



K.R. MANGALAM UNIVERSITY



SCHOOL OF MANAGEMENT AND COMMERCE

BBA (H) (Entrepreneurship)

Undergraduate Course

2023-27



Preface

The objective of any programme at Higher Education Institute is to prepare their students for the society at large. The K. R. Mangalam University visualizes all its programmes in the best interest of their students and in this endeavour; it offers a new vision to all its under-Graduate courses. It imbibes a Learning Outcome-based Curriculum Framework (LOCF) for all its Under Graduate programmes. The LOCF approach is envisioned to provide a focused, outcome-based syllabus at the undergraduate level with an agenda to structure the teaching-learning experiences in a more student-centric manner. The LOCF approach has been adopted to strengthen students' experiences as they engage themselves in the programme of their choice. The under-graduate Programmes will prepare the students for both, academia and employability. The programmes also state the attributes that it offers to inculcate at the graduation level. The graduate attributes encompass values related to emotional stability, well-being, critical thinking and also skills for employability.

The new curriculum of BBA offer courses in the areas of Management concepts, Financial Accounting, Organizational Behavior, Business Statistics, Research Methodology, Business Law, Strategic Management, Supply Chain Management, E-commerce, Entrepreneurial development. All the courses are having defined objectives and Learning Outcomes, which will help prospective students in choosing the elective courses to broaden their skills in the field of management and interdisciplinary areas. The courses will train students with sound theoretical and experimental knowledge that suits the need of academics and industry. The course also offers ample skills to pursue research as career in the field of management. The K. R. Mangalam University hopes the LOCF approach of the programme BBA will help students in making an informed decision regarding the goals that they wish to pursue in further education and life, at large.

Objectives of the program

After the completion of the BBA degree, students would achieve several objectives:

Business Knowledge: Students would have gained a comprehensive understanding of various business disciplines, including marketing, finance, human resources, operations, and entrepreneurship. They would have acquired knowledge of key concepts, theories, and frameworks that are essential for decision-making in a business context.



Critical Thinking: The program would have enhanced students' critical thinking abilities, enabling them to analyze complex business situations, identify problems, evaluate alternative solutions, and make informed decisions. They would have developed skills to assess the strengths and weaknesses of different arguments and to apply logical reasoning in problem-solving.

Communication Skills: Students would have honed their communication skills, both written and verbal, to effectively convey ideas, present arguments, and articulate their thoughts in a professional manner. They would have gained experience in preparing business reports, delivering presentations, and engaging in group discussions and negotiations.

Leadership and Teamwork: The program would have provided opportunities for students to develop leadership qualities and work effectively in teams. They would have learned how to motivate and inspire others, delegate tasks, resolve conflicts, and collaborate with diverse individuals to achieve common goals.

Ethical Awareness: Students would have gained an understanding of ethical considerations and their implications in business decision-making. They would have explored topics such as corporate social responsibility, sustainability, and ethical dilemmas, enabling them to make ethically responsible choices in their professional careers.

Global Perspective: The program would have exposed students to the global business environment, emphasizing the interconnectedness of markets, cultures, and economies. They would have developed an appreciation for diverse perspectives, cross-cultural communication, and the challenges and opportunities of operating in a global marketplace.

Professional Development: The BBA program would have equipped students with essential professional skills, such as time management, problem-solving, adaptability, and networking. They would have learned how to navigate job searches, create professional resumes and cover letters, and prepare for interviews, enabling them to enter the workforce with confidence.

Entrepreneurial Mindset: The program would have fostered an entrepreneurial mindset among students, encouraging them to identify opportunities, think creatively, take calculated risks, and develop innovative solutions. They would have gained an understanding of the entrepreneurial process, including business planning, opportunity assessment, and venture creation.



Overall, the BBA degree would prepare students for a wide range of career paths in business and provided them with a solid foundation for further education or professional growth

Career Avenues

A BBA degree opens up various career avenues across different sectors. Here are some common career paths that BBA graduates often pursue:

Business Administration: BBA graduates can work in various administrative roles within organizations. They may start as management trainees or entry-level executives and progress to positions such as business development manager, operations manager, project manager, or general manager.

Marketing and Sales: Many BBA graduates choose to specialize in marketing and sales roles. They can work as marketing executives, brand managers, digital marketing specialists, sales representatives, or market researchers. They may be involved in developing marketing strategies, executing advertising campaigns, analyzing market trends, and managing customer relationships.

Finance and Banking: BBA graduates with a finance specialization can pursue careers in the financial industry. They can work as financial analysts, investment bankers, financial consultants, credit analysts, or risk managers. They may be involved in financial analysis, investment management, financial planning, or providing advisory services to clients.

Human Resources: BBA graduates with a focus on human resources can work in HR departments of organizations. They may hold positions such as HR coordinator, recruitment specialist, HR generalist, training and development officer, or compensation and benefits analyst. Their responsibilities may include recruitment, employee training, performance management, and employee relations.



Entrepreneurship: BBA graduates with an entrepreneurial mindset may choose to start their own businesses or join startups. They can develop business plans, secure funding, manage operations, and grow their ventures. This path requires strong business acumen, creativity, and the ability to take risks.

Consulting: BBA graduates can work in consulting firms, providing specialized advice and solutions to businesses. They may work in management consulting, strategy consulting, or niche consulting areas such as IT consulting or sustainability consulting. Consultants analyze business processes, identify areas for improvement, and offer recommendations to optimize performance.

International Business: With a BBA degree, graduates can pursue careers in international business. They may work for multinational corporations, import/export companies, or international trade organizations. Their roles may involve managing global operations, analyzing international markets, developing international business strategies, and handling cross-border transactions.

These are just a few examples of the many career paths available to BBA graduates. The versatility of the degree allows individuals to explore various industries and sectors based on their interests, skills, and aspirations.

Prospective Companies

- Amazon
- Flipkart
- Cognizant
- Wipro
- IBM
- Infosys
- Deloitte
- Walmart
- Genpact
- Accenture
- Microsoft
- Reliance



Duration

4 Years (Full-Time)

Eligibility Criteria

The candidate should have passed 10+2 or its equivalent examination from a recognized Board with a minimum of 60% marks in aggregate. The reservation and relaxation for SC/ST/OBC/PWD and other categories shall be as per the rules of central/state government, whichever is applicable.



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Institution Vision & Mission

Vision

KR Mangalam University aspires to become an internationally recognized institution of higher learning through excellence in inter-disciplinary education, research and innovation, preparing socially responsible life-long learners contributing to nation building.

Mission

- To impart undergraduate, post graduate and doctoral education in identified areas of higher education.
- To undertake research programmes with industrial interface.
- To integrate its growth with the global needs and expectations of the major stake holders through teaching, research, exchange & collaborative programmes with Foreign, Indian Universities/Institutions and MNCs.
- To act as a nodal centre for transfer of technology to the industry.
- To provide job oriented professional education to the students.



School Vision & Mission

Vision

To create a School that is truly distinctive in its multidisciplinary and integrated approach, which harnesses talent, provides enabling environment for resources to be converted into competitive capabilities and one which “celebrates and rewards” both success and failure as it marches ahead in its relentless pursuit of providing an enriching educational platform connecting students and organization to deliver social and economic impact.

Mission

SOMC is committed to

- Foster employability and entrepreneurship through futuristic curriculum and progressive pedagogy with cutting-edge technology
- Instill notion of lifelong learning through stimulating research, Outcomes-based education and innovative thinking
- Integrate global needs and expectations through collaborative programs with premier universities, research centers, industries and professional bodies
- Enhance leadership qualities among the youth having understanding of ethical values and environmental realities



About School

The School of Management & Commerce takes pride in its professional and highly qualified intellectual capital, its faculty members. The school boasts of its modern infrastructure and latest technology and resources in the field of General Management, Human Resource, Finance, Operations, Marketing, Information Technology, Economics and International Business. The school aims at creating professionals who are committed to excellence in their personal and professional endeavors by adopting the best of industry practices with a keen focus on research, training and consultancy programmes. The approach to pedagogy combines fieldwork, case studies and instrumented feedback with a strong emphasis on concepts and theory.

Program Outcome (PO)

PO 1: Multi-disciplinary knowledge: The Management programme is designed to develop the conceptual and practical skills of the students to select their professional career from a number of options available in the market. It delivers professional in Management- both Profit and Non-Profit Organization, industry openings in the stream of Marketing, Finance, IB, HR, IT, Operations, Business Analytics, Quality Management, Entrepreneurship, PSUs and Civil Services etc.

PO 2: Conceptual and practical skills: The programme enables the students to acquire necessary knowledge and skills required for organizing and carrying out entrepreneurial activities, to develop the ability of analyzing and understanding business situations in which entrepreneurs act and to master the knowledge necessary to plan entrepreneurial activities.

PO 3: Employability: The Management programme aims to develop students' intellectual pursuit of knowledge of various management methods and processes in every area of activity. So, the students can equip with knowledge, skills and attitude to become more employable for the present and emerging job market.

PO 4: Complex Global Business Environment: The Management Programme aims to develop students into leaders ready to tackle the challenges of today's complex global business environment.



PO 5: Integrative Experience and Experimental Learning: The programme provides integrative experience and experimental learning through the application of multi-disciplinary knowledge and analyzing the impact of decisions and actions on various stake holders.

PO 6: Innovative thinking for Effective Decision Making: The Programme prepares students to demonstrate awareness about the economic, ecological, political, legal and regulatory aspects of global business practices. The students acquire strategic and innovative thinking skills to enable effective decision making and problem solving in complex and uncertain condition.

PO 7: Analytical Thinking: The Programme aims at developing a student's intellectual ability, executive personality and managerial skills through an appropriate blending of business and practical education. It seeks to develop students as analytical and rigorous thinkers so that they are able to apply the concepts learnt to all pertinent issues that affect an organization's performance and effectiveness.

PO 8: Industry Exposure: The Programme exposes students to the diverse area of application of knowledge in business firms and industrial organizations and enables them to gain the practical knowledge in order to be globally competent.

PO 9: Team Building: The programme prepared students to work effectively in a team-based environment, persuade and influence others to work collectively for a common goal.

PO 10: Blended Learning: Throughout the management programme, students gain valuable insight and skills from class room, lectures, case studies, conferences, industrial visits and guest lectures delivered by industry professionals and leading academicians from across the world through various teaching methods and platforms.

Program Educational Objectives (PEO)

PEO 1: The program aims to cultivate and enhance students' entrepreneurial mindset by fostering creativity, innovation, and risk-taking abilities. Graduates should be able to identify opportunities, think critically, and develop business ideas.



PEO 2: The program focuses on providing students with a solid foundation in business knowledge and skills relevant to entrepreneurship. This includes areas such as marketing, finance, management, operations, and strategy.

PEO 3: The course aims to develop students' leadership and management capabilities to effectively lead and manage entrepreneurial ventures. This includes skills in team building, communication, decision-making, and strategic planning.

PEO 4: The program emphasizes the importance of ethical behavior and social responsibility in entrepreneurship. Graduates should understand the impact of their ventures on society and be committed to conducting business in a responsible and sustainable manner.

PEO 5: The course aims to equip students with practical entrepreneurial competencies necessary for success. This includes skills in opportunity assessment, business planning, financial management, market analysis, and networking.

PEO 6: The program encourages students to build and expand their entrepreneurial networks. This involves connecting with industry professionals, mentors, and fellow entrepreneurs to gain insights, support, and potential business opportunities.

PEO 7: The course aims to develop students' understanding of global business environments and the challenges and opportunities associated with international entrepreneurship. Graduates should be able to adapt their ventures to different cultural, economic, and legal contexts.

PEO 8: The program emphasizes the importance of continuous learning and professional development in entrepreneurship. Graduates should have the motivation and skills to keep up with industry trends, adapt to changes, and pursue further education or entrepreneurial ventures.

Program Specific Outcomes (PSO)



PSO 1: To understand the knowledge in the business management at both fundamental and advanced levels.

PSO 2: Graduates will possess the ability to develop innovative business models and strategies to drive entrepreneurial ventures.

PSO 3: Graduates will exhibit proficiency in applying ethical and sustainable business practices in entrepreneurial contexts.

PSO 4: Graduates will have the ability to analyze and manage risks associated with entrepreneurial ventures.

PSO 5: Graduates will demonstrate the capability to identify and engage with various stakeholders to support entrepreneurial endeavors.

Programme Highlights

- Professionally qualified, competent and committed teaching faculty.
- Industry enabled curriculum and training from industry experts.
- Consistent interaction with renowned academicians and experts.
- Emphasis on project-based learning, techno-pedagogy, field projects, research projects, internships, continuous and comprehensive evaluation.
- Access to certification courses, ability & skill development programs, value-added courses besides core curriculum.
- Effective career counselling, guidance and mentoring program to excel in professional and personal spheres of life.
- Special programs for advanced and slow learners with focus on inclusion and student diversity.
- Focus on career progression through training, placements and preparation for higher studies.
- Centre of excellence in Entrepreneurship

Program Scheme

Semester I



SN	Category	Course Code	Course Title	L	T	P	C
1	Major		Ideation to Business & Design Thinking	4	0	0	4
2	Major		Business Accounts & Investment Planning	4	0	0	4
3	Major		Market Research, Market Sizing & Analysis	4	0	0	4
4	Minor		Corporate Management Skill - I & Reflection Paper	0	0	8	4
5	AEC		Verbal English	1	0	2	2
6	SEC		Website Building	2	0	0	2
7	VAC		Heritage Business Analysis	2	0	0	2
					-	-	
TOTAL				17	0	10	22

Semester II

SN	Category	Course Code	Course Title	L	T	P	C
1	Major		Business Plan & Pitching	4	0	0	4
2	Major		Startup Unit Economics & Finance	4	0	0	4
3	Major		Lean Startups - HR, Marketing & Operation	4	0	0	4
4	Minor		Corporate Management Skill - II & Reflection Paper	0	0	8	4
5	Open Elective		Tech for Productivity Enhancement	0	0	6	3
6	SEC		Content Creation, social media & Advertising Strategy	3	0	0	3
7	VAC		Health & Fitness Management (Yoga, Pranic Healing)	0	0	4	2
TOTAL				15	0	18	24

**Semester III**

SN	Category	Course Code	Course Title	L	T	P	C
1	Major		Disciplined Entrepreneurship & ETA	4	0	0	4
2	Major		Digital Marketing & Basics of E-Commerce	4	0	0	4
3	Major		Financial Modelling	4	0	0	4
4	Minor		Corporate Management Skills - III & Reflection Paper	0	0	8	4
5	Open Elective		Effective Communication & Presentation	3	0	0	3
6	AEC		Language Lab	1	0	2	2
7	SEC		Personal Branding & Grooming	1	0	2	2
8	VAC		Scientific Knowledge of Exercise - (Sports Science)	0	0	4	2
9	INT/PROJ		Summer Internship / Research Project	0	0	0	2
TOTAL				17	0	16	27

Semester IV



SN	Category	Course Code	Course Title	L	T	P	C
1	Major		International Entrepreneurship & Global Business Environment	4	0	0	4
2	Major		Basics of App development & Latest Technologies	4	0	0	4
3	Minor		Mercantile Law & Corporate Law	4	0	0	4
4	Open Elective		Corporate Management Skills - IV & Reflection Paper	3	0	0	3
5	AEC		Sustainability & Green Development	3	0	0	3
6	SEC		Public Speaking (Debate)	2	0	0	2
7	VAC		MOOC Courses	2	0	0	2
TOTAL				13	0	18	22

Semester V

SN	Category	Course Code	Course Title	L	T	P	C
1	Major		Startup Funding & Valuations	4	0	0	4
2	Major		Patents Copyrights, Trademarks & Startup Policies	4	0	0	4
3	Major		Branding & Marketing	4	0	0	4
4	Minor		Corporate Management Skill - V & Reflection Paper	0	0	8	4
5	AEC		Professional Skill - I (Including Ethics)	1	0	2	2
6	VAC		Science behind Food	0	0	2	1
7	INT/PROJ		Summer Internship / Research Project	0	0	0	2
TOTAL				13	0	12	21

**Semester VI**

SN	Category	Course Code	Course Title	L	T	P	C
1	Major		Entrepreneurial Families	4	0	0	4
2	Major		Sustainable & Social Entrepreneurship	4	0	0	4
3	Major		Leadership & People Skills	4	0	0	4
4	Minor		Corporate Management Skill - VI & Reflection Paper	4	0	0	4
5	AEC		Employability Skills	4	0	0	4
6	VAC		Sustainable Living	0	0	2	1
TOTAL				14	0	8	18

**Semester VII**

SN	Category	Course Code	Course Title	L	T	P	C
1	Major		Research Ethics & Review of Literature	4	0	0	4
2	Major		Business Research & Report Writing	4	0	0	4
3	Minor		Corporate Management Skills - VII	2	0	4	4
4	Major		Dissertation	0	0	8	4
TOTAL				10	0	12	16

Semester VIII

SN	Category	Course Code	Course Title	L	T	P	C
1	INT/PROJ		Research Dissertation	0	0	0	12
2	Major		Corporate Management Skills - VIII	0	0	8	4
TOTAL				0	0	8	16

Total Credits After 3 years:	134
Total Credits After 4 years:	166

**SPECIALIZATION FOR BBA(H) ENTREPRENEURSHIP - DISCIPLINE SPECIFIC ELECTIVES**

Corporate Management Electives			
S. No	Course Code	Course Title	Credit
Elective 1		Corporate Management I & Reflection Paper	4
Elective 2		Corporate Management II & Reflection Paper	4
Elective 3		Corporate Management III & Reflection Paper	4
Elective 4		Corporate Management IV & Reflection Paper	4
Elective 5		Corporate Management V & Reflection Paper	4
Elective 6		Corporate Management VI & Reflection Paper	4
Elective 7		Corporate Management VII & Reflection Paper	4
Elective 8		Corporate Management VIII & Reflection Paper	4

Finance Electives			
S. No	Course Code	Course Title	Credit
Elective 1	MCMC109	Management of Financial Institutions and Services	4
Elective 2	MCMC108	Banking and Insurance Management	4
Elective 3	MCMC205	Green Finance	4
Elective 4	MCMC206	Entrepreneurial Finance	4
Elective 5	MCMC307	Rural Banking and Financial Inclusion	4
Elective 6	MCMC310	Investment Management	4
Elective 7	MCMC312	International Financial Management	4
Elective 8	MCMC407	Behavioural Finance	4



International Business Electives			
S. No	Course Code	Course Title	Credit
Elective 1	MCMC113	International Trade Operations	4
Elective 2	MCMC112	International Buyer Behaviour	4
Elective 3	MCMC209	International Banking & Business Laws	4
Elective 4	MCMC210	International Supply Chain & Logistics Management	4
Elective 5	MCMC311	Import Export Management	4
Elective 6	MCMC318	Management of Technology & Innovation	4
Elective 7	MCMC320	Managing Export and Logistics	4
Elective 8	MCMC411	International Marketing Logistics	4

OPEN ELECTIVE FOR BBA(H) ENTREPRENEURSHIP

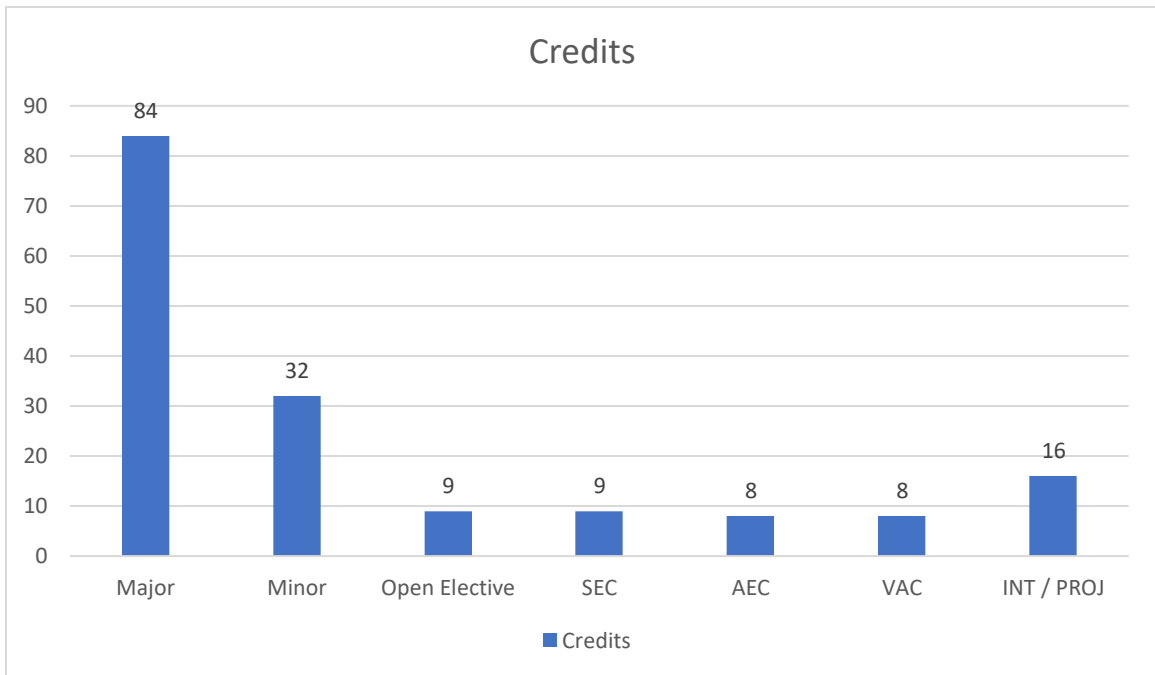
OPEN ELECTIVES - ENTREPRENEURSHIP			
S. No	Course Code	Course Title	Credit
Elective 1		Blockchain Management	3
Elective 2		Tech for Productivity Enhancement	3
Elective 3		Financial Modelling	3
Elective 4		Law for layman	3
Elective 5		Data Analysis	3
Elective 6		Trading Strategies	3
Elective 7		Sustainability & Green development	3
Elective 8		Photography & Image Editing	3



The program enables multiple exits & entry options for students as per the guidelines of NEP 2020

Exit after 1st year	Undergraduate Certificate Program in BBA
Exit after 2nd year	Undergraduate Diploma Program in BBA
Exit after 3rd year	Degree in BBA
Exit after 4th year	Degree in BBA (Hons with Research)

Categorization of Courses





DETAILED SYLLABUS

Department:	School of Management & Commerce		
Course Name: Ideation to Business & Design Thinking	Course Code	L-T-P	Credits
	MCMC107	4-0-0	4
Type of Course:	MAJOR		
Pre-requisite(s), if any:			



Brief Syllabus:

The course offers a comprehensive exploration of Design Thinking principles and their practical application in transforming ideas into successful business ventures. Students will gain a deep understanding of the Design Thinking process, its stages, and the mindset required for effective problem-solving.

