.
4. Neelam C. Gulati, 'Principles of Insurance Management', Excel Books, 2007

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Financial services

Meaning, importance of financial services, types of financial services, financial services and economic environment, players in financial services

Merchant banking, functions & activities, Issues management: managing new issues, Equity issues – Rights issues ,underwriting :functions, bankers to an issue, book building and reverse book building, debenture trustees, portfolio managers. An overview of role of SEBI .

Leasing and hire purchase, concepts and features, types of lease accounts

Factoring & Forfaiting, Mutual funds - Structure of Mutual Funds- Types Mutual Funds –

Advantages of mutual funds - Exchange Traded Funds, Credit rating. Stock broking, Consumer finance, Credit Cards.

Reference Books:

1. Financial Services—M.Y.Khan – Tata Mc Graw Hill
2. Merchant Banking Principles and Practice : H.R,Machiraju – New Age International
3. Financial Services – Gorden & Nataraju – HPH
4. Merchant banking and financial services – N. Mohan – Excel books
5. Indian Financial System – Pathak - Pearson Education
6. Corporate Finance- Principles and Problems- P V Kulkarni.

BBA-313:

Viva-Voce

Max. Marks: 50

External Marks: 50