UNIT WISE DETAILS

Unit Number: 1	Title: Discovery/Inspiration	No. of hours: 10
Content Summary: <ul style="list-style-type: none">• Seeing, hearing, touching, tasting, smelling, feeling• Collecting, obsessing, hoarding• Reappropriating, remixing		
Unit Number: 2	Title: Research/Ideation/Brainstorming	No. of hours: 10
Content Summary: <ul style="list-style-type: none">• Asking and listening• Visual researching• Materials researching• User / audience researching and ethnographic researching• Systems researching• Activity researching• Primary researching• Scholarly researching• Brainstorming, game storming, ideation		
Unit Number: 3	Title: Design/Sketching/Mapping	No. of hours: 15



Content Summary:

- Visualizing, drawing, sketching
- Planning and mapping
- Grouping, clustering, comparing, contrasting
- Organizing and designing
- Reorganizing and redesigning
- Shaping and forming
- Discerning and revealing
- Connecting and disconnecting

Unit Number: 4	Title: Prototyping	No. of hours: 15
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Content Summary

Nature and Scope of Control; Types of Control; Control Process; Control Techniques - Traditional and Modern; Effective Control System.

Unit Number: 5	Title: Positioning/ Pitching	No. of hours: 10
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- Framing and positioning
- Storytelling, engaging, communicating, selling

Recommended Study Material:

- Mckinsey quarterly publications
- KPMG, Deloitte, EY, PwC and Mckinsey reports
- Excel classes on youtube
- Google sheets sample templates
- Class notes and reading material provided by My Career Architects
- General internet research, primary research from entrepreneurs
- Research articles, news updates and documented experiences of startups



Define Course Outcomes (CO)

COs	Statements
CO1	Examine Design Thinking concepts and principles
CO2	Identify the primary functional areas within a business and describe their contribution to the organization
CO3	Practice the methods, processes, and tools of Design Thinking
CO4	Apply the Design Thinking approach and model to real world situations
CO5	Analyze the role of primary and secondary research in the discovery stage of Design Thinking

COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels© 1. Knowledge 2. Understand 3. Apply 4. Analyze 5. Evaluate 6. Create	Affective levels(A) 1. Receiving 2. Responding 3. Valuing 4. Organizing 5. Characterizing	Psychomotor levels(P) 1. Imitation 2. Manipulation 3. Precision 4. Articulation 5. Improving
CO1	C1	A2	-
CO2	C2	A3	-
CO3	C3	A3	-
CO4	C3	A4	-



CO5	C4	A2	
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***Please Note:**

Map only 1 or 2 Levels in each category. If a higher level is given, no need to mention lower level

CO-PO Mapping

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	2	2	1	2	3	3	-	2	3		
CO2	2	2	2	2	1	2	2	2	2	3		
CO3	-	-	-	1	1	3	2	-	-	-		
CO4	3	2	2	2	2	3	2	2	2	3		
CO5	2	2	2	2	1	2	2	-	2	-		

Please Note:

- Refer to POs while mapping each CO.
- Mark " - " if not applicable
- If attainment of a CO is strongly mapped with a PO , Mark 3
- If attainment of a CO is moderately mapped with a PO , Mark 2
- If attainment of a CO is weakly mapped with a PO , Mark 1

Justification for mapping must be relevant

- 1=weakly mapped
- 2= moderately mapped
- 3=strongly mapped

CO-PSO Mapping

PO	PO1	PO2	PO3	PSO4	PSO5
CO1	3	2	3	3	2
CO2	3	2	3	3	2
CO3	3	2	2	3	2
CO4	3	2	3	3	2
CO5	2	1	2	2	1

Relevance of the Syllabus to various indicators



Unit I	Discovery / Inspiration
Local	Can lead to innovative solutions for local problems and contribute to the local community.
Regional	Helps address regional challenges and foster regional innovation.
National	Contribute to development of solutions for national problems through Startups
Global	Provide insights into global challenges
Employability	Enhances employability by fostering creative thinking and problem-solving abilities.
Entrepreneurship	Essential to identify market opportunities and develop innovative business ideas.
Skill Development	Develops skills in research, observation, creativity, and generating new ideas.
Professional Ethics	Responsible and respectful engagement with the source of inspiration.
Gender	Consider gender perspectives to address gender-related challenges and promote inclusivity.
Human Values	Align with human values, such as empathy, respect, and inclusivity, to create solutions that meet human needs.
Environment & Sustainability	consider environmental impacts and sustainability aspects to develop solutions that are environmentally friendly.
Unit II	Research / Ideation / Brainstorming
Local	Can lead to innovative solutions for local problems and contribute to the local community.
Regional	Helps address regional challenges and foster regional innovation.



National	Contribute to development of solutions for national problems through Startups
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Human Values	Align with human values, such as empathy, respect, and inclusivity, to create solutions that meet human needs.
Environment & Sustainability	consider environmental impacts and sustainability aspects to develop solutions that are environmentally friendly.
Unit III	Design/Sketching/Mapping
Local	Can lead to innovative solutions for local problems and contribute to the local community.
Regional	Helps address regional challenges and foster regional innovation.
National	Contribute to development of solutions for national problems through Startups
Global	Provide insights into global challenges



Employability	Enhances employability by fostering creative thinking and problem-solving abilities.
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Human Values	Align with human values, such as empathy, respect, and inclusivity, to create solutions that meet human needs.
Environment & Sustainability	consider environmental impacts and sustainability aspects to develop solutions that are environmentally friendly.
Unit IV	Prototyping
Local	Can lead to innovative solutions for local problems and contribute to the local community.
Regional	Helps address regional challenges and foster regional innovation.
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Gender	Consider gender perspectives to address gender-related challenges and promote inclusivity.
Human Values	Align with human values, such as empathy, respect, and inclusivity, to create solutions that meet human needs.
Environment & Sustainability	consider environmental impacts and sustainability aspects to develop solutions that are environmentally friendly.
SDG	-
NEP 2020	-
POE/4 th IR	

Benchmarking Universities (at least 4-5 standard university contents must be referred):

Name of the University	Program referred for Syllabus contents	Subject referred
Vivekananda Global University	BBA	Ideation to Business
Poornima University	BBA	Ideation to Business & Design Thinking



Department:	School of Management & Commerce		
Course Name: BUSINESS ACCOUNTS AND INVESTMENT PLANNING	Course Code	L-T-P	Credits
	MCMC109	4-0-0	4
Type of Course:	MAJOR		
Pre-requisite(s), if any:			
Brief Syllabus: The course provides a comprehensive understanding of accounting principles and their application in managerial decision-making and financial statement analysis. Students learn to compare, contrast, and select appropriate financial products and services for investment planning, taking into account industry standards and taxation counseling. Overall, this course prepares students to effectively manage business accounts, conduct financial analysis, and make strategic investment decisions while considering legal and tax aspects.			
UNIT WISE DETAILS			
Unit Number: 1	Title: Preparing basic financial statements	No. of hours: 10	
Content Summary:			
<ul style="list-style-type: none">• Statements of financial position• Statements of profit or loss and other comprehensive income• Disclosure notes• Event after the reporting period• Statements of cash flows• Incomplete records			
Unit Number: 2	Title: Preparing simple consolidated financial statements	No. of hours: 15	



Content Summary: <ul style="list-style-type: none">• Subsidiaries• Associates		
Unit Number: 3	Title: Interpretation of financial statements	No. of hours: 15
Content Summary: <ul style="list-style-type: none">• Importance and purpose of analysis of financial statements• Ratios• Analysis of financial statements		
Unit Number: 4	Title: Analysis of Returns	No. of hours: 10
Content Summary: <ul style="list-style-type: none">• Power of Compounding• Time Weighted Return vs. Rupee Weighted Return• Real (Inflation Adjusted) vs. Nominal Rate of Return• Effective vs. Nominal Rate of Return• Holding Period Return (HPR)• Compounded Annual Growth Rate (CAGR) and Internal Rate of Return (IRR)		
Unit Number: 5	Title: Analysis of Investments	No. of hours: 10
<ul style="list-style-type: none">• Yield to Maturity (YTM), Yield to Call and Current Yield• Performance Analysis of stocks - Dividend Yield, Earning per Share (EPS)• Market valuation ratios - Price to Earnings Ratio (P/E), Price to Book Value (P/B)• Market P/E ratios - Undervalued or Overvalued market Security Valuation-Dividend• Discount Model (DDM)• Analysis of Growth, Dividend Payout and Reinvestment options (MF Schemes)• Measurement and Evaluation of Portfolio Performance		



Reference Study Material:

- BPP Interactive Text F3
- KAPLAN Publishing Study Text F3
- Becker Study Text F3
- Business Accounting 1, F Wood and A Sangster, FT Prentice Ha
- Emily Woolf International Publishing F3 Study

Website:

- https://india.fpsb.org/wp-content/uploads/2020/01/Syllabus_Ver07_CFP_Certification_Program_UpdatedFPSB_190718.pdf

Define Understand the steps and differecomes (CO)

COs	Statements
CO1	Demonstrate the applicability of the concept of accounting to understand the managerial Decisions and financial statements
CO2	Apply the Financial Statement Analysis associate with Financial Data in the organization.
CO3	Analyse the complexities associated with management of cost of product and services in the Organization
CO4	Compare, contrast, and select, from appropriate financial products and services, investment planning and counseling services for the public according to industry standards, including taxation counseling.
CO5	Recognize potential tax and legal implications within a financial planning situation.



COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels© 1. Knowledge 2. Understand 3. Apply 4. Analyze 5. Evaluate 6. Create	Affective levels(A) 1. Receiving 2. Responding 3. Valuing 4. Organizing 5. Characterizing	Psychomotor levels(P) 1. Imitation 2. Manipulation 3. Precision 4. Articulation 5. Improving
CO1	C3	A3	-
CO2	C3	A2	-
CO3	C4	A3	-
CO4	C4	A3	-
CO5	C2	A3	

***Please Note:**

Map only 1 or 2 Levels in each category. If a higher level is given, no need to mention lower level

CO-PO Mapping

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	2	-	1	2	2	2	-	2		
CO2	3	2	2	-	1	2	2	2	-	2		
CO3	3	2	2	-	-	3	2	2	-	2		



CO4	2	3	2	2	-	3	2	-	-	2		
CO5	2	2	2	-	-	2	2	2	-	2		

Please Note:

- Refer to POs while mapping each CO.
- Mark “-” if not applicable
- If attainment of a CO is strongly mapped with a PO, Mark 3
- If attainment of a CO is moderately mapped with a PO, Mark 2
- If attainment of a CO is weakly mapped with a PO, Mark 1

Justification for mapping must be relevant

- 1 = weakly mapped
- 2 = moderately mapped
- 3 = strongly mapped

CO-PSO Mapping

PO	PO1	PO2	PO3	PSO4	PSO5
CO1	2	3	0	0	1
CO2	1	3	0	2	2
CO3	3	1	1	1	3
CO4	3	2	2	0	3
CO5	3	2	0	0	3

Relevance of the Syllabus to various indicators

Unit I	Preparing basic financial statements
Local	Understand financial statements of local businesses
Regional	Use basic financial statements for decision-making and analyzing regions for opportunities
National	Understand national regulatory requirements for businesses
Global	-



Employability	Proficiency in preparing basic financial statements enhances employability in finance-related roles.
Entrepreneurship	Understand a business's financial position and make informed decisions.
Skill Development	Develops skills in financial accounting, bookkeeping, and financial data analysis.
Professional Ethics	Prepare accurate and transparent basic financial statements
Gender	-
Human Values	Aligns with human values such as transparency, accountability, and fairness in financial reporting.
Environment & Sustainability	-
Unit II	Preparing simple consolidated financial statements
Local	Understand financial statements of local businesses
Regional	Use basic financial statements for decision-making and analyzing regions for opportunities
National	Understand national regulatory requirements for businesses
Global	-
Employability	Proficiency in preparing basic financial statements enhances employability in finance-related roles.
Entrepreneurship	Understand a business's financial position and make informed decisions.
Skill Development	Develops skills in financial accounting, bookkeeping, and financial data analysis.
Professional Ethics	Prepare accurate and transparent basic financial statements



Gender	-
Human Values	Aligns with human values such as transparency, accountability, and fairness in financial reporting.
Environment & Sustainability	-
Unit III	Interpretation of financial statements
Local	Understand financial statements of local businesses
Regional	Use basic financial statements for decision-making and analyzing regions for opportunities
National	Understand national regulatory requirements for businesses
Global	-
Employability	Proficiency in preparing basic financial statements enhances employability in finance-related roles.
Entrepreneurship	Understand a business's financial position and make informed decisions.
Skill Development	Develops skills in financial accounting, bookkeeping, and financial data analysis.
Professional Ethics	Prepare accurate and transparent basic financial statements
Gender	-
Human Values	Aligns with human values such as transparency, accountability, and fairness in financial reporting.
Environment & Sustainability	-
Unit IV	Analysis of Returns
Local	Understand financial statements of local businesses



Regional	Use basic financial statements for decision-making and analyzing regions for opportunities
National	Understand national regulatory requirements for businesses
Global	-
Employability	Proficiency in preparing basic financial statements enhances employability in finance-related roles.
Entrepreneurship	Understand a business's financial position and make informed decisions.
Skill Development	Develops skills in financial accounting, bookkeeping, and financial data analysis.
Professional Ethics	Prepare accurate and transparent basic financial statements
Gender	-
Human Values	Aligns with human values such as transparency, accountability, and fairness in financial reporting.
Environment & Sustainability	-
Unit IV	Analysis of Investments
Local	Understand financial statements of local businesses
Regional	Use basic financial statements for decision-making and analyzing regions for opportunities
National	Understand national regulatory requirements for businesses
Global	-
Employability	Proficiency in preparing basic financial statements enhances employability in finance-related roles.



Entrepreneurship	Understand a business's financial position and make informed decisions.
Skill Development	Develops skills in financial accounting, bookkeeping, and financial data analysis.
Professional Ethics	Prepare accurate and transparent basic financial statements
Gender	-
Human Values	Aligns with human values such as transparency, accountability, and fairness in financial reporting.
Environment & Sustainability	-
SDG	-
NEP 2020	-
POE/4 th IR	

Benchmarking Universities (at least 4-5 standard university contents must be referred):

Name of the University	Program referred for Syllabus contents	Subject referred
Vivekananda Global University	BBA	Business Accounts
Poornima University	BBA	Business Accounts



Department:	School of Management & Commerce		
Course Name: MARKET RESEARCH, MARKET SIZING AND ANALYSIS	Course Code	L-T-P	Credits
	MCMC111	4-0-0	4
Type of Course:	MAJOR		
Pre-requisite(s), if any:			
Brief Syllabus: The subject of Market Research, Market Sizing & Analysis focuses on providing students with a comprehensive understanding of the key components involved in conducting effective market research, analyzing market size, and using research insights to inform marketing strategies. This subject is designed to equip students with the necessary knowledge and skills to make informed entrepreneurial decisions based on data-driven research.			
UNIT WISE DETAILS			
Unit Number: 1	Title: Introduction to Marketing Research and Entrepreneurship	No. of hours: 15	
Content Summary: <ul style="list-style-type: none">• Importance of market research in entrepreneurial ventures• Understanding the research process and its application in entrepreneurship• Types of market research: exploratory, descriptive, and causal• Identifying research objectives and formulating research questions			
Unit Number: 2	Title: Research Design and Data Collection	No. of hours: 10	
Content Summary: <ul style="list-style-type: none">• Choosing appropriate research methodologies for entrepreneurial scenarios			



<ul style="list-style-type: none">• Sampling techniques and determining sample size• Conducting surveys, interviews, and focus groups for data collection• Utilizing observation and secondary data sources		
Unit Number: 3	Title: Data Analysis and Interpretation for Entrepreneurial Decisions	No. of hours: 10
Content Summary: <ul style="list-style-type: none">• Data preparation, cleaning, and validation techniques• Quantitative data analysis using statistical tools (e.g., SPSS, Excel)• Qualitative data analysis: coding, theme extraction, and interpretation• Drawing insights and actionable recommendations from research findings		
Unit Number: 4	Title: Market Sizing, Demand Estimation, and Feasibility Analysis	No. of hours: 10
Content Summary: <ul style="list-style-type: none">• Understanding market sizing and its importance for start-ups• Top-down vs. bottom-up market sizing approaches• Estimating market demand using TAM, SAM, and SOM models• Assessing market attractiveness, competition, and potential barriers• Evaluating market feasibility and risks for entrepreneurial ventures		
Unit Number: 5	Title: Applying Research Insights to Marketing Strategies and Ethical Considerations	No. of hours: 15
Content Summary: <ul style="list-style-type: none">• Utilizing research findings in marketing plans and business strategies• Customer segmentation and product-market fit• Pricing strategies, value proposition development, and positioning		



- Promotion and distribution channel selection
- Ethics in marketing research: data privacy, confidentiality, and avoiding bias

Reference Books:

1. "Marketing Metrics: The Definitive Guide to Measuring Marketing Performance" by Paul W. Farris, Neil T. Bendle, Phillip E. Pfeifer, and David J. Reibstein.
2. "Market Research in Practice: How to Get Greater Insight From Your Market" by Paul Hague, Nick Hague, and Carol-Ann Morgan.
3. "Market Research: Methodological Foundations" by Dawn Iacobucci.
4. "Market Sizing: A Quick Guide to Estimating Market Potential" by B2B International

Define Course Outcomes (CO)

COs	Statements
CO1	Understand the importance of market research in entrepreneurial ventures
CO2	Determine market size, potential growth, and opportunities for the chosen business.
CO3	Apply research findings to develop effective marketing strategies and business plans.
CO4	Foster critical thinking and analytical skills in evaluating market feasibility.
CO5	Comply with ethical considerations and data privacy in conducting market research.



COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels© 1. Knowledge 2. Understand 3. Apply 4. Analyze 5. Evaluate 6. Create	Affective levels(A) 1. Receiving 2. Responding 3. Valuing 4. Organizing 5. Characterizing	Psychomotor levels(P) 1. Imitation 2. Manipulation 3. Precision 4. Articulation 5. Improving
CO1	C2	A3	-
CO2	C4	A3	-
CO3	C3	A3	-
CO4	C5	A4	-
CO5	C2	A3	-

***Please Note:**

Map only 1 or 2 Levels in each category. If a higher level is given, no need to mention lower level

CO-PO Mapping

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	-	-	-	2	-	-	2	-		
CO2	2	3	-	-	-	3	-	-	-	2		
CO3	2	2	-	-	-	2	-	-	2	-		
CO4	2	2	-	-	-	2	-	-	2	-		



CO5	2	2	-	-	-	2	-	-	2	-		
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Please Note:

- Refer to POs while mapping each CO.
- Mark “ - ” if not applicable
- If attainment of a CO is strongly mapped with a PO, Mark 3
- If attainment of a CO is moderately mapped with a PO, Mark 2
- If attainment of a CO is weakly mapped with a PO, Mark 1

Justification for mapping must be relevant

- 1 = weakly mapped
- 2 = moderately mapped
- 3 = strongly mapped

CO-PSO Mapping

PO	PO1	PO2	PO3	PSO4	PSO5
CO1	3	3	1	1	0
CO2	3	3	1	0	1
CO3	0	3	3	2	1
CO4	1	2	3	3	0
CO5	0	0	3	2	2

Relevance of the Syllabus to various indicators

Unit I	Introduction to Marketing Research and Entrepreneurship
Local	Explore local market opportunities and challenges.
Regional	Understanding regional business initiatives and the development of entrepreneurial ecosystems.
National	Understanding national business initiatives and the development of entrepreneurial ecosystems.
Global	Enable individuals to identify global market opportunities.



Employability	Knowledge of marketing research and entrepreneurship enhances employability by providing skills sought after by employers, such as market analysis and innovation.
Entrepreneurship	Vital to identify target markets, customer needs, and develop effective marketing strategies.
Skill Development	Develops skills in market analysis, market segmentation, and identifying business opportunities.
Professional Ethics	Respecting consumer privacy and avoiding misleading marketing practices.
Gender	-
Human Values	Incorporates human values by focusing on understanding and addressing customer needs.
Environment & Sustainability	-
Unit II	Research Design and Data Collection
Local	Explore local market opportunities and challenges.
Regional	Understanding regional business initiatives and the development of entrepreneurial ecosystems.
National	Understanding national business initiatives and the development of entrepreneurial ecosystems.
Global	Enable individuals to identify global market opportunities.
Employability	Knowledge of marketing research and entrepreneurship enhances employability by providing skills sought after by employers, such as market analysis and innovation.
Entrepreneurship	Vital to identify target markets, customer needs, and develop effective marketing strategies.



Skill Development	Develops skills in market analysis, market segmentation, and identifying business opportunities.
Professional Ethics	Respecting consumer privacy and avoiding misleading marketing practices.
Gender	-
Human Values	Incorporates human values by focusing on understanding and addressing customer needs.
Environment & Sustainability	-
Unit III	Data Analysis and Interpretation for Entrepreneurial Decisions
Local	
Regional	-
National	Explore local market opportunities and challenges.
Global	Understanding regional business initiatives and the development of entrepreneurial ecosystems.
Employability	Understanding national business initiatives and the development of entrepreneurial ecosystems.
Entrepreneurship	Enable individuals to identify global market opportunities.
Skill Development	Knowledge of marketing research and entrepreneurship enhances employability by providing skills sought after by employers, such as market analysis and innovation.
Professional Ethics	Vital to identify target markets, customer needs, and develop effective marketing strategies.
Gender	Develops skills in market analysis, market segmentation, and identifying business opportunities.



Human Values	Respecting consumer privacy and avoiding misleading marketing practices.
Environment & Sustainability	-
Unit IV	Market Sizing, Demand Estimation, and Feasibility Analysis
Local	Explore local market opportunities and challenges.
Regional	Understanding regional business initiatives and the development of entrepreneurial ecosystems.
National	Understanding national business initiatives and the development of entrepreneurial ecosystems.
Global	Enable individuals to identify global market opportunities.
Employability	Knowledge of marketing research and entrepreneurship enhances employability by providing skills sought after by employers, such as market analysis and innovation.
Entrepreneurship	Vital to identify target markets, customer needs, and develop effective marketing strategies.
Skill Development	Develops skills in market analysis, market segmentation, and identifying business opportunities.
Professional Ethics	Respecting consumer privacy and avoiding misleading marketing practices.
Gender	-
Human Values	Incorporates human values by focusing on understanding and addressing customer needs.
Environment & Sustainability	-



Unit V	Applying Research Insights to Marketing Strategies and Ethical Considerations
Local	Explore local market opportunities and challenges.
Regional	Understanding regional business initiatives and the development of entrepreneurial ecosystems.
National	Understanding national business initiatives and the development of entrepreneurial ecosystems.
Global	Enable individuals to identify global market opportunities.
Employability	Knowledge of marketing research and entrepreneurship enhances employability by providing skills sought after by employers, such as market analysis and innovation.
Entrepreneurship	Vital to identify target markets, customer needs, and develop effective marketing strategies.
Skill Development	Develops skills in market analysis, market segmentation, and identifying business opportunities.
Professional Ethics	Respecting consumer privacy and avoiding misleading marketing practices.
Gender	-
Human Values	Incorporates human values by focusing on understanding and addressing customer needs.
Environment & Sustainability	-
SDG	-
NEP 2020	-
POE/4 th IR	



Benchmarking Universities (at least 4-5 standard university contents must be referred):

Name of the University	Program referred for Syllabus contents	Subject referred
Vivekananda Global University	BBA	Market Research, Market Sizing & Analysis
Poornima University	BBA	Market Research, Market Sizing & Analysis



Department:	School of Management & Commerce		
Course Name: STARTUP UNIT ECONOMICS AND FINANCE	Course Code	L-T-P	Credits
	MCMC108	4-0-0	4
Type of Course:	MAJOR		
Pre-requisite(s), if any:			
Brief Syllabus: The subject of Startup Unit Economics and Finance equips students with a comprehensive understanding of the financial aspects involved in starting and managing a startup. Through a structured curriculum, students will develop knowledge and skills related to startup finances, unit economics, forecasting key balance sheet terms, and valuation.			
UNIT WISE DETAILS			
Unit Number: 1	Title: Introduction	No. of hours: 10	
Content Summary: <ul style="list-style-type: none">• Why value a company• Company valuation – Theoretical framework• The investor's perspective• What drives a firm's value? Forecasting key P&L Terms• Modeling the top line of the financial model• Modeling other items: Other revenues and Cogs• Modeling other items: Operating expenses and D&A Modeling other items: Interest expenses, Extraordinary Items and Taxes			



Unit Number: 2	Title: Startup Finances	No. of hours: 15
Content Summary: <ul style="list-style-type: none">• Financial challenges faced by startups• Setting financial goals and objectives• Developing a financial plan• Creating financial projections and forecasts		
Unit Number: 3	Title: Unit Economics	No. of hours: 15
Content Summary: <ul style="list-style-type: none">• Asset based Valuation• Market based Valuation• Cash Flow based method <u>Analysis</u> <ul style="list-style-type: none">• Excel tools in practice - sensitivity analysis for WACC and perpetuity growth• Recap of the financial model with charts and hypothesis testing• Graphs and Charts• Peer comparison and Report Creation		
Unit Number: 4	Title: Forecasting Key Balance Sheet Terms	No. of hours: 10
Content Summary <ul style="list-style-type: none">• How to forecast balance sheet items - The practical and easy to understand way• Learn how to calculate "Days"• How to use "Days" in order to project the future development of some BS items• Forecasting Property, plant & equipment, other assets and other liabilities <u>Output Sheets</u> <ul style="list-style-type: none">• Excel best practices! Create a good-looking and clean output sheet in your model• Populating the P&L sheet Completing the Output BS Sheet For the Historical Period		
Unit Number: 5	Title: Valuation	No. of hours: 10
<ul style="list-style-type: none">• Asset based Valuation• Market based Valuation• Cash Flow based method <u>Analysis</u> <ul style="list-style-type: none">• Excel tools in practice - sensitivity analysis for WACC and perpetuity growth• Recap of the financial model with charts and hypothesis testing• Graphs and Charts		



Peer comparison and Report Creation

TEXT BOOK:

Reference Books:

- The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses by Eric Ries
- "Venture Deals: Be Smarter Than Your Lawyer and Venture Capitalist" by Brad Feld and Jason Mendelson.
- "Financial Intelligence for Entrepreneurs: What You Really Need to Know About the Numbers" by Karen Berman and Joe Knight.
- "Startup Boards: Getting the Most Out of Your Board of Directors" by Brad Feld and Mahendra Ramsinghani
- "High Growth Handbook" by Elad Gil.
- "The Art of Startup Fundraising" by Alejandro Cremades

Define Course Outcomes (CO)

COs	Statements
CO1	Understand what characterizes an attractive business opportunity and common pitfalls during the entrepreneurial process.
CO2	Detect weaknesses and strengths within a business opportunity and give suggestions of how to improve these weaknesses and utilize these strengths.
CO3	Define, identify and apply the knowledge of new venture financing and growth financing and gain an understanding of the financial aspects in any venture
CO4	Learn to evaluate business performance using financial measures, such as Unit Item Profitability



CO5	Comprehend business operating cycles and how to evaluate purchasing decisions. Raise capital by offering shareholding.
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COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels© 1. Knowledge 2. Understand 3. Apply 4. Analyze 5. Evaluate 6. Create	Affective levels(A) 1. Receiving 2. Responding 3. Valuing 4. Organizing 5. Characterizing	Psychomotor levels(P) 1. Imitation 2. Manipulation 3. Precision 4. Articulation 5. Improving
CO1	C2	A3	-
CO2	C4	A3	P5
CO3	C3	A3	-
CO4	C3	A4	-
CO5	C2	A3	P4

***Please Note:**

Map only 1 or 2 Levels in each category. If a higher level is given, no need to mention lower level

CO-PO Mapping

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	-	2	2	-	-	2	2		
CO2	2	3	2	-	2	2	-	-	2	2		
CO3	2	3	2	-	2	3	-	-	2	2		
CO4	2	2	2	-	2	2	-	-	2	2		
CO5	2	2	2	-	2	2	-	-	2	2		

Please Note:

- Refer to POs while mapping each CO.
- Mark “ - ” if not applicable



- If attainment of a CO is strongly mapped with a PO , Mark 3
- If attainment of a CO is moderately mapped with a PO , Mark 2
- If attainment of a CO is weakly mapped with a PO , Mark 1

Justification for mapping must be relevant

- 1=weakly mapped
- 2= moderately mapped
- 3=strongly mapped

CO-PSO Mapping

PO	PO1	PO2	PO3	PSO4	PSO5
CO1	3	-	2	-	3
CO2	2	3	-	1	2
CO3	1	2	3	1	1
CO4	-	2	2	-	-
CO5	1	1	-	3	1

Relevance of the Syllabus to various indicators

Unit I	
Local	Understand the local market dynamics, regulations, and business environment.
Regional	-
National	Introduction to startup economics and finance provides a foundation for understanding national business practices and regulations.
Global	Gives insights into global startup trends, investment opportunities.
Employability	Enhances employability in roles related to finance, investment, and startup management.
Entrepreneurship	Crucial to make informed financial decisions and manage their startup's finances.



Skill Development	Develops skills in financial analysis, startup valuation, and financial forecasting.
Professional Ethics	Transparency, and avoiding conflicts of interest.
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	
Local	Understand the local market dynamics, regulations, and business environment.
Regional	-
National	Introduction to startup economics and finance provides a foundation for understanding national business practices and regulations.
Global	Gives insights into global startup trends, investment opportunities.
Employability	Enhances employability in roles related to finance, investment, and startup management.
Entrepreneurship	Crucial to make informed financial decisions and manage their startup's finances.
Skill Development	Develops skills in financial analysis, startup valuation, and financial forecasting.
Professional Ethics	Transparency, and avoiding conflicts of interest.
Gender	-
Human Values	-



Environment & Sustainability	-
Unit III	
Local	Understand the local market dynamics, regulations, and business environment.
Regional	-
National	Introduction to startup economics and finance provides a foundation for understanding national business practices and regulations.
Global	Gives insights into global startup trends, investment opportunities.
Employability	Enhances employability in roles related to finance, investment, and startup management.
Entrepreneurship	Crucial to make informed financial decisions and manage their startup's finances.
Skill Development	Develops skills in financial analysis, startup valuation, and financial forecasting.
Professional Ethics	Transparency, and avoiding conflicts of interest.
Gender	-
Human Values	-
Environment & Sustainability	-
Unit IV	
Local	Understand the local market dynamics, regulations, and business environment.
Regional	-



National	Introduction to startup economics and finance provides a foundation for understanding national business practices and regulations.
Global	Gives insights into global startup trends, investment opportunities.
Employability	Enhances employability in roles related to finance, investment, and startup management.
Entrepreneurship	Crucial to make informed financial decisions and manage their startup's finances.
Skill Development	Develops skills in financial analysis, startup valuation, and financial forecasting.
Professional Ethics	Transparency, and avoiding conflicts of interest.
Gender	-
Human Values	-
Environment & Sustainability	-
SDG	-
NEP 2020	-
POE/4 th IR	-

Benchmarking Universities (at least 4-5 standard university contents must be referred):

Name of the University	Program referred for Syllabus contents	Subject referred
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Vivekananda Global University	BBA	Business Plan & Pitching
Poornima University	BBA	Business Plan & Pitching

Department:	School of Management & Commerce		
Course Name: BUSINESS PLAN AND PITCHING	Course Code	L-T-P	Credits
	MCMC106	4-0-0	4
Type of Course:	MAJOR		
Pre-requisite(s), if any:			
<p>Brief Syllabus: The course focuses on equipping participants with the knowledge and skills required to develop a comprehensive business plan and effectively present it to potential investors or stakeholders. The course also emphasizes the importance of delivering an effective oral presentation of the business plan, equipping participants with the necessary communication and presentation skills to confidently pitch their ideas. By the end of the course, participants will have the tools and knowledge to develop a compelling business plan and effectively communicate their vision to potential stakeholders.</p>			
UNIT WISE DETAILS			
Unit Number: 1	Title: Introduction to Business Planning and Pitching	No. of hours: 10	
Content Summary:			
<ul style="list-style-type: none"> • Importance and benefits of a business plan • Overview of the pitching process and its significance • Understanding the target audience and their expectations • Executive Summary and Value Proposition • Crafting a compelling executive summary 			



<ul style="list-style-type: none">• Identifying and communicating the unique value proposition• Elevator pitch development		
Unit Number: 2	Title: Market Analysis and Customer Segmentation and product service description	No. of hours: 7
Content Summary: <ul style="list-style-type: none">• Conducting market research and analysis• Identifying target markets and customer segments• Assessing market trends, competition, and opportunities• Describing the product/service features and benefits• Developing a sustainable and scalable business model Assessing the competitive advantage and barriers to entry		
Unit Number: 3	Title: Operations and Implementation Strategies	No. of hours: 15
Content Summary: <ul style="list-style-type: none">• Designing operational processes and workflows• Supply chain management and logistics considerations• Developing implementation strategies and timelines• Risk Assessment and Mitigation Strategies• Identifying and analyzing potential risks and challenges• Developing risk management and mitigation strategies• Creating contingency plans and exit strategies		
Unit Number: 4	Title: Business Planning Frameworks	No. of hours: 15
Content Summary <ul style="list-style-type: none">• What are business planning frameworks• Importance of business planning framework• Industry specific frameworks, segment specific frameworks and more• Ansoff Matrix, BCG Matrix, BMC and others		
Unit Number: 5	Title: Pitching Techniques and Presentation Skills	No. of hours: 13
Content Summary <ul style="list-style-type: none">• Delivery techniques for effective pitching• Engaging and connecting with the audience• Overcoming nervousness and handling Q&A sessions• Pitching to Investors and Stakeholders• Tailoring pitches to different investor types (angel investors, venture capitalists, etc.)		



- Understanding investment criteria and decision-making processes

TEXT BOOK:

Reference Books:

- "Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers" by Alexander Osterwalder and Yves Pigneur.
- "Pitch Anything: An Innovative Method for Presenting, Persuading, and Winning the Deal" by Oren Klaff.
- "Venture Deals: Be Smarter Than Your Lawyer and Venture Capitalist" by Brad Feld and Jason Mendelson.
- "The Art of the Start 2.0: The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything" by Guy Kawasaki.

Define Course Outcomes (CO)

COs	Statements
CO1	Understand the steps and different formats of business plan writing
CO2	Design and construct a detailed written business plan
CO3	Write your business plan that contains the most effective business strategies
CO4	Create and deliver an effective oral presentation of your business plan



CO5	Create a strong business model and find your target market and design a budget-oriented plan for your business
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COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels© 1. Knowledge 2. Understand 3. Apply 4. Analyze 5. Evaluate 6. Create	Affective levels(A) 1. Receiving 2. Responding 3. Valuing 4. Organizing 5. Characterizing	Psychomotor levels(P) 1. Imitation 2. Manipulation 3. Precision 4. Articulation 5. Improving
CO1	C2	V3	-
CO2	C6	V4	-
CO3	C6	V3	-
CO4	C6	V3	P4
CO5	C6	V3	P5

***Please Note:**

Map only 1 or 2 Levels in each category. If a higher level is given, no need to mention lower level

CO-PO Mapping

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	2	2	2	2	3	2	2		
CO2	2	3	2	2	2	3	3	3	2	3		
CO3	2	3	2	2	3	3	3	2	2	3		
CO4	2	2	2	2	2	2	3	3	3	3		
CO5	2	2	2	3	3	3	2	3	2	3		



Please Note:

- Refer to POs while mapping each CO.
- Mark “ - ” if not applicable
- If attainment of a CO is strongly mapped with a PO , Mark 3
- If attainment of a CO is moderately mapped with a PO , Mark 2
- If attainment of a CO is weakly mapped with a PO , Mark 1

Justification for mapping must be relevant

1=weakly mapped

2= moderately mapped

3=strongly mapped

CO-PSO Mapping

PO	PO1	PO2	PO3	PSO4	PSO5
CO1	2	2	1	0	2
CO2	2	3	0	0	2
CO3	3	3	1	1	2
CO4	1	1	1	1	1
CO5	2	3	2	2	2

Relevance of the Syllabus to various indicators

Unit I	Introduction to Business Planning and Pitching
Local	Develop effective strategies for the local market and attract local investors.
Regional	Understanding the regional context of business growth and expansion.
National	Understand the planning of national-level businesses
Global	Understand the planning of global businesses
Employability	Enhances employability in roles related to entrepreneurship, business development, and investment analysis.



Entrepreneurship	Essential for entrepreneurs to develop a comprehensive business plan and effectively communicate their vision to stakeholders.
Skill Development	Develops skills in market research, strategic thinking, communication, and persuasive presentation.
Professional Ethics	Honesty, transparency, and responsible communication of business ideas and projections.
Gender	-
Human Values	-
Environment & Sustainability	Can incorporate environmental and sustainability considerations
Unit II	Market Analysis and Customer Segmentation and Product Service Description
Local	Develop effective strategies for the local market and attract local investors.
Regional	Understanding the regional context of business growth and expansion.
National	Understand the planning of national-level businesses
Global	Understand the planning of global businesses
Employability	Enhances employability in roles related to entrepreneurship, business development, and investment analysis.
Entrepreneurship	Essential for entrepreneurs to develop a comprehensive business plan and effectively communicate their vision to stakeholders.
Skill Development	Develops skills in market research, strategic thinking, communication, and persuasive presentation.



Professional Ethics	Honesty, transparency, and responsible communication of business ideas and projections.
Gender	-
Human Values	-
Environment & Sustainability	Can incorporate environmental and sustainability considerations
Unit III	Operations and Implementation Strategies
Local	Develop effective strategies for the local market and attract local investors.
Regional	Understanding the regional context of business growth and expansion.
National	Understand the planning of national-level businesses
Global	Understand the planning of global businesses
Employability	Enhances employability in roles related to entrepreneurship, business development, and investment analysis.
Entrepreneurship	Essential for entrepreneurs to develop a comprehensive business plan and effectively communicate their vision to stakeholders.
Skill Development	Develops skills in market research, strategic thinking, communication, and persuasive presentation.
Professional Ethics	Honesty, transparency, and responsible communication of business ideas and projections.
Gender	-
Human Values	-
Environment & Sustainability	Can incorporate environmental and sustainability considerations



Unit IV	Business Planning Frameworks
Local	Develop effective strategies for the local market and attract local investors.
Regional	Understanding the regional context of business growth and expansion.
National	Understand the planning of national-level businesses
Global	Understand the planning of global businesses
Employability	Enhances employability in roles related to entrepreneurship, business development, and investment analysis.
Entrepreneurship	Essential for entrepreneurs to develop a comprehensive business plan and effectively communicate their vision to stakeholders.
Skill Development	Develops skills in market research, strategic thinking, communication, and persuasive presentation.
Professional Ethics	Honesty, transparency, and responsible communication of business ideas and projections.
Gender	-
Human Values	-
Environment & Sustainability	Can incorporate environmental and sustainability considerations
Unit V	Pitching Techniques and Presentation Skills
Local	Develop effective strategies for the local market and attract local investors.
Regional	Understanding the regional context of business growth and expansion.
National	Understand the planning of national-level businesses



Global	Understand the planning of global businesses
Employability	Enhances employability in roles related to entrepreneurship, business development, and investment analysis.
Entrepreneurship	Essential for entrepreneurs to develop a comprehensive business plan and effectively communicate their vision to stakeholders.
Skill Development	Develops skills in market research, strategic thinking, communication, and persuasive presentation.
Professional Ethics	Honesty, transparency, and responsible communication of business ideas and projections.
Gender	-
Human Values	-
Environment & Sustainability	Can incorporate environmental and sustainability considerations
SDG	-
NEP 2020	-
POE/4 th IR	

Benchmarking Universities (at least 4-5 standard university contents must be referred):

Name of the University	Program referred for Syllabus contents	Subject referred
Vivekananda Global University	BBA	Startup Unit Economics & Finance



Poornima University	BBA	Startup Unit Economics & Finance
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Department:	School of Management & Commerce
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Course Name: LEAN STARTUPS – HR, MARKETING AND OPERATIONS	Course Code	L-T-P	Credits
	MCMC110	4-0-0	4

Type of Course:	MAJOR
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Pre-requisite(s), if any:

Brief Syllabus: The course provides a comprehensive understanding of lean startup principles and their application in HR, marketing, and operations. The course also focuses on lean marketing strategies, equipping learners with tools and techniques to streamline marketing efforts, customer acquisition, and growth. Overall, this course offers a holistic approach to leveraging lean startup principles in HR, marketing, and operations to foster innovation, maximize productivity, and drive business success.

UNIT WISE DETAILS

Unit Number: 1	Title: Introduction to HRM Framework	No. of hours:
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- **Content Summary:**
 - Nature & Scope of HRM
 - HRM Policies: Functions and Objectives
 - Evolution of HR in a Startup
 - Need for Separate HR Function in a Startup
 - HR & Legal Functions’ Issues in a Startup – Shareholders Agreement & Dispute Settlement Mechanism



Unit Number: 2	Title: HR Procurement: Recruitment, Selection & Career Planning	No. of hours:
Content Summary: <ul style="list-style-type: none">• Human Resource Planning – Team Building with Limited Resources• Designing Appealing & Challenging Job Descriptions• Role Allocation & Rotation Policy for Key Talent• Recruitment: Planning & Execution with weaker Brand Value & Budget Constraints• Selection Procedure & Career Planning		
Unit Number: 3	Title: Core Marketing	No. of hours:
Content Summary: <ul style="list-style-type: none">• Environmental Scanning (External and Internal),• Analyzing Consumer Behavior,• Buying Decision Process,• Analyzing Organizational Buying Behavior,• Analyzing Competition Marketing Information• System including basics of Marketing Research Levels of Marketing Planning. Generic Strategies and Value Chain Segmentation,• Targeting and Positioning,• Ethical Issues in Marketing		
Unit Number: 4	Title: Product Marketing	No. of hours: 8
Content Summary: <ul style="list-style-type: none">• Developing products - Classification, Product Levels, Product Classification, Product Life Cycle,• Product Line and Mix, Packaging and Labeling, Product Quality, Concept and Role of Branding• Pricing Decisions - Pricing Process, Methods, E – Pricing• Delivering Product – Marketing Channels, Retailing and Wholesaling, Logistics, E- Distribution		
Unit Number: 5	Title: Entrepreneurial Thought & Action	No. of hours:
Content Summary: <ul style="list-style-type: none">• Developing products - Classification, Product Levels, Product Classification, Product Life Cycle,• Product Line and Mix, Packaging and Labeling, Product Quality, Concept and		



Role of Branding <ul style="list-style-type: none">• Pricing Decisions - Pricing Process, Methods, E – Pricing• Delivering Product – Marketing Channels, Retailing and Wholesaling, Logistics, E- Distribution
TEXT BOOK:
Reference Books:

Define Course Outcomes (CO)

COs	Statements
CO1	Understand the principles and concepts of lean startups
CO2	Apply lean startup principles to HR practices
CO3	Implement lean marketing strategies
CO4	Streamline operational processes using lean methodologies
CO5	Collaborate effectively in lean startup environments

COs Mapping with Levels of Bloom’s taxonomy



CO	Cognitive levels© 1. Knowledge 2. Understand 3. Apply 4. Analyze 5. Evaluate 6. Create	Affective levels(A) 1. Receiving 2. Responding 3. Valuing 4. Organizing 5. Characterizing	Psychomotor levels(P) 1. Imitation 2. Manipulation 3. Precision 4. Articulation 5. Improving
CO1	C2	A3	-
CO2	C3	A3	-
CO3	C3	A3	-
CO4	C3	A3	-
CO5	C3	A3	-

***Please Note:**

Map only 1 or 2 Levels in each category. If a higher level is given, no need to mention lower level

CO-PO Mapping

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	3	2	2	2	2	2	2	2	2		
CO2	2	3	3	2	2	2	2	3	3	3		
CO3	2	3	3	2	2	2	2	3	3	3		
CO4	2	3	3	2	3	3	3	3	3	3		
CO5	2	2	2	2	3	2	2	2	3	2		

Please Note:

- Refer to POs while mapping each CO.
- Mark " - " if not applicable
- If attainment of a CO is strongly mapped with a PO , Mark 3
- If attainment of a CO is moderately mapped with a PO , Mark 2
- If attainment of a CO is weakly mapped with a PO , Mark 1

Justification for mapping must be relevant

1=weakly mapped



2= moderately mapped

3=strongly mapped

CO-PSO Mapping

PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	1	0	2	0	3
CO2	2	2	2	2	3
CO3	2	2	2	1	3
CO4	1	2	3	3	1
CO5	1	1	2	3	3

Relevance of the Syllabus to various indicators

Unit I	Introduction to HRM Framework
Local	Understand human resources within the local context
Regional	Learn about managing workforce and addressing regional challenges.
National	Learn about managing workforce and addressing regional challenges.
Global	Learn about managing workforce and addressing regional challenges.
Employability	-
Entrepreneurship	Helps entrepreneurs quickly start their ventures and find the product-market fit
Skill Development	-
Professional Ethics	-
Gender	-



Human Values	-
Environment & Sustainability	-
Unit II	HR Procurement: Recruitment, Selection & Career Planning
Local	Understand human resources within the local context
Regional	Learn about managing workforce and addressing regional challenges.
National	Learn about managing workforce and addressing regional challenges.
Global	Learn about managing workforce and addressing regional challenges.
Employability	-
Entrepreneurship	Helps entrepreneurs quickly start their ventures and find the product-market fit
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit III	Core Marketing
Local	Understand human resources within the local context
Regional	Learn about managing workforce and addressing regional challenges.



National	Learn about managing workforce and addressing regional challenges.
Global	Learn about managing workforce and addressing regional challenges.
Employability	-
Entrepreneurship	Helps entrepreneurs quickly start their ventures and find the product-market fit
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit IV	Product Marketing
Local	Understand human resources within the local context
Regional	Learn about managing workforce and addressing regional challenges.
National	Learn about managing workforce and addressing regional challenges.
Global	Learn about managing workforce and addressing regional challenges.
Employability	-
Entrepreneurship	Helps entrepreneurs quickly start their ventures and find the product-market fit



Skill Development	-
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit V	Entrepreneurial Thought & Action
Local	Understand human resources within the local context
Regional	Learn about managing workforce and addressing regional challenges.
National	Learn about managing workforce and addressing regional challenges.
Global	Learn about managing workforce and addressing regional challenges.
Employability	-
Entrepreneurship	Helps entrepreneurs quickly start their ventures and find the product-market fit
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-



SDG	-
NEP 2020	-
POE/4 th IR	

Benchmarking Universities (at least 4-5 standard university contents must be referred):

Name of the University	Program referred for Syllabus contents	Subject referred
Vivekananda Global University	BBA	Lean Startups - HR, Marketing & Operation
Poornima University	BBA	Lean Startups - HR, Marketing & Operation



Department:	School of Management & Commerce		
Course Name: DISCIPLINED ENTREPRENEURSHIP & ETA	Course Code	L-T-P	Credits
	MCMC203	4-0-0	4
Type of Course:	MAJOR		
Pre-requisite(s), if any:			
Brief Syllabus: The course aims to provide students with a strong foundation in the principles and processes of disciplined entrepreneurship and Entrepreneurial Thought & Action (ETA). Throughout the course, students will develop a solid understanding of key entrepreneurial concepts and acquire the necessary skills to think critically and solve problems within an entrepreneurial context. The course emphasizes the importance of embracing a mindset of experimentation and iteration, encouraging students to continuously test and refine their ideas.			
UNIT WISE DETAILS			
Unit Number: 1	Title: Introduction to Disciplined Entrepreneurship and ETA	No. of hours: 8	
Content Summary: <ul style="list-style-type: none">● Overview of disciplined entrepreneurship methodologies and principles● Importance of execution, talent, and accountability in startup ventures● Mindset and qualities of successful entrepreneurs● Identifying and evaluating business opportunities● Idea generation techniques and frameworks● Evaluating market potential and customer needs			
Unit Number: 2	Title: Market Segmentation, Customer Validation and product market fit	No. of hours: 9	



Content Summary: <ul style="list-style-type: none">• Conducting market research and segmentation• Validating customer needs and preferences• Creating value propositions and customer personas• Defining the product/market fit• Developing a business model canvas• Aligning value proposition, customer segment, and revenue streams		
Unit Number: 3	Title: Prototyping and Minimum Viable Product (MVP)	No. of hours: 15
Content Summary: <ul style="list-style-type: none">• Principles of rapid prototyping and MVP development• Testing assumptions and gathering customer feedback• Iterative product development and refinement• Strategy and Execution Planning• Setting strategic goals and objectives• Creating execution plans and roadmaps• Prioritizing tasks and resource allocation		
Unit Number: 4	Title: Talent Acquisition, Talent Development, Team Building and Retention	No. of hours: 15
Content Summary <ul style="list-style-type: none">• Identifying and attracting top talent• Building a diverse and high-performing team• Effective team communication and collaboration• Developing talent development programs and strategies• Employee training and skill enhancement• Building a culture of learning and growth		
Unit Number: 5	Title: Go to market and entry	No. of hours: 15
<ul style="list-style-type: none">• Introduction to go to market strategy• challenger sales approach• differentiated value proposition• Idea customer profile• sales learning curve		
TEXT BOOK: Reference Books: <ul style="list-style-type: none">• Disciplined Entrepreneurship: 24 Steps to a Successful Startup• The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses		



- Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers
- Disciplined Dreaming: A Proven System to Drive Breakthrough Creativity

Define Course Outcomes (CO)

COs	Statements
CO1	Develop a solid understanding of the principles and processes of disciplined entrepreneurship
CO2	Enhance critical thinking and problem-solving skills in the context of entrepreneurship
CO3	Foster a mindset of experimentation and iteration
CO4	Cultivate effective communication and teamwork skills for entrepreneurship
CO5	Empower students to develop a comprehensive entrepreneurial action plan

COs Mapping with Levels of Bloom's taxonomy



CO	Cognitive levels© 1. Knowledge 2. Understand 3. Apply 4. Analyze 5. Evaluate 6. Create	Affective levels(A) 1. Receiving 2. Responding 3. Valuing 4. Organizing 5. Characterizing	Psychomotor levels(P) 1. Imitation 2. Manipulation 3. Precision 4. Articulation 5. Improving
CO1	C2	A3	-
CO2	C4	A3	-
CO3	C6	A3	-
CO4	C3	A4	-
CO5	C6	A3	-

***Please Note:**

Map only 1 or 2 Levels in each category. If a higher level is given, no need to mention lower level

CO-PO Mapping

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	2	2	3	2	2	2	2		
CO2	2	3	2	2	3	3	3	2	2	3		
CO3	2	2	2	2	3	3	2	2	3	3		
CO4	2	2	2	2	3	2	2	2	3	2		
CO5	2	3	2	2	3	2	2	2	2	2		

Please Note:

- Refer to POs while mapping each CO.
- Mark " - " if not applicable
- If attainment of a CO is strongly mapped with a PO , Mark 3
- If attainment of a CO is moderately mapped with a PO , Mark 2
- If attainment of a CO is weakly mapped with a PO , Mark 1

Justification for mapping must be relevant

1=weakly mapped



2= moderately mapped

3=strongly mapped

CO-PSO Mapping

PO	PO1	PO2	PO3	PSO4	PSO5
CO1	2	2	1	1	2
CO2	3	2	1	2	2
CO3	2	2	1	2	2
CO4	1	0	0	0	3
CO5	2	2	1	2	2

Relevance of the Syllabus to various indicators

Unit I	Introduction to Disciplined Entrepreneurship and ETA
Local	Helps adopt a structured approach to starting and growing businesses in the local market, considering local market dynamics and challenges.
Regional	Solve regional problems in a structured manner
National	Foster a disciplined and systematic approach to business development that improves growth at the national level.
Global	-
Employability	Enhances employability in roles related to entrepreneurship, business development, innovation management, and startup consulting, where a structured approach to business is valued.
Entrepreneurship	Framework to identify opportunities, validate ideas, and execute business plans effectively, increasing the likelihood of entrepreneurial success.
Skill Development	Studying disciplined entrepreneurship and ETA develops skills in opportunity recognition, market analysis,



	business planning, customer validation, and strategic thinking.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	Market Segmentation, Customer Validation and Product Market Fit
Local	Helps adopt a structured approach to starting and growing businesses in the local market, considering local market dynamics and challenges.
Regional	Solve regional problems in a structured manner
National	Foster a disciplined and systematic approach to business development that improves growth at the national level.
Global	-
Employability	Enhances employability in roles related to entrepreneurship, business development, innovation management, and startup consulting, where a structured approach to business is valued.
Entrepreneurship	Framework to identify opportunities, validate ideas, and execute business plans effectively, increasing the likelihood of entrepreneurial success.
Skill Development	Studying disciplined entrepreneurship and ETA develops skills in opportunity recognition, market analysis, business planning, customer validation, and strategic thinking.



Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit III	Prototyping and Minimum Viable Product (MVP)
Local	Helps adopt a structured approach to starting and growing businesses in the local market, considering local market dynamics and challenges.
Regional	Solve regional problems in a structured manner
National	Foster a disciplined and systematic approach to business development that improves growth at the national level.
Global	-
Employability	Enhances employability in roles related to entrepreneurship, business development, innovation management, and startup consulting, where a structured approach to business is valued.
Entrepreneurship	Framework to identify opportunities, validate ideas, and execute business plans effectively, increasing the likelihood of entrepreneurial success.
Skill Development	Studying disciplined entrepreneurship and ETA develops skills in opportunity recognition, market analysis, business planning, customer validation, and strategic thinking.
Professional Ethics	-
Gender	-



Human Values	-
Environment & Sustainability	-
Unit IV	Talent Acquisition, Talent Development, Team Building and Retention
Local	Helps adopt a structured approach to starting and growing businesses in the local market, considering local market dynamics and challenges.
Regional	Solve regional problems in a structured manner
National	Foster a disciplined and systematic approach to business development that improves growth at the national level.
Global	-
Employability	Enhances employability in roles related to entrepreneurship, business development, innovation management, and startup consulting, where a structured approach to business is valued.
Entrepreneurship	Framework to identify opportunities, validate ideas, and execute business plans effectively, increasing the likelihood of entrepreneurial success.
Skill Development	Studying disciplined entrepreneurship and ETA develops skills in opportunity recognition, market analysis, business planning, customer validation, and strategic thinking.
Professional Ethics	-
Gender	-
Human Values	-



Environment & Sustainability	-
SDG	-
NEP 2020	-
POE/4 th IR	

Benchmarking Universities (at least 4-5 standard university contents must be referred):

Name of the University	Program referred for Syllabus contents	Subject referred
Vivekananda Global University	BBA	Disciplined Entrepreneurship & ETA
Poornima University	BBA	Disciplined Entrepreneurship & ETA

Department:	School of Management & Commerce		
Course Name: DIGITAL MARKETING & BASICS OF E-COMMERCE	Course Code	L-T-P	Credits
	MCMC205	4-0-0	4
Type of Course:	MAJOR		
Pre-requisite(s), if any:			



Brief Syllabus: The course provides a comprehensive understanding of the importance of digital marketing in today's growing world. It highlights the significance of content as the king in the current era and teaches students how to leverage social media platforms effectively for both business and personal branding. The course also explores how search engines play a vital role in increasing brand visibility and provides insights on targeting the audience effectively.

UNIT WISE DETAILS

Unit Number: 1	Title: Introduction to Digital Marketing	No. of hours: 12
Content Summary: <ul style="list-style-type: none">• Principles of Digital Marketing• SMART Objectives• Digital Research• Cultural Research• Connecting with the Customer		
Unit Number: 2	Title: Content Marketing	No. of hours: 12
Content Summary: <ul style="list-style-type: none">• Content Marketing Concepts and Strategy• Developing a Content Marketing Plan• Using Content Research to Find Opportunities• Creating and Curating Content• Publishing and Distributing Content		
Unit Number: 3	Title: Social Media Marketing	No. of hours: 6
Content Summary: <ul style="list-style-type: none">• Key Social Platforms for Digital Marketing• Growing and Engaging an Audience• Setting up a Social Media Experience for a Business• Creating and Optimizing Social Media Campaigns• Developing Data-Driven Audience and Campaign Insights		
Unit Number: 4	Title: Search Engine Optimization (SEO)	No. of hours: 6



Content Summary		
<ul style="list-style-type: none"> • SEO Fundamentals • Aligning SEO and Business Objectives • Keywords and SEO Content Plan • Optimize Organic Search Ranking 		
Unit Number: 5	Title: Paid Ads & Analytics	No. of hours: 6
<ul style="list-style-type: none"> • Types of paid Ads • How to run google ads • How to monitor results using analytics 		
TEXT BOOK:		
Reference Books:		
<ul style="list-style-type: none"> • The Art of SEO: Mastering Search Engine Optimization - Eric Enge, Stephan Spencer, Jessie Stricchiola, and Rand Fishkin • Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less - Joe Pulizzi • Contagious: How to Build Word of Mouth in the Digital Age - Jonah Berger 		

Define Course Outcomes (CO)

COs	Statements
CO1	Importance of Digital Marketing in this growing world.
CO2	How content is king in today’s era.
CO3	How to leverage social media for business & personal brand.
CO4	How search engines increase brand visibility.
CO5	How to target audience effectively.



COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels© 1. Knowledge 2. Understand 3. Apply 4. Analyze 5. Evaluate 6. Create	Affective levels(A) 1. Receiving 2. Responding 3. Valuing 4. Organizing 5. Characterizing	Psychomotor levels(P) 1. Imitation 2. Manipulation 3. Precision 4. Articulation 5. Improving
CO1	C2	A3	-
CO2	C2	A3	-
CO3	C3	A3	-
CO4	C2	A3	-
CO5	C3	A3	-

***Please Note:**

Map only 1 or 2 Levels in each category. If a higher level is given, no need to mention lower level

CO-PO Mapping

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	3	2	2	2	2	3	2	3		
CO2	2	2	2	2	2	2	2	2	2	2		
CO3	2	2	2	2	2	2	2	2	2	2		
CO4	2	2	2	2	2	2	2	2	2	2		
CO5	2	2	2	2	2	2	2	2	2	2		

Please Note:

- Refer to POs while mapping each CO.
- Mark “-” if not applicable
- If attainment of a CO is strongly mapped with a PO , Mark 3
- If attainment of a CO is moderately mapped with a PO , Mark 2
- If attainment of a CO is weakly mapped with a PO , Mark 1

Justification for mapping must be relevant



- 1 = weakly mapped
- 2 = moderately mapped
- 3 = strongly mapped

CO-PSO Mapping

PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	0	2	2	1
CO2	1	1	2	2	2
CO3	0	1	2	2	2
CO4	0	0	3	2	2
CO5	0	0	3	2	2

Relevance of the Syllabus to various indicators

Unit I	Introduction to Digital Marketing
Local	Helps leverage online platforms and strategies to reach and engage local customers, increase brand visibility, and drive local sales.
Regional	Adopting effective regional digital marketing strategies
National	Enables businesses to leverage digital channels to reach a national audience
Global	Enables businesses to reach a global audience, expand into international markets.
Employability	Enhances employability in roles related to digital marketing, social media management, online advertising, content creation, and digital strategy.
Entrepreneurship	Establish a strong online presence, reach target customers, and effectively promote their products or services in the digital landscape.



Skill Development	Develops skills in online marketing strategies, customer targeting, online campaign planning, content creation, and data analysis for digital marketing effectiveness.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	Content Marketing
Local	Helps leverage online platforms and strategies to reach and engage local customers, increase brand visibility, and drive local sales.
Regional	Adopting effective regional digital marketing strategies
National	Enables businesses to leverage digital channels to reach a national audience
Global	Enables businesses to reach a global audience, expand into international markets.
Employability	Enhances employability in roles related to digital marketing, social media management, online advertising, content creation, and digital strategy.
Entrepreneurship	Establish a strong online presence, reach target customers, and effectively promote their products or services in the digital landscape.
Skill Development	Develops skills in online marketing strategies, customer targeting, online campaign planning, content creation, and data analysis for digital marketing effectiveness.
Professional Ethics	-



Gender	-
Human Values	-
Environment & Sustainability	-
Unit III	Social Media Marketing
Local	Helps leverage online platforms and strategies to reach and engage local customers, increase brand visibility, and drive local sales.
Regional	Adopting effective regional digital marketing strategies
National	Enables businesses to leverage digital channels to reach a national audience
Global	Enables businesses to reach a global audience, expand into international markets.
Employability	Enhances employability in roles related to digital marketing, social media management, online advertising, content creation, and digital strategy.
Entrepreneurship	Establish a strong online presence, reach target customers, and effectively promote their products or services in the digital landscape.
Skill Development	Develops skills in online marketing strategies, customer targeting, online campaign planning, content creation, and data analysis for digital marketing effectiveness.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-



Unit IV	Search Engine Optimization (SEO)
Local	Helps leverage online platforms and strategies to reach and engage local customers, increase brand visibility, and drive local sales.
Regional	Adopting effective regional digital marketing strategies
National	Enables businesses to leverage digital channels to reach a national audience
Global	Enables businesses to reach a global audience, expand into international markets.
Employability	Enhances employability in roles related to digital marketing, social media management, online advertising, content creation, and digital strategy.
Entrepreneurship	Establish a strong online presence, reach target customers, and effectively promote their products or services in the digital landscape.
Skill Development	Develops skills in online marketing strategies, customer targeting, online campaign planning, content creation, and data analysis for digital marketing effectiveness.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit V	Paid Ads & Analytics
Local	Helps leverage online platforms and strategies to reach and engage local customers, increase brand visibility, and drive local sales.



Regional	Adopting effective regional digital marketing strategies
National	Enables businesses to leverage digital channels to reach a national audience
Global	Enables businesses to reach a global audience, expand into international markets.
Employability	Enhances employability in roles related to digital marketing, social media management, online advertising, content creation, and digital strategy.
Entrepreneurship	Establish a strong online presence, reach target customers, and effectively promote their products or services in the digital landscape.
Skill Development	Develops skills in online marketing strategies, customer targeting, online campaign planning, content creation, and data analysis for digital marketing effectiveness.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
SDG	-
NEP 2020	-
POE/4 th IR	-

Benchmarking Universities (at least 4-5 standard university contents must be referred):



Name of the University	Program referred for Syllabus contents	Subject referred
Vivekananda Global University	BBA	Digital Marketing & Basics of E-Commerce
Poornima University	BBA	Digital Marketing & Basics of E-Commerce

Department:	School of Management & Commerce		
Course Name: Introduction to Financial Modelling	Course Code	L-T-P	Credits
	MCMC207	4-0-0	4
Type of Course:	MAJOR		
Pre-requisite(s), if any:			
Brief Syllabus: Financial Modelling is designed to equip students with the essential skills and knowledge required to effectively analyze and evaluate financial data and make informed decisions in the corporate finance domain. Through a combination of theoretical concepts and practical applications using Microsoft Excel, students will develop a solid foundation in financial modelling techniques, enabling them to navigate complex financial scenarios with confidence.			
UNIT WISE DETAILS			
Unit Number: 1	Title: Introduction to Excel	No. of hours: 12	
Content Summary:			
<ul style="list-style-type: none">• Advance Excel			



<ul style="list-style-type: none">• NPV, Concepts and Example, Goal Seek• VLookUp, IRR, HlookUp, XIRR, FV, PV		
Unit Number: 2	Title: Introduction to Financial Analysis, P&L and B&S	No. of hours: 12
Content Summary: <ul style="list-style-type: none">• Preparation of Balance sheet and P&L from Money control• Ratio and Ratio Analysis• Ratio and Ratio Analysis of Prepared Balance Sheet and P&L\		
Unit Number: 3	Title: Economic Analysis: Macro and Micro	No. of hours: 12
Content Summary: <ul style="list-style-type: none">• Using Economic Analysis to Project items in Balance sheet• Forecasting and Cashflows• Projecting Revenue and Cashflow in order to Prepare the Free Cashflow of the firm		
Unit Number: 4	Title: Financial Modelling and Valuation Methods	No. of hours: 12
Content Summary <ul style="list-style-type: none">• Learning about various valuation models such as DCF, relative, Liquidation value etc.• DCF Valuation• Valuation of company on excel using DCF methods		
Unit Number: 5	Title: Capstone Project	No. of hours: 12
<ul style="list-style-type: none">• Assessment• Cracking IB and Private Equity		



TEXT BOOK:

Reference Books:

- Class notes and reading material provided by Teacher
- General internet research, primary research from entrepreneurs
- Research articles, news updates and documented experiences of startups

Define Course Outcomes (CO)

COs	Statements
CO1	Students will demonstrate proficiency in using Microsoft Excel for financial modelling purposes.
CO2	Students will be able to analyze financial statements, including balance sheets and income statements, to evaluate the financial performance and health of a company. They will also develop skills in ratio analysis and interpreting financial ratios.
CO3	Students will understand how to use economic analysis techniques to project items in a company's balance sheet, forecast cash flows, and project revenue.
CO4	Students will learn and apply various valuation models.
CO5	Students will be able to provide an analysis of a real-world company or investment opportunity.

COs Mapping with Levels of Bloom’s taxonomy



CO	Cognitive levels© 1. Knowledge 2. Understand 3. Apply 4. Analyze 5. Evaluate 6. Create	Affective levels(A) 1. Receiving 2. Responding 3. Valuing 4. Organizing 5. Characterizing	Psychomotor levels(P) 1. Imitation 2. Manipulation 3. Precision 4. Articulation 5. Improving
CO1	C3	A3	P5
CO2	C5	A3	-
CO3	C3	A3	-
CO4	C3	A3	-
CO5	C5	A5	P5

***Please Note:**

Map only 1 or 2 Levels in each category. If a higher level is given, no need to mention lower level

CO-PO Mapping

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	3	2	2	2	2	2	2	2	2		
CO2	2	3	2	2	2	2	2	2	2	2		
CO3	2	3	2	2	2	2	2	2	2	2		
CO4	2	3	2	2	2	2	2	2	2	2		
CO5	2	3	2	2	2	2	2	2	2	2		

Please Note:

- Refer to POs while mapping each CO.
- Mark “-” if not applicable
- If attainment of a CO is strongly mapped with a PO , Mark 3
- If attainment of a CO is moderately mapped with a PO , Mark 2
- If attainment of a CO is weakly mapped with a PO , Mark 1

Justification for mapping must be relevant

1 = weakly mapped



2 = moderately mapped

3 = strongly mapped

CO-PSO Mapping

PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	0	0	0	2	3
CO2	2	3	0	0	2
CO3	0	0	3	0	3
CO4	0	2	0	2	1
CO5	1	1	0	3	0

Relevance of the Syllabus to various indicators

Unit I	Introduction to Excel
Local	Analyze financial performance of local businesses effectively.
Regional	Analyze financial performance of regional businesses effectively.
National	-
Global	-
Employability	Enhances employability in roles related to financial analysis, financial modeling, data analysis, and reporting, where Excel proficiency is often a requirement.
Entrepreneurship	Manage financial data, create financial projections, and perform financial analysis for their business planning and decision-making.
Skill Development	Develops skills in spreadsheet organization, data manipulation, formula writing, data analysis tools, and financial modeling techniques.



Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	Introduction to Financial Analysis, P&L and B&S
Local	Analyze financial performance of local businesses effectively.
Regional	Analyze financial performance of regional businesses effectively.
National	-
Global	-
Employability	Enhances employability in roles related to financial analysis, financial modeling, data analysis, and reporting, where Excel proficiency is often a requirement.
Entrepreneurship	Manage financial data, create financial projections, and perform financial analysis for their business planning and decision-making.
Skill Development	Develops skills in spreadsheet organization, data manipulation, formula writing, data analysis tools, and financial modeling techniques.
Professional Ethics	-
Gender	-
Human Values	-



Environment & Sustainability	-
Unit III	Economic Analysis: Macro and Micro
Local	Analyze financial performance of local businesses effectively.
Regional	Analyze financial performance of regional businesses effectively.
National	-
Global	-
Employability	Enhances employability in roles related to financial analysis, financial modeling, data analysis, and reporting, where Excel proficiency is often a requirement.
Entrepreneurship	Manage financial data, create financial projections, and perform financial analysis for their business planning and decision-making.
Skill Development	Develops skills in spreadsheet organization, data manipulation, formula writing, data analysis tools, and financial modeling techniques.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit IV	Financial Modelling and Valuation Methods
Local	Analyze financial performance of local businesses effectively.



Regional	Analyze financial performance of regional businesses effectively.
National	-
Global	-
Employability	Enhances employability in roles related to financial analysis, financial modeling, data analysis, and reporting, where Excel proficiency is often a requirement.
Entrepreneurship	Manage financial data, create financial projections, and perform financial analysis for their business planning and decision-making.
Skill Development	Develops skills in spreadsheet organization, data manipulation, formula writing, data analysis tools, and financial modeling techniques.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit V	Capstone Project
Local	Analyze financial performance of local businesses effectively.
Regional	Analyze financial performance of regional businesses effectively.
National	-
Global	-
Employability	Enhances employability in roles related to financial analysis, financial modeling, data analysis, and



	reporting, where Excel proficiency is often a requirement.
Entrepreneurship	Manage financial data, create financial projections, and perform financial analysis for their business planning and decision-making.
Skill Development	Develops skills in spreadsheet organization, data manipulation, formula writing, data analysis tools, and financial modeling techniques.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
SDG	-
NEP 2020	-
POE/4 th IR	

Benchmarking Universities (at least 4-5 standard university contents must be referred):

Name of the University	Program referred for Syllabus contents	Subject referred
Vivekananda Global University	BBA	Financial Modelling
Poornima University	BBA	Financial Modelling





Department:	School of Management & Commerce		
Course Name: INTERNATIONAL ENTREPRENEURSHIP & GLOBAL BUSINESS ENVIRONMENT	Course Code	L-T-P	Credits
	MCMC204	4-0-0	4
Type of Course:	MAJOR		
Pre-requisite(s), if any:			
Brief Syllabus: The course provides a comprehensive understanding of the dynamic global landscape of commerce and equips students with the necessary knowledge and skills to thrive in the international business arena. The course begins by focusing on understanding the global environment in commerce, including the political, economic, legal, and cultural factors that shape business operations worldwide. The course explores foreign market entry strategies, helping students develop the ability to navigate entry barriers and successfully expand their businesses internationally.			
UNIT WISE DETAILS			
Unit Number: 1	Title: International Entrepreneurship	No. of hours: 10	
Content Summary: <ul style="list-style-type: none">• An Overview; Importance, nature, and Scope• Management of international entrepreneurship operations – complexities and issues; IT and international entrepreneurship• Domestic versus International Entrepreneurship; International Entrepreneurship Environment-Components and Determinants• Stages of internationalization of entrepreneurship; International entrepreneurship approaches, the concept of globalization• Modes of Entering into international entrepreneurship			



Unit Number: 2	Title: Foreign market entry strategies	No. of hours: 15
Content Summary: <ul style="list-style-type: none">• Country evaluation and selection• Factors affecting foreign investment decisions; the impact of FDI on home and host countries• Types and motives for foreign collaboration; control mechanisms in international entrepreneurship• India's FDI policy• Foreign exchange; Balance of payments• Trade barriers: tariff and non-tariff barriers, optimal tariff; Exchange rate determination		
Unit Number: 3	Title: Global Trading and Investment Environment	No. of hours: 10
Content Summary: <ul style="list-style-type: none">• Classical and modern theories of international trade• World Trade in Goods and Services –Major Trends and Developments• World trade and protectionism –Tariff and non-tariff barriers• Government Intervention in international trade• India's foreign trade policy		
Unit Number: 4	Title: Regional Economic Integration and Economic Institutions	No. of hours: 15
Content Summary <ul style="list-style-type: none">• Levels of Regional Economic Integration;• Trade Creation and diversion effects;• Regional Trade Agreements: European Union (EU), ASEAN, SAARC, NAFTA,• International Economic Institutions: IMF, World Bank, UNCTAD World Trade Organisation• (WTO): Functions and objectives of WTO;• Agriculture Agreement; GATS; TRIPS; TRIMS, Corporate social responsibility (CSR) ;• Theory of customs union: Partial and General Equilibrium Analysis;• Emerging markets		
Unit Number: 5	Title: Theories on International Trade	No. of hours: 10
<ul style="list-style-type: none">• Classical and modern theories of international trade• Modes of entry into International Business: Exporting, Licensing, Franchising, Contract Manufacturing, Trunkey projects, Foreign Direct Investments and Joint Ventures		



TEXT BOOK:

Reference Books:

- International Entrepreneurship: Starting, Developing, and Managing a Global Venture - Satish Kumar and Rachna Kumari
- International Business: The New Realities - S. Tamer Cavusgil, Gary Knight, and John Riesenberger
- Global Entrepreneurship: Environment and Strategy - Shaker A. Zahra and John A. Pearce II
- International Entrepreneurship: Starting, Developing, and Managing a Global Venture - Antonella Zucchella and Paolo G. Casimirri

Define Course Outcomes (CO)

COs	Statements
CO1	Understand the global environment in commerce
CO2	Know the global Investment environment
CO3	Learn the foreign market entry strategies
CO4	Determine what constitutes a valid entrepreneurial opportunity.
CO5	Effectively carry out managerial functions in a multicultural environment

COs Mapping with Levels of Bloom’s taxonomy



CO	Cognitive levels© 1. Knowledge 2. Understand 3. Apply 4. Analyze 5. Evaluate 6. Create	Affective levels(A) 1. Receiving 2. Responding 3. Valuing 4. Organizing 5. Characterizing	Psychomotor levels(P) 1. Imitation 2. Manipulation 3. Precision 4. Articulation 5. Improving
CO1	C2	A3	-
CO2	C2	A3	-
CO3	C3	A3	-
CO4	C5	A3	-
CO5	C4	A5	-

***Please Note:**

Map only 1 or 2 Levels in each category. If a higher level is given, no need to mention lower level

CO-PO Mapping

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	2	2	2	2	2	3	2	2		
CO2	3	2	2	2	2	2	2	3	2	2		
CO3	3	2	2	2	2	2	2	3	2	2		
CO4	3	3	2	3	2	2	2	3	2	2		
CO5	3	2	2	2	2	2	2	3	2	2		

Please Note:

- Refer to POs while mapping each CO.
- Mark “-” if not applicable
- If attainment of a CO is strongly mapped with a PO , Mark 3
- If attainment of a CO is moderately mapped with a PO , Mark 2
- If attainment of a CO is weakly mapped with a PO , Mark 1

Justification for mapping must be relevant

1 = weakly mapped



2 = moderately mapped

3 = strongly mapped

CO-PSO Mapping

PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	1	0	1	2
CO2	1	1	0	1	0
CO3	2	2	1	2	1
CO4	3	2	1	1	1
CO5	1	1	3	1	1

Relevance of the Syllabus to various indicators

Unit I	International Entrepreneurship
Local	Can help local businesses take their businesses global
Regional	Can help regional businesses take their businesses global
National	Can help regional businesses take their businesses global
Global	Expand global businesses
Employability	Enhances employability in roles related to international business development, global market research, cross-cultural management, and international expansion strategies.
Entrepreneurship	Essential for entrepreneurs seeking to establish and grow businesses in global markets, navigate international business environments, and seize opportunities for international growth.
Skill Development	Develops skills in global market analysis, cross-cultural communication, international negotiation, global



	business strategy, and managing international partnerships.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	Foreign Market entry strategies
Local	Can help local businesses take their businesses global
Regional	Can help regional businesses take their businesses global
National	Can help regional businesses take their businesses global
Global	Expand global businesses
Employability	Enhances employability in roles related to international business development, global market research, cross-cultural management, and international expansion strategies.
Entrepreneurship	Essential for entrepreneurs seeking to establish and grow businesses in global markets, navigate international business environments, and seize opportunities for international growth.
Skill Development	Develops skills in global market analysis, cross-cultural communication, international negotiation, global business strategy, and managing international partnerships.
Professional Ethics	-



Gender	-
Human Values	-
Environment & Sustainability	-
Unit III	Global Trading and Investment Environment
Local	Can help local businesses take their businesses global
Regional	Can help regional businesses take their businesses global
National	Can help regional businesses take their businesses global
Global	Expand global businesses
Employability	Enhances employability in roles related to international business development, global market research, cross-cultural management, and international expansion strategies.
Entrepreneurship	Essential for entrepreneurs seeking to establish and grow businesses in global markets, navigate international business environments, and seize opportunities for international growth.
Skill Development	Develops skills in global market analysis, cross-cultural communication, international negotiation, global business strategy, and managing international partnerships.
Professional Ethics	-
Gender	-
Human Values	-



Environment & Sustainability	-
Unit IV	Regional Economic Integration and Economic Institutions
Local	Can help local businesses take their businesses global
Regional	Can help regional businesses take their businesses global
National	Can help regional businesses take their businesses global
Global	Expand global businesses
Employability	Enhances employability in roles related to international business development, global market research, cross-cultural management, and international expansion strategies.
Entrepreneurship	Essential for entrepreneurs seeking to establish and grow businesses in global markets, navigate international business environments, and seize opportunities for international growth.
Skill Development	Develops skills in global market analysis, cross-cultural communication, international negotiation, global business strategy, and managing international partnerships.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit V	Theories on International Trade



Local	Can help local businesses take their businesses global
Regional	Can help regional businesses take their businesses global
National	Can help regional businesses take their businesses global
Global	Expand global businesses
Employability	Enhances employability in roles related to international business development, global market research, cross-cultural management, and international expansion strategies.
Entrepreneurship	Essential for entrepreneurs seeking to establish and grow businesses in global markets, navigate international business environments, and seize opportunities for international growth.
Skill Development	Develops skills in global market analysis, cross-cultural communication, international negotiation, global business strategy, and managing international partnerships.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
SDG	-
NEP 2020	-
POE/4 th IR	



Benchmarking Universities (at least 4-5 standard university contents must be referred):

Name of the University	Program referred for Syllabus contents	Subject referred
Vivekananda Global University	BBA	International Entrepreneurship & Global Business Environment
Poornima University	BBA	International Entrepreneurship & Global Business Environment

Department:	School of Management & Commerce		
Course Name: BASICS OF APP DEVELOPMENT & LATEST TECHNOLOGIES	Course Code	L-T-P	Credits
	MCMC206	4-0-0	4
Type of Course:	MAJOR		
Pre-requisite(s), if any:			
Brief Syllabus: The course "Basics of App Development & Latest Technologies" aims to equip students with the necessary skills and knowledge to excel in mobile app development. Throughout the course, students will develop proficiency in building mobile applications for various platforms using the latest technologies. They will gain hands-on experience in creating user-friendly and responsive apps, incorporating the fundamentals of UI/UX design to create visually appealing and intuitive interfaces. The course will also cover the latest trends and best practices in app development, including cloud integration and data synchronization.			



UNIT WISE DETAILS		
Unit Number: 1	Title: Introduction to No Code Development Approach	No. of hours: 10
Content Summary: <ul style="list-style-type: none">• What is no code app development?• Benefits of no code approach.• Difference between code vs no code.• Examples of existing brands using no code approach• Platforms to develop no code apps		
Unit Number: 2	Title: Getting Started with No Code Platform	No. of hours: 15
Content Summary: <ul style="list-style-type: none">• How to create an account on no code platforms• Introduction to bubble platform• Introduction to Adalo platform• Introduction to App Sheet platform• Introduction to webflow platform		
Unit Number: 3	Title: Backend of the application	No. of hours: 15
Content Summary: <ul style="list-style-type: none">• What is Database?• Type of databases.• Structure of database.• Tables, row, columns & cells• How to connect UI with database		
Unit Number: 4	Title: How to publish an application	No. of hours: 10
Content Summary <ul style="list-style-type: none">• How to connect google analytics with your app• Requirements to publish application.• Various platform to publish application• How to publish Playstore.• How to publish on app store.		
Unit Number: 5	Title: Latest tools & technologies	No. of hours: 10



- How to use AI tools
- How to find resources
- How to scale technology
- How to do customer automation

Websites:

[Shopify\(https://www.shopify.in/\)](https://www.shopify.in/)

[Magento \(https://magento.com/\)](https://magento.com/)

[woocommerce \(https://woocommerce.com/\)](https://woocommerce.com/)

Define Course Outcomes (CO)

COs	Statements
CO1	Develop proficiency in mobile app development for various platforms using the latest technologies.
CO2	Gain hands-on experience in building user-friendly and responsive mobile applications.
CO3	Acquire knowledge of the latest trends and best practices in app development, including cloud integration and data synchronization.
CO4	Understand the fundamentals of UI/UX design and apply them to create visually appealing and intuitive mobile interfaces.
CO5	Demonstrate the ability to effectively debug, test, and deploy mobile applications across different devices and operating systems.

COs Mapping with Levels of Bloom’s taxonomy



CO	Cognitive levels© 1. Knowledge 2. Understand 3. Apply 4. Analyze 5. Evaluate 6. Create	Affective levels(A) 1. Receiving 2. Responding 3. Valuing 4. Organizing 5. Characterizing	Psychomotor levels(P) 1. Imitation 2. Manipulation 3. Precision 4. Articulation 5. Improving
CO1	C6	A3	P5
CO2	C6	A3	P5
CO3	C3	A3	-
CO4	C3		P3
CO5	C5	A3	P5

***Please Note:**

Map only 1 or 2 Levels in each category. If a higher level is given, no need to mention lower level

CO-PO Mapping

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	2	2	2	2	3	2	2		
CO2	3	3	2	2	2	2	2	3	2	2		
CO3	3	3	3	2	2	2	2	3	2	2		
CO4	3	3	2	3	2	2	2	3	2	2		
CO5	3	3	2	2	2	2	2	3	2	2		

Please Note:

- Refer to POs while mapping each CO.
- Mark “-” if not applicable
- If attainment of a CO is strongly mapped with a PO , Mark 3
- If attainment of a CO is moderately mapped with a PO , Mark 2
- If attainment of a CO is weakly mapped with a PO , Mark 1

Justification for mapping must be relevant

1 = weakly mapped



2 = moderately mapped
3 = strongly mapped

CO-PSO Mapping

PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	1	0	2	2	1
CO2	1	1	1	1	2
CO3	0	2	2	1	1
CO4	0	0	0	2	2
CO5	2	0	2	1	3

Relevance of the Syllabus to various indicators

Unit I	Introduction to No Code Development Approach
Local	Helps local businesses and individuals create applications without the need for extensive coding knowledge
Regional	Supports regional businesses and individuals in leveraging regional no-code platforms
National	Helps businesses easily test their platforms across national levels
Global	-
Employability	Enhances employability in roles related to application development, digital product management, and rapid prototyping, where no-code skills are in high demand.
Entrepreneurship	Crucial for entrepreneurs to quickly build and test application ideas, validate market demand, and launch minimum viable products without extensive coding knowledge.



Skill Development	Develops skills in using no-code platforms, visual interface design, application logic creation, and rapid application prototyping.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	Getting started with No Code Platform
Local	Helps local businesses and individuals create applications without the need for extensive coding knowledge
Regional	Supports regional businesses and individuals in leveraging regional no-code platforms
National	Helps businesses easily test their platforms across national levels
Global	-
Employability	Enhances employability in roles related to application development, digital product management, and rapid prototyping, where no-code skills are in high demand.
Entrepreneurship	Crucial for entrepreneurs to quickly build and test application ideas, validate market demand, and launch minimum viable products without extensive coding knowledge.
Skill Development	Develops skills in using no-code platforms, visual interface design, application logic creation, and rapid application prototyping.



Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit III	Backend of the Application
Local	Helps local businesses and individuals create applications without the need for extensive coding knowledge
Regional	Supports regional businesses and individuals in leveraging regional no-code platforms
National	Helps businesses easily test their platforms across national levels
Global	-
Employability	Enhances employability in roles related to application development, digital product management, and rapid prototyping, where no-code skills are in high demand.
Entrepreneurship	Crucial for entrepreneurs to quickly build and test application ideas, validate market demand, and launch minimum viable products without extensive coding knowledge.
Skill Development	Develops skills in using no-code platforms, visual interface design, application logic creation, and rapid application prototyping.
Professional Ethics	-
Gender	-



Human Values	-
Environment & Sustainability	-
Unit IV	How to publish an application
Local	Helps local businesses and individuals create applications without the need for extensive coding knowledge
Regional	Supports regional businesses and individuals in leveraging regional no-code platforms
National	Helps businesses easily test their platforms across national levels
Global	-
Employability	Enhances employability in roles related to application development, digital product management, and rapid prototyping, where no-code skills are in high demand.
Entrepreneurship	Crucial for entrepreneurs to quickly build and test application ideas, validate market demand, and launch minimum viable products without extensive coding knowledge.
Skill Development	Develops skills in using no-code platforms, visual interface design, application logic creation, and rapid application prototyping.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit V	Latest tools & technologies



Local	Helps local businesses and individuals create applications without the need for extensive coding knowledge
Regional	Supports regional businesses and individuals in leveraging regional no-code platforms
National	Helps businesses easily test their platforms across national levels
Global	-
Employability	Enhances employability in roles related to application development, digital product management, and rapid prototyping, where no-code skills are in high demand.
Entrepreneurship	Crucial for entrepreneurs to quickly build and test application ideas, validate market demand, and launch minimum viable products without extensive coding knowledge.
Skill Development	Develops skills in using no-code platforms, visual interface design, application logic creation, and rapid application prototyping.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
SDG	-
NEP 2020	-
POE/4 th IR	



Benchmarking Universities (at least 4-5 standard university contents must be referred):

Name of the University	Program referred for Syllabus contents	Subject referred
Vivekananda Global University	BBA	Basics of App development & Latest Technologies
Poornima University	BBA	Basics of App development & Latest Technologies

Department:	School of Management & Commerce		
Course Name: MERCANTILE LAW & CORPORATE LAW	Course Code	L-T-P	Credits
	MCMC208	4-0-0	4
Type of Course:	MAJOR		
Pre-requisite(s), if any:			
Brief Syllabus: The course provides a comprehensive understanding of the fundamental principles and concepts of mercantile and corporate laws. The course aims to equip students with the knowledge of key legal concepts, principles, and provisions relevant to commercial transactions and corporate governance. Students will develop the ability to analyze and apply mercantile and corporate laws to real-world scenarios, enabling them to identify and evaluate legal risks and compliance requirements in business operations.			
UNIT WISE DETAILS			



Unit Number: 1	Title: Contracts	No. of hours: 8
Content Summary: <ul style="list-style-type: none">• Agreements• Contracts• Capacity to Contract• Free Consent• Limitations on Freedom to Contract• Discharge of Contract• Remedies for breach of Contract		
Unit Number: 2	Title: The formation and constitution of various business organization	No. of hours: 15
Content Summary: <ul style="list-style-type: none">• Partnership• Social Organizations• Limited Liability Partnerships• Private Limited Company• Public Limited Company• One Person Company		
Unit Number: 3	Title: Capital and Financing of companies	No. of hours: 15
Content Summary: <ul style="list-style-type: none">• Share Capital• Loan Capital• Capital Maintenance and dividend law		
Unit Number: 4	Title: Management, administration and the regulations of the company	No. of hours: 15
Content Summary <ul style="list-style-type: none">• Company directors		



<ul style="list-style-type: none"> • Other company officers • Company meetings and resolutions • Accounts and business Operations • Articles and Memorandum of Association 		
Unit Number: 5	Title: Winding up of Company	No. of hours: 7
<ul style="list-style-type: none"> • Insolvency • Insolvency and administration • Corporate fraudulent and criminal behavior 		
<p>TEXT BOOK:</p> <p>Reference Books:</p> <ul style="list-style-type: none"> • Indian Contract Act 1872 Indian Companies Act 2013 • Limited Liability Partnership Act 2008 The Partnership Act 1932 • Class notes and reading material provided by the Faculties • General internet research, primary research from entrepreneurs Research articles, and news updates 		

Define Course Outcomes (CO)

COs	Statements
CO1	Understand the fundamental principles and concepts of mercantile and corporate laws
CO2	Demonstrate knowledge of key legal concepts, principles, and provisions relevant to commercial transactions and corporate governance.
CO3	Analyze and apply mercantile and corporate laws to real-world scenarios



CO4	Identify and evaluate legal risks and compliance requirements in business operations
CO5	Develop effective strategies for corporate governance and legal compliance

COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels© 1. Knowledge 2. Understand 3. Apply 4. Analyze 5. Evaluate 6. Create	Affective levels(A) 1. Receiving 2. Responding 3. Valuing 4. Organizing 5. Characterizing	Psychomotor levels(P) 1. Imitation 2. Manipulation 3. Precision 4. Articulation 5. Improving
CO1	C2	A3	-
CO2	C2	A3	-
CO3	C4	A3	-
CO4	C5	A3	-
CO5	C6	A3	

***Please Note:**

Map only 1 or 2 Levels in each category. If a higher level is given, no need to mention lower level

CO-PO Mapping

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	3	2	2	3	3	3	2	2		



CO2	3	2	3	2	2	3	3	3	2	2		
CO3	3	2	3	2	2	3	3	3	2	2		
CO4	3	2	3	2	2	3	3	3	2	2		
CO5	3	2	3	2	2	3	3	3	2	2		

Please Note:

- Refer to POs while mapping each CO.
- Mark “-” if not applicable
- If attainment of a CO is strongly mapped with a PO , Mark 3
- If attainment of a CO is moderately mapped with a PO , Mark 2
- If attainment of a CO is weakly mapped with a PO , Mark 1

Justification for mapping must be relevant

- 1 = weakly mapped
- 2 = moderately mapped
- 3 = strongly mapped

CO-PSO Mapping

PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	0	0	0	0
CO2	0	0	2	2	0
CO3	2	0	2	0	0
CO4	2	1	1	2	1
CO5	1	1	2	1	0

Relevance of the Syllabus to various indicators

Unit I	Contracts
Local	Helps local businesses create legally binding agreements with local partners, suppliers, and customers, ensuring smooth business operations within the local jurisdiction.
Regional	Enables businesses to navigate regional contract laws and regulations, facilitate regional trade agreements, and establish contractual relationships with regional stakeholders.



National	Ensure legal certainty in business transactions.
Global	-
Employability	Contract drafting, negotiation, and management enhances employability in roles related to legal departments, contract administration, and legal compliance, where contract expertise is required.
Entrepreneurship	Essential for entrepreneurs to establish legal agreements with partners, suppliers, and customers, protect their business interests, and ensure contractual compliance.
Skill Development	Develops skills in contract drafting, contract interpretation, contract negotiation, and contract management.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	The formation and constitution of various business organizations
Local	Helps local businesses create legally binding agreements with local partners, suppliers, and customers, ensuring smooth business operations within the local jurisdiction.
Regional	Enables businesses to navigate regional contract laws and regulations, facilitate regional trade agreements, and establish contractual relationships with regional stakeholders.
National	Ensure legal certainty in business transactions.



Global	-
Employability	Contract drafting, negotiation, and management enhances employability in roles related to legal departments, contract administration, and legal compliance, where contract expertise is required.
Entrepreneurship	Essential for entrepreneurs to establish legal agreements with partners, suppliers, and customers, protect their business interests, and ensure contractual compliance.
Skill Development	Develops skills in contract drafting, contract interpretation, contract negotiation, and contract management.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit III	Capital and Financing of Companies
Local	Helps local businesses create legally binding agreements with local partners, suppliers, and customers, ensuring smooth business operations within the local jurisdiction.
Regional	Enables businesses to navigate regional contract laws and regulations, facilitate regional trade agreements, and establish contractual relationships with regional stakeholders.
National	Ensure legal certainty in business transactions.
Global	-



Employability	Contract drafting, negotiation, and management enhances employability in roles related to legal departments, contract administration, and legal compliance, where contract expertise is required.
Entrepreneurship	Essential for entrepreneurs to establish legal agreements with partners, suppliers, and customers, protect their business interests, and ensure contractual compliance.
Skill Development	Develops skills in contract drafting, contract interpretation, contract negotiation, and contract management.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit IV	Management, administration and regulations of the company
Local	Helps local businesses create legally binding agreements with local partners, suppliers, and customers, ensuring smooth business operations within the local jurisdiction.
Regional	Enables businesses to navigate regional contract laws and regulations, facilitate regional trade agreements, and establish contractual relationships with regional stakeholders.
National	Ensure legal certainty in business transactions.
Global	-
Employability	Contract drafting, negotiation, and management enhances employability in roles related to legal



	departments, contract administration, and legal compliance, where contract expertise is required.
Entrepreneurship	Essential for entrepreneurs to establish legal agreements with partners, suppliers, and customers, protect their business interests, and ensure contractual compliance.
Skill Development	Develops skills in contract drafting, contract interpretation, contract negotiation, and contract management.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit V	Winding up of a company
Local	Helps local businesses create legally binding agreements with local partners, suppliers, and customers, ensuring smooth business operations within the local jurisdiction.
Regional	Enables businesses to navigate regional contract laws and regulations, facilitate regional trade agreements, and establish contractual relationships with regional stakeholders.
National	Ensure legal certainty in business transactions.
Global	-
Employability	Contract drafting, negotiation, and management enhances employability in roles related to legal departments, contract administration, and legal compliance, where contract expertise is required.



Entrepreneurship	Essential for entrepreneurs to establish legal agreements with partners, suppliers, and customers, protect their business interests, and ensure contractual compliance.
Skill Development	Develops skills in contract drafting, contract interpretation, contract negotiation, and contract management.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
SDG	-
NEP 2020	-
POE/4 th IR	

Benchmarking Universities (at least 4-5 standard university contents must be referred):

Name of the University	Program referred for Syllabus contents	Subject referred
Vivekananda Global University	BBA	Mercantile Law & Corporate Law
Poornima University	BBA	Mercantile Law & Corporate Law



Department:		School of Management & Commerce			
Course Name: STARTUP FUNDINGS & VALUATIONS		Course Code		L-T-P	Credits
		MCMC307		4-0-0	4
Type of Course:		MAJOR			
Pre-requisite(s), if any:					
<p>Brief Syllabus: The course on "Startup Funding and Valuations" provides a comprehensive understanding of the legal and practical aspects involved in funding and valuing startups. The course aims to equip students with the ability to provide effective legal advice to startups by addressing the main issues they face and emphasizing the most relevant ones. Students will learn to prepare in-depth and practical advice within the specific practice area, considering the fast-paced and dynamic nature of the startup ecosystem.</p>					
UNIT WISE DETAILS					
Unit Number: 1	Title: Introduction to Startup Funding and Valuation			No. of hours: 15	
Content Summary:					
<ul style="list-style-type: none"> • Overview of the startup financing ecosystem • The role of funding in startup growth and scalability • Introduction to startup valuation concepts • Funding Lifecycle and Stages • Funding stages: pre-seed, seed, series A, B, C, and beyond • Key characteristics and expectations of different funding stages • Challenges and opportunities at each funding stage 					



Unit Number: 2	Title: Source and stages of startup funding	No. of hours: 15
Content Summary: <ul style="list-style-type: none">• Common funding challenges faced by startups• Techniques for self-funding a startup• Strategies for managing limited resources• Navigating potential challenges and risks• Various stages and process steps of startup funding		
Unit Number: 3	Title: Traditional Funding Sources	No. of hours: 10
Content Summary: <ul style="list-style-type: none">• Bootstrapping and self-funding• Friends and family funding• Bank loans and traditional financial institutions• Angel Investing and Angel Networks• Role and characteristics of angel investors• Angel networks and syndicates• Angel investment process and considerations		
Unit Number: 4	Title: Venture Capital (VC) Funding	No. of hours: 10
Content Summary <ul style="list-style-type: none">• Overview of venture capital funding• VC funding process and deal structures• Understanding the motivations and expectations of VCs• Crowdfunding and Types of crowdfunding• Crowdfunding platforms and regulations		



- Utilizing alternative funding platforms
- Role of corporate venture capital in startup funding
- Establishing strategic partnerships for funding and growth
- Benefits and challenges of CVC investments

Unit Number: 5

Title: Valuation Methods for Startups

No. of hours: 10

- Common valuation methods: discounted cash flow (DCF), comparable transactions, market multiples
- Valuation considerations for early-stage startups
- Evaluating valuation models and factors influencing startup valuations
- Financial Modeling for Startups
- Financial projections and forecasting
- Building a startup financial model
- Assessing and communicating financial viability to investors
- Pitching and Investor Presentations
- Crafting an effective investor pitch deck
- Pitching techniques and storytelling for startups
- Addressing investor concerns and objections

TEXT BOOK:

Reference Books:

- Class notes and reading material provided by Teacher
- General internet research, primary research from entrepreneurs
- Research articles, news updates and documented experiences of startups

Define Course Outcomes (CO)



COs	Statements
CO1	Provide a legal advice that gives an overview of the main issues facing a startup and gives suitable emphasis to the most relevant issues.
CO2	Demonstrate an ability to prepare in-depth, practical and detailed advice within a specific practice area.
CO3	Show an understanding of a specific practice area and demonstrate an ability to educate clients, with an understanding of the level of legal knowledge of most startup entrepreneurs and the fast-paced commercial environment of startups.
CO4	Developing critical thinking skills as to devise strategic solutions for some of the most common legal challenges faced by tech-based startups.
CO5	Understanding common legal challenges facing tech-based startups from the perspective of a founder or in-house counsel, developing a deep business knowledge with this broad context.

COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels© 1. Knowledge 2. Understand 3. Apply 4. Analyze 5. Evaluate 6. Create	Affective levels(A) 1. Receiving 2. Responding 3. Valuing 4. Organizing 5. Characterizing	Psychomotor levels(P) 1. Imitation 2. Manipulation 3. Precision 4. Articulation 5. Improving
CO1	C4	A3	-
CO2	C4	A3	-
CO3	C3	A3	-



CO4	C6	A3	-
CO5	C5	A4	

***Please Note:**

Map only 1 or 2 Levels in each category. If a higher level is given, no need to mention lower level

CO-PO Mapping

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3		3	3	3	3		3	3		
CO2	3	3		3	3	3	3		3	3		
CO3	3	3		3	3	3	3		3	3		
CO4	3	3		3	3	3	3		3	3		
CO5	3	3		3	3	3	3		3	3		

Please Note:

- Refer to POs while mapping each CO.
- Mark “-” if not applicable
- If attainment of a CO is strongly mapped with a PO , Mark 3
- If attainment of a CO is moderately mapped with a PO , Mark 2
- If attainment of a CO is weakly mapped with a PO , Mark 1

Justification for mapping must be relevant

- 1 = weakly mapped
- 2 = moderately mapped
- 3 = strongly mapped

CO-PSO Mapping

PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	2	1	1	1
CO2	1	2	1	1	1
CO3	2	2	1	1	1
CO4	2	2	1	1	2
CO5	3	3	2	2	1



Relevance of the Syllabus to various indicators

Unit I	Introduction to Startup Funding and Valuation
Local	Understanding startup funding and valuation helps local startups access local funding opportunities
Regional	Supports regional startups in navigating regional funding sources
National	Attract domestic investors, and establish fair valuations aligned with national market conditions.
Global	Attract international investors, and value their ventures in line with global market standards.
Employability	Proficiency in startup funding and valuation enhances employability in roles related to venture capital firms, angel investor networks, startup consulting, and financial analysis in the startup ecosystem.
Entrepreneurship	Essential for entrepreneurs to secure funding for their ventures, negotiate fair investment terms, and make informed financial decisions to grow their startups.
Skill Development	Develops skills in financial modeling, startup valuation techniques, investor pitching, due diligence, and investment analysis.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	Source and stages of startup funding



Local	Understanding startup funding and valuation helps local startups access local funding opportunities
Regional	Supports regional startups in navigating regional funding sources
National	Attract domestic investors, and establish fair valuations aligned with national market conditions.
Global	Attract international investors, and value their ventures in line with global market standards.
Employability	Proficiency in startup funding and valuation enhances employability in roles related to venture capital firms, angel investor networks, startup consulting, and financial analysis in the startup ecosystem.
Entrepreneurship	Essential for entrepreneurs to secure funding for their ventures, negotiate fair investment terms, and make informed financial decisions to grow their startups.
Skill Development	Develops skills in financial modeling, startup valuation techniques, investor pitching, due diligence, and investment analysis.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit III	Traditional Funding Sources
Local	Understanding startup funding and valuation helps local startups access local funding opportunities
Regional	Supports regional startups in navigating regional funding sources



National	Attract domestic investors, and establish fair valuations aligned with national market conditions.
Global	Attract international investors, and value their ventures in line with global market standards.
Employability	Proficiency in startup funding and valuation enhances employability in roles related to venture capital firms, angel investor networks, startup consulting, and financial analysis in the startup ecosystem.
Entrepreneurship	Essential for entrepreneurs to secure funding for their ventures, negotiate fair investment terms, and make informed financial decisions to grow their startups.
Skill Development	Develops skills in financial modeling, startup valuation techniques, investor pitching, due diligence, and investment analysis.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit IV	Venture Capital (VC) Funding
Local	Understanding startup funding and valuation helps local startups access local funding opportunities
Regional	Supports regional startups in navigating regional funding sources
National	Attract domestic investors, and establish fair valuations aligned with national market conditions.
Global	Attract international investors, and value their ventures in line with global market standards.



Employability	Proficiency in startup funding and valuation enhances employability in roles related to venture capital firms, angel investor networks, startup consulting, and financial analysis in the startup ecosystem.
Entrepreneurship	Essential for entrepreneurs to secure funding for their ventures, negotiate fair investment terms, and make informed financial decisions to grow their startups.
Skill Development	Develops skills in financial modeling, startup valuation techniques, investor pitching, due diligence, and investment analysis.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit V	Valuation Methods for Startups
Local	Understanding startup funding and valuation helps local startups access local funding opportunities
Regional	Supports regional startups in navigating regional funding sources
National	Attract domestic investors, and establish fair valuations aligned with national market conditions.
Global	Attract international investors, and value their ventures in line with global market standards.
Employability	Proficiency in startup funding and valuation enhances employability in roles related to venture capital firms, angel investor networks, startup consulting, and financial analysis in the startup ecosystem.



Entrepreneurship	Essential for entrepreneurs to secure funding for their ventures, negotiate fair investment terms, and make informed financial decisions to grow their startups.
Skill Development	Develops skills in financial modeling, startup valuation techniques, investor pitching, due diligence, and investment analysis.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
SDG	-
NEP 2020	-
POE/4 th IR	

Benchmarking Universities (at least 4-5 standard university contents must be referred):

Name of the University	Program referred for Syllabus contents	Subject referred
Vivekananda Global University	BBA	Startup Funding & Valuations
Poornima University	BBA	Startup Funding & Valuations

Department:	School of Management & Commerce
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Course Name: PATENTS, COPYRIGHTS, TRADEMARKS & STARTUP POLICIES	Course Code	L-T-P	Credits
	MCMC309	4-0-0	4
Type of Course:	MAJOR		
Pre-requisite(s), if any:			
Brief Syllabus: The course provides a comprehensive understanding of the fundamental principles and legal frameworks related to intellectual property and startup policies. The course covers various aspects such as patents, copyrights, trademarks, and their application processes, enabling students to effectively draft and file patent applications. It also emphasizes the significance of copyright law in protecting creative works and equips participants with the knowledge to manage copyright issues within a startup setting.			
UNIT WISE DETAILS			
Unit Number: 1	Title: Introduction to Startup Law and Regulations	No. of hours: 15	
Content Summary: <ul style="list-style-type: none">• Overview of the legal landscape for startup• Importance of legal compliance and risk management• Legal considerations at different stages of startup development.			
Unit Number: 2	Title: Intellectual Property (IP) Protection	No. of hours: 10	
Content Summary: <ul style="list-style-type: none">• Types of intellectual property: patents, trademarks, copyrights, trade secrets• IP ownership, licensing, and enforcement• Strategies for protecting IP assets in startups			



- Choosing the Right Corporate Structure
- Legal forms of business entities for startups (e.g., sole proprietorship, partnership, corporation, LLC)
- Pros and cons of different corporate structures
- Incorporation process, bylaws, and shareholder agreements

Unit Number: 3	Title: Employment Law and Human Resources	No. of hours: 15
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Content Summary:

- Employment relationships and classifications
- Hiring and onboarding practices
- Employee benefits, equity compensation, and vesting schedules
- Contracts and Agreements
- Contract law fundamentals
- Drafting and negotiating key contracts for startups (e.g., client agreements, vendor contracts, non-disclosure agreements)
- Contract management and dispute resolution

Unit Number: 4	Title: Fundraising and Securities Regulations	No. of hours: 10
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Content Summary

- Fundraising options for startups (e.g., angel investors, venture capital, crowdfunding)
- Securities regulations and compliance (e.g., SEC regulations, private placements)
- Due diligence, term sheets, and investor agreements
- Regulatory Compliance and Data Privacy
- Overview of industry-specific regulations (e.g., healthcare, fintech, e-commerce)



<ul style="list-style-type: none"> • Data privacy laws and compliance (e.g., GDPR, CCPA) • Managing regulatory risks and implementing compliance programs 		
Unit Number: 5	Title: Patent, Trademarks & Startup Policies	No. of hours: 15
<ul style="list-style-type: none"> • Understanding patentable subject matter • Patent eligibility requirements • Understanding trademark rights and protection • Distinctiveness and trademark registration • Startup policies 		
<p>TEXT BOOK:</p> <p>Reference Books:</p> <ul style="list-style-type: none"> • Copyright Handbook: The What, When, and How for Writers and Artists - Stephen Fishman • The Trademark Guide: How You Can Protect and Profit from Trademarks - Lee Wilson • Intellectual Property Strategy: A Practical Guide to IP Management - John Palfrey. • Class notes and reading material provided by Teacher • General internet research, primary research from entrepreneurs • Research articles, news updates and documented experiences of startups 		

Define Course Outcomes (CO)

COs	Statements
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CO1	Understand the fundamental principles and legal frameworks of patents, copyrights, trademarks, and startup policies.
CO2	Gain knowledge of the patent application process and learn how to draft and file patent applications effectively.
CO3	Comprehend the significance of copyright law in protecting creative works and learn how to manage copyright issues in a startup.
CO4	Explore the role of trademarks in brand protection and develop strategies for trademark registration and enforcement.
CO5	Examine the legal and policy considerations relevant to startups, including privacy, data protection, and regulatory compliance.

COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels© 1. Knowledge 2. Understand 3. Apply 4. Analyze 5. Evaluate 6. Create	Affective levels(A) 1. Receiving 2. Responding 3. Valuing 4. Organizing 5. Characterizing	Psychomotor levels(P) 1. Imitation 2. Manipulation 3. Precision 4. Articulation 5. Improving
CO1	C4	A3	-
CO2	C4	A3	-
CO3	C3	A3	-
CO4	C3	A3	-
CO5	C5	A4	-



***Please Note:**

Map only 1 or 2 Levels in each category. If a higher level is given, no need to mention lower level

CO-PO Mapping

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	3	3	3	3	3	3	3	3		
CO2	3	3	3	3	3	3	3	3	3	3		
CO3	3	3	3	3	3	3	3	3	3	3		
CO4	3	3	3	3	3	3	3	3	3	3		
CO5	3	3	3	3	3	3	3	3	3	3		

Please Note:

- Refer to POs while mapping each CO.
- Mark “-” if not applicable
- If attainment of a CO is strongly mapped with a PO , Mark 3
- If attainment of a CO is moderately mapped with a PO , Mark 2
- If attainment of a CO is weakly mapped with a PO , Mark 1

Justification for mapping must be relevant

- 1 = weakly mapped
- 2 = moderately mapped
- 3 = strongly mapped

CO-PSO Mapping

PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	1	2	1
CO2	2	2	1	1	1
CO3	1	1	1	2	1
CO4	1	1	0	1	0
CO5	2	1	1	2	2

Relevance of the Syllabus to various indicators

Unit I	Introduction to Startup Law and Regulations
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Local	Helps local startups understand and comply with local legal requirements
Regional	Supports startups in navigating regional legal frameworks
National	Promotes compliance with national legal requirements, supporting startups' growth and stability
Global	Enables startups to understand international legal considerations
Employability	Enhances employability in roles related to legal compliance, regulatory affairs, corporate law, and startup advisory services.
Entrepreneurship	Essential for entrepreneurs to establish and operate their ventures in compliance with legal requirements, protect their interests, and minimize legal risks.
Skill Development	Develops skills in legal compliance, contract management, understanding intellectual property rights.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	Intellectual Property (IP) Protection
Local	Helps local startups understand and comply with local legal requirements
Regional	Supports startups in navigating regional legal frameworks



National	Promotes compliance with national legal requirements, supporting startups' growth and stability
Global	Enables startups to understand international legal considerations
Employability	Enhances employability in roles related to legal compliance, regulatory affairs, corporate law, and startup advisory services.
Entrepreneurship	Essential for entrepreneurs to establish and operate their ventures in compliance with legal requirements, protect their interests, and minimize legal risks.
Skill Development	Develops skills in legal compliance, contract management, understanding intellectual property rights.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit III	Employment Law and Human Resources
Local	Helps local startups understand and comply with local legal requirements
Regional	Supports startups in navigating regional legal frameworks
National	Promotes compliance with national legal requirements, supporting startups' growth and stability
Global	Enables startups to understand international legal considerations



Employability	Enhances employability in roles related to legal compliance, regulatory affairs, corporate law, and startup advisory services.
Entrepreneurship	Essential for entrepreneurs to establish and operate their ventures in compliance with legal requirements, protect their interests, and minimize legal risks.
Skill Development	Develops skills in legal compliance, contract management, understanding intellectual property rights.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit IV	Fundraising and Securities Regulations
Local	Helps local startups understand and comply with local legal requirements
Regional	Supports startups in navigating regional legal frameworks
National	Promotes compliance with national legal requirements, supporting startups' growth and stability
Global	Enables startups to understand international legal considerations
Employability	Enhances employability in roles related to legal compliance, regulatory affairs, corporate law, and startup advisory services.



Entrepreneurship	Essential for entrepreneurs to establish and operate their ventures in compliance with legal requirements, protect their interests, and minimize legal risks.
Skill Development	Develops skills in legal compliance, contract management, understanding intellectual property rights.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit V	Patent, Trademarks & Startup Policies
Local	Helps local startups understand and comply with local legal requirements
Regional	Supports startups in navigating regional legal frameworks
National	Promotes compliance with national legal requirements, supporting startups' growth and stability
Global	Enables startups to understand international legal considerations
Employability	Enhances employability in roles related to legal compliance, regulatory affairs, corporate law, and startup advisory services.
Entrepreneurship	Essential for entrepreneurs to establish and operate their ventures in compliance with legal requirements, protect their interests, and minimize legal risks.
Skill Development	Develops skills in legal compliance, contract management, understanding intellectual property rights.



Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
SDG	-
NEP 2020	-
POE/4 th IR	

Benchmarking Universities (at least 4-5 standard university contents must be referred):

Name of the University	Program referred for Syllabus contents	Subject referred
Vivekananda Global University	BBA	Patents Copyrights, Trademarks & Startup Policies
Poornima University	BBA	Patents Copyrights, Trademarks & Startup Policies

Department:	School of Management & Commerce		
	Course Code	L-T-P	Credits



Course Name: BRANDING & MARKETING	MCMC311	4-0-0	4
Type of Course:	MAJOR		
Pre-requisite(s), if any:			
Brief Syllabus: The course aims to equip students with the knowledge and skills necessary to create a strong brand identity, raise brand awareness, establish brand positioning, develop customer loyalty, and execute effective marketing plans. The course will delve into the importance of brand identity as the foundation of a brand marketing strategy, emphasizing the need to develop a brand's personality and image. Students will be proficient in developing and executing comprehensive marketing plans that incorporate various elements of the marketing mix, segmentation, positioning strategies, and other essential components for successful branding and marketing efforts.			
UNIT WISE DETAILS			
Unit Number: 1	Title: Understanding Brand Value	No. of hours: 15	
Content Summary: <ul style="list-style-type: none">• What is brand value?• CASE STUDY: Importance of a brand logo• Importance of design philosophy for a brand• How do brands create value for consumers and for firms?• CASE STUDY: How does one create an iconic brand• CASE STUDY: Managing Influencers and Brand Communities• CASE STUDY: What are best practices for brand valuation? How does one value a brand asset?			



- Why should CEOs, corporate boards, and investors invest in brands? What is the return- on-investment (ROI) of branding?
- What happens when companies don't invest in their brands?

Unit Number: 2	Title: Creating brand meaning using Brand Storytelling	No. of hours: 15
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Content Summary:

- CASE STUDY: How to create a story around a brand that resonates with the target customers?
- CASE STUDY: Aligning a cultural narrative to the brand's story, using the same to influence consumer behavior
- How can brand managers use consumer research to inform their brand storytelling?
- CASE STUDY: Which types of brand stories go viral? How can brand managers build virality into their storytelling?
- How effective is social mission branding? Under which conditions will consumers value a brand with a social mission?
- CASE STUDY: Should brands be political? Under which conditions does this lead to a stronger and/or a weaker brand?

Unit Number: 3	Title: Marketing Basics	No. of hours: 7
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Content Summary:

- Understanding the basics of marketing, evolution of marketing
- Different types of marketing and marketing strategies
- Online and Social media marketing
- CASE STUDY: Social media marketing for virality
- CASE STUDY: Deriving insights from marketing data
- Understanding consumer behavior through their response to marketing

Unit Number: 4	Title: Marketing and Consumer Behaviour	No. of hours: 8
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Content Summary

- What is consumer behavior
- Pre-launch marketing techniques and results
- CASE STUDY: Branding and Marketing campaign of a global brand
- CASE STUDY: Negative marketing and reasons for the same
- Innovations in online and offline marketing
- Marketing driven by consumer behavior

Unit Number: 5

Title: Interlinking branding and marketing

No. of hours: 15

- CASE STUDY: Marketing campaigns creating brand value
- Insolvency and administration
- Corporate fraudulent and criminal behaviour

TEXT BOOK:

Reference Books:

- Class notes and reading material provided by Teacher
- General internet research, primary research from entrepreneurs
- Research articles, news updates and documented experiences of startups

Define Course Outcomes (CO)

COs	Statements
CO1	Create a strong brand identity. Brand identity, also known as brand image, is essentially a brand's personality and the cornerstone of a brand marketing plan.



CO2	Raise brand awareness.
CO3	Establish brand positioning and tell a compelling brand story.
CO4	Develop customer loyalty.
CO5	Be able to develop and execute a marketing plan, incorporating all elements of the marketing mix, segmentation and positioning strategies and other elements.

COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels© 1. Knowledge 2. Understand 3. Apply 4. Analyze 5. Evaluate 6. Create	Affective levels(A) 1. Receiving 2. Responding 3. Valuing 4. Organizing 5. Characterizing	Psychomotor levels(P) 1. Imitation 2. Manipulation 3. Precision 4. Articulation 5. Improving
CO1	C6	A3	-
CO2	C3	A3	-
CO3	C6	A3	-
CO4	C3	A4	-
CO5	C6	A3	-

***Please Note:**

Map only 1 or 2 Levels in each category. If a higher level is given, no need to mention lower level



CO-PO Mapping

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	3	3	3	3	3	3	3	3		
CO2	3	3	3	3	3	3	3	3	3	3		
CO3	3	3	3	3	3	3	3	3	3	3		
CO4	3	3	3	3	3	3	3	3	3	3		
CO5	3	3	3	3	3	3	3	3	3	3		

Please Note:

- Refer to POs while mapping each CO.
- Mark “-” if not applicable
- If attainment of a CO is strongly mapped with a PO , Mark 3
- If attainment of a CO is moderately mapped with a PO , Mark 2
- If attainment of a CO is weakly mapped with a PO , Mark 1

Justification for mapping must be relevant

- 1 = weakly mapped
- 2 = moderately mapped
- 3 = strongly mapped

CO-PSO Mapping

PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	0	2	2	1
CO2	1	1	2	2	2
CO3	0	1	2	2	2
CO4	0	0	3	2	2
CO5	0	0	3	2	2

Relevance of the Syllabus to various indicators

Unit I	Understanding Brand Value
Local	Helps local businesses build strong local brands that resonate with the local community



Regional	Supports businesses in creating regional brands that connect with regional audiences
National	Enables businesses to build national brands, increase brand recognition across the country
Global	Allows businesses to create global brands, expand their presence in international markets
Employability	Enhances employability in roles related to brand management, marketing strategy, consumer insights, and market research, where expertise in brand building is highly valued.
Entrepreneurship	Essential for entrepreneurs to develop a unique brand identity, differentiate their offerings, and build strong brand equity to support the growth and success of their ventures.
Skill Development	Develops skills in brand analysis, brand positioning, brand equity measurement, brand strategy development, and managing brand perceptions.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	Creating brand meaning using Brand Storytelling
Local	Helps local businesses build strong local brands that resonate with the local community
Regional	Supports businesses in creating regional brands that connect with regional audiences



National	Enables businesses to build national brands, increase brand recognition across the country
Global	Allows businesses to create global brands, expand their presence in international markets
Employability	Enhances employability in roles related to brand management, marketing strategy, consumer insights, and market research, where expertise in brand building is highly valued.
Entrepreneurship	Essential for entrepreneurs to develop a unique brand identity, differentiate their offerings, and build strong brand equity to support the growth and success of their ventures.
Skill Development	Develops skills in brand analysis, brand positioning, brand equity measurement, brand strategy development, and managing brand perceptions.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit III	Marketing Basics
Local	Helps local businesses build strong local brands that resonate with the local community
Regional	Supports businesses in creating regional brands that connect with regional audiences
National	Enables businesses to build national brands, increase brand recognition across the country



Global	Allows businesses to create global brands, expand their presence in international markets
Employability	Enhances employability in roles related to brand management, marketing strategy, consumer insights, and market research, where expertise in brand building is highly valued.
Entrepreneurship	Essential for entrepreneurs to develop a unique brand identity, differentiate their offerings, and build strong brand equity to support the growth and success of their ventures.
Skill Development	Develops skills in brand analysis, brand positioning, brand equity measurement, brand strategy development, and managing brand perceptions.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit IV	Marketing and Consumer Behaviour
Local	Helps local businesses build strong local brands that resonate with the local community
Regional	Supports businesses in creating regional brands that connect with regional audiences
National	Enables businesses to build national brands, increase brand recognition across the country
Global	Allows businesses to create global brands, expand their presence in international markets



Employability	Enhances employability in roles related to brand management, marketing strategy, consumer insights, and market research, where expertise in brand building is highly valued.
Entrepreneurship	Essential for entrepreneurs to develop a unique brand identity, differentiate their offerings, and build strong brand equity to support the growth and success of their ventures.
Skill Development	Develops skills in brand analysis, brand positioning, brand equity measurement, brand strategy development, and managing brand perceptions.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit V	Interlinking branding and marketing
Local	Helps local businesses build strong local brands that resonate with the local community
Regional	Supports businesses in creating regional brands that connect with regional audiences
National	Enables businesses to build national brands, increase brand recognition across the country
Global	Allows businesses to create global brands, expand their presence in international markets
Employability	Enhances employability in roles related to brand management, marketing strategy, consumer insights, and market research, where expertise in brand building is highly valued.



Entrepreneurship	Essential for entrepreneurs to develop a unique brand identity, differentiate their offerings, and build strong brand equity to support the growth and success of their ventures.
Skill Development	Develops skills in brand analysis, brand positioning, brand equity measurement, brand strategy development, and managing brand perceptions.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
SDG	-
NEP 2020	-
POE/4 th IR	

Benchmarking Universities (at least 4-5 standard university contents must be referred):

Name of the University	Program referred for Syllabus contents	Subject referred
Vivekananda Global University	BBA	Branding & Marketing
Poornima University	BBA	Branding & Marketing



Department:	School of Management & Commerce		
Course Name: Family Business	Course Code	L-T-P	Credits
	MCMC306	4-0-0	4
Type of Course:	MAJOR		
Pre-requisite(s), if any:			
Brief Syllabus: The course provides a comprehensive understanding of the dynamics and characteristics of families engaged in entrepreneurship, along with the unique challenges and opportunities they face. It explores the intricate relationship between family dynamics and business ventures, emphasizing the importance of effective communication and conflict resolution for fostering positive relationships and successful outcomes. The course also delves into the critical aspects of succession planning and intergenerational transitions, highlighting best practices to ensure long-term business continuity.			
UNIT WISE DETAILS			
Unit Number: 1	Title: Introduction to Family Business	No. of hours: 7	
Content Summary: <ul style="list-style-type: none">• Family Business as a unique synthesis• Succession and Continuity: The three generation rule• Building Family business that last• The systems theory model of Family Business• Agency Theory of Family business• The stewardship perspective of family business• Competitive Challenges and Competitive advantages of family businesses• The role of Genograms and family messages to understand the family system.• Family emotional intelligence• The ECI-U Model.			



Unit Number: 2	Title: Ownership Challenges and Family Governance	No. of hours: 8
Content Summary: <ul style="list-style-type: none">• Shareholder Priorities – Managers vs Owners• Responsibilities of shareholders to the company• Effective Governance of the shareholder• firm relationship• Family Governance: Structure, Challenges to family governance, Managing the challenges of succession.• Enterprise Sustainability: Twelve elements of strategic –fit and its implications on family firms.		
Unit Number: 3	Title: Successor Development	No. of hours: 15
Content Summary: <ul style="list-style-type: none">• Characteristics of next-generation leaders• Next-generation attributes interests and abilities for responsible leadership-• Next-generation personalities managing interdependence• CEO as an architect of succession and continuity• Types of CEO Spouse and the transfer of power.		
Unit Number: 4	Title: Strategic Planning and Transgenerational Entrepreneurship	No. of hours: 15
Content Summary <ul style="list-style-type: none">• Life cycle stages influencing family business strategy• Turning core competencies into competitive advantage• The unique vision of family-controlled businesses• Strategic regeneration• The Business Rejuvenation matrix• Intrapreneurship.		
Unit Number: 5	Title: The Future of Family Business	No. of hours: 15
<ul style="list-style-type: none">• New Leaders of the Evolution• Three states of evolution• Continuity and culture• changing the culture - The change formula		



- Organization Development approaches to change
- Commitment planning
- Organic competencies and business’s future
- Thriving through competition
- Institutionalizing the change

TEXT BOOK:

Reference Books:

- Ernesto J.Poza, Mary S. Daugherty, Family Business, 4e, Cengage Learning, 2015.
- Frank Hoy, Pramodita Sharma, Entrepreneurial Family Firms, Prentice Hall, 2010
- Sudipt Dutta, Family Business in India, Sage Publications, 1997.

- Class notes and reading material provided by Teacher
- General internet research, primary research from entrepreneurs
- Research articles, news updates and documented experiences of startups

Define Course Outcomes (CO)

COs	Statements
CO1	Understand the dynamics and characteristics of entrepreneurial families, including their unique challenges and opportunities.
CO2	Explore the process of entrepreneurship within the context of family systems, examining the interplay between family dynamics and business ventures.
CO3	Develop strategies for effective communication and conflict resolution within entrepreneurial families to foster positive relationships and successful business outcomes.



CO4	Analyze the impact of succession planning and intergenerational transitions on entrepreneurial families, identifying best practices for ensuring long-term business continuity.
CO5	Investigate the role of innovation and adaptability in entrepreneurial families, exploring how to foster entrepreneurial mindset and encourage entrepreneurial activities across generations.

COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels© 1. Knowledge 2. Understand 3. Apply 4. Analyze 5. Evaluate 6. Create	Affective levels(A) 1. Receiving 2. Responding 3. Valuing 4. Organizing 5. Characterizing	Psychomotor levels(P) 1. Imitation 2. Manipulation 3. Precision 4. Articulation 5. Improving
CO1	C2	A3	-
CO2	C4	A3	-
CO3	C4	A4	-
CO4	C5	A3	-
CO5	C5	A5	-

***Please Note:**

Map only 1 or 2 Levels in each category. If a higher level is given, no need to mention lower level

CO-PO Mapping



PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	3	2	2	3	2	2	3	2		
CO2	3	3	2	2	2	3	2	2	3	2		
CO3	2	2	3	3	2	2	3	2	2	3		
CO4	2	2	3	3	2	2	3	2	2	3		
CO5	3	3	2	2	2	3	2	2	3	2		

Please Note:

- Refer to POs while mapping each CO.
- Mark “-” if not applicable
- If attainment of a CO is strongly mapped with a PO , Mark 3
- If attainment of a CO is moderately mapped with a PO , Mark 2
- If attainment of a CO is weakly mapped with a PO , Mark 1

Justification for mapping must be relevant

- 1 = weakly mapped
- 2 = moderately mapped
- 3 = strongly mapped

CO-PSO Mapping

PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	1	0	0	1
CO2	1	1	2	2	2
CO3	0	1	2	2	2
CO4	1	2	1	2	3
CO5	1	2	1	2	3

Relevance of the Syllabus to various indicators

Unit I	Introduction to Family Business
Local	Helps local entrepreneurial families understand the dynamics of running a family-owned business within the local community
Regional	Supports regional entrepreneurial families in understanding regional family business practices



National	Promoting intergenerational entrepreneurship, and addressing national challenges related to family businesses.
Global	Allowing entrepreneurial families to understand global family business trends, engage in international business collaborations, and adapt to global market dynamics.
Employability	Enhances employability in roles related to family business consulting, family business advisory services, succession planning, and entrepreneurship in family-owned enterprises.
Entrepreneurship	Navigate the complexities of managing and growing their businesses while preserving family values, fostering intergenerational entrepreneurship, and achieving long-term success.
Skill Development	Develops skills in family business governance, succession planning, conflict management, family dynamics, and intergenerational entrepreneurship.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	Ownership Challenges and Family Governance
Local	Helps local entrepreneurial families understand the dynamics of running a family-owned business within the local community
Regional	Supports regional entrepreneurial families in understanding regional family business practices



National	Promoting intergenerational entrepreneurship, and addressing national challenges related to family businesses.
Global	Allowing entrepreneurial families to understand global family business trends, engage in international business collaborations, and adapt to global market dynamics.
Employability	Enhances employability in roles related to family business consulting, family business advisory services, succession planning, and entrepreneurship in family-owned enterprises.
Entrepreneurship	Navigate the complexities of managing and growing their businesses while preserving family values, fostering intergenerational entrepreneurship, and achieving long-term success.
Skill Development	Develops skills in family business governance, succession planning, conflict management, family dynamics, and intergenerational entrepreneurship.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit III	Successor Development
Local	Helps local entrepreneurial families understand the dynamics of running a family-owned business within the local community
Regional	Supports regional entrepreneurial families in understanding regional family business practices



National	Promoting intergenerational entrepreneurship, and addressing national challenges related to family businesses.
Global	Allowing entrepreneurial families to understand global family business trends, engage in international business collaborations, and adapt to global market dynamics.
Employability	Enhances employability in roles related to family business consulting, family business advisory services, succession planning, and entrepreneurship in family-owned enterprises.
Entrepreneurship	Navigate the complexities of managing and growing their businesses while preserving family values, fostering intergenerational entrepreneurship, and achieving long-term success.
Skill Development	Develops skills in family business governance, succession planning, conflict management, family dynamics, and intergenerational entrepreneurship.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit IV	Strategic Planning and Transgenerational Entrepreneurship
Local	Helps local entrepreneurial families understand the dynamics of running a family-owned business within the local community
Regional	Supports regional entrepreneurial families in understanding regional family business practices



National	Promoting intergenerational entrepreneurship, and addressing national challenges related to family businesses.
Global	Allowing entrepreneurial families to understand global family business trends, engage in international business collaborations, and adapt to global market dynamics.
Employability	Enhances employability in roles related to family business consulting, family business advisory services, succession planning, and entrepreneurship in family-owned enterprises.
Entrepreneurship	Navigate the complexities of managing and growing their businesses while preserving family values, fostering intergenerational entrepreneurship, and achieving long-term success.
Skill Development	Develops skills in family business governance, succession planning, conflict management, family dynamics, and intergenerational entrepreneurship.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit V	The Future of Family Business
Local	Helps local entrepreneurial families understand the dynamics of running a family-owned business within the local community
Regional	Supports regional entrepreneurial families in understanding regional family business practices



National	Promoting intergenerational entrepreneurship, and addressing national challenges related to family businesses.
Global	Allowing entrepreneurial families to understand global family business trends, engage in international business collaborations, and adapt to global market dynamics.
Employability	Enhances employability in roles related to family business consulting, family business advisory services, succession planning, and entrepreneurship in family-owned enterprises.
Entrepreneurship	Navigate the complexities of managing and growing their businesses while preserving family values, fostering intergenerational entrepreneurship, and achieving long-term success.
Skill Development	Develops skills in family business governance, succession planning, conflict management, family dynamics, and intergenerational entrepreneurship.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
SDG	-
NEP 2020	-
POE/4 th IR	

Benchmarking Universities (at least 4-5 standard university contents must be referred):



Name of the University	Program referred for Syllabus contents	Subject referred
Vivekananda Global University	BBA	Entrepreneurial Families
Poornima University	BBA	Entrepreneurial Families

Department:	School of Management & Commerce		
Course Name: SUSTAINABLE & SOCIAL ENTREPRENEURSHIP	Course Code	L-T-P	Credits
	MCMC308	4-0-0	4
Type of Course:	MAJOR		
Pre-requisite(s), if any:			
<p>Brief Syllabus: The course on Sustainable and Social Entrepreneurship aims to provide students with a comprehensive understanding of the theories, concepts, and practices underlying green and sustainable entrepreneurship. They will also examine the relevant issues in identifying and screening opportunities within the green and sustainable economy for commercialization and exploitation in new and existing ventures. Students will have a solid foundation in sustainable and social entrepreneurship, enabling them to contribute effectively to the advancement of environmentally and socially conscious businesses and initiatives.</p>			
UNIT WISE DETAILS			
Unit Number: 1	Title: Introduction to Sustainable and Social Entrepreneurship	No. of hours: 7	
Content Summary:			



<ul style="list-style-type: none">• Definition and significance of sustainable and social entrepreneurship• Historical and contemporary examples of successful sustainable and social ventures• Key principles and values of sustainable and social entrepreneurship• Future Trends and Innovations in Sustainable and Social Entrepreneurship• Emerging trends and technologies in sustainable and social entrepreneurship• Circular economy, impact-driven innovation, and disruptive business models• Anticipating and adapting to future challenges		
Unit Number: 2	Title: Developing a sustainable Business Model	No. of hours: 15
Content Summary: <ul style="list-style-type: none">• Design thinking and innovation in sustainable and social entrepreneurship• Integrating social and environmental goals into the business model canvas• Strategies for revenue generation and financial sustainability• Entrepreneurship in Developing Countries• Challenges and opportunities for sustainable and social entrepreneurship in developing countries• Frugal innovation and inclusive business models• Cultural sensitivity and adaptation in entrepreneurship		
Unit Number: 3	Title: Social Entrepreneurship	No. of hours: 8
Content Summary: <ul style="list-style-type: none">• Identifying key challenges and opportunities in sustainable entrepreneurship• Social entrepreneurship and social impact measurement• Environmental sustainability in business operations• Assessing and developing sustainable value propositions		



Unit Number: 4	Title: Ethical and Responsible Practices in Entrepreneurship	No. of hours: 15
Content Summary <ul style="list-style-type: none">Ethical considerations in sustainable and social entrepreneurshipSocially responsible sourcing, production, and supply chain managementFair trade, labor rights, and worker welfare		
Unit Number: 5	Title: Marketing and Communication for Sustainable and Social Ventures	No. of hours: 15
<ul style="list-style-type: none">Developing a sustainable and socially responsible marketing strategyBuilding a brand that communicates social and environmental valuesEngaging stakeholders and creating awarenessCase Studies in Sustainable and Social EntrepreneurshipAnalysis and discussion of successful sustainable and social venturesLearning from real-world examples and best practicesExamining challenges and opportunities in specific sectors		
TEXT BOOK:		
Reference Books: <ul style="list-style-type: none">The Power of Unreasonable People: How Social Entrepreneurs Create Markets That Change the World - John Elkington and Pamela HartiganBuilding Social Business: The New Kind of Capitalism That Serves Humanity's Most Pressing Needs - Muhammad YunusClass notes and reading material provided by TeacherGeneral internet research, primary research from entrepreneursResearch articles, news updates and documented experiences of startups		

Define Course Outcomes (CO)



COs	Statements
CO1	Reflect upon and critically evaluate theories and concepts underpinning green and sustainable entrepreneurship and venture creation.
CO2	Understand and discuss critically the linkages between entrepreneurship and venture creation, development and growth within the context of green and sustainable opportunity exploitation in new and existing organisations.
CO3	Understand and discuss critically the issues which are relevant in the identification and screening of opportunities within the green and sustainable economy, for commercialisation and exploitation within new and existing ventures.
CO4	Understand how to develop and articulate social impact models for new social ventures.
CO5	Choose the appropriate social venture model for their social or environmental goals.

COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels©	Affective levels(A)	Psychomotor levels(P)
	1. Knowledge 2. Understand 3. Apply 4. Analyze 5. Evaluate 6. Create	1. Receiving 2. Responding 3. Valuing 4. Organizing 5. Characterizing	1. Imitation 2. Manipulation 3. Precision 4. Articulation 5. Improving
	C5	A5	-



CO1			
C02	C4	A3	-
CO3	C4	A3	-
CO4	C3	A3	-
CO5	C3	A3	-

***Please Note:**

Map only 1 or 2 Levels in each category. If a higher level is given, no need to mention lower level

CO-PO Mapping

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	3	2	3	3	2	2	2	2		
CO2	3	3	3	2	3	3	2	2	2	2		
CO3	3	3	3	2	3	3	2	2	2	2		
CO4	2	2	2	3	2	2	2	3	2	2		
CO5	2	2	2	3	2	2	2	3	2	2		

Please Note:

- Refer to POs while mapping each CO.
- Mark “-” if not applicable
- If attainment of a CO is strongly mapped with a PO , Mark 3
- If attainment of a CO is moderately mapped with a PO , Mark 2
- If attainment of a CO is weakly mapped with a PO , Mark 1

Justification for mapping must be relevant

- 1 = weakly mapped
- 2 = moderately mapped
- 3 = strongly mapped

CO-PSO Mapping

PO	PSO1	PSO2	PSO3	PSO4	PSO5
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CO1	2	1	0	0	0
CO2	1	3	2	0	0
CO3	1	2	1	0	3
CO4	1	2	3	0	1
CO5	1	1	0	0	1

Relevance of the Syllabus to various indicators

Unit I	Introduction to Sustainable and Social Entrepreneurship
Local	Addresses local social and environmental challenges, fostering sustainable business practices, and creating positive social impact within the local community.
Regional	Identifying regional social and environmental issues, adopting sustainable business models, and collaborating with regional stakeholders to address shared challenges.
National	Promotes the creation of businesses that tackle national social and environmental issues, driving sustainable economic growth, and fostering social inclusion.
Global	Enables entrepreneurs to address global social and environmental challenges, promote sustainable development goals, and participate in the global social entrepreneurship movement.
Employability	Enhances employability in roles related to social enterprises, sustainability consulting, impact investing, and corporate social responsibility, where knowledge of sustainable and social entrepreneurship is highly valued.
Entrepreneurship	Essential for entrepreneurs who aim to create businesses with a positive social and environmental impact, integrate sustainability into their business models, and contribute to sustainable development.



Skill Development	Develops skills in identifying social and environmental issues, designing sustainable business models, measuring social impact, and incorporating sustainability into various business functions.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	Developing a sustainable Business Model
Local	Addresses local social and environmental challenges, fostering sustainable business practices, and creating positive social impact within the local community.
Regional	Identifying regional social and environmental issues, adopting sustainable business models, and collaborating with regional stakeholders to address shared challenges.
National	Promotes the creation of businesses that tackle national social and environmental issues, driving sustainable economic growth, and fostering social inclusion.
Global	Enables entrepreneurs to address global social and environmental challenges, promote sustainable development goals, and participate in the global social entrepreneurship movement.
Employability	Enhances employability in roles related to social enterprises, sustainability consulting, impact investing, and corporate social responsibility, where knowledge of sustainable and social entrepreneurship is highly valued.



Entrepreneurship	Essential for entrepreneurs who aim to create businesses with a positive social and environmental impact, integrate sustainability into their business models, and contribute to sustainable development.
Skill Development	Develops skills in identifying social and environmental issues, designing sustainable business models, measuring social impact, and incorporating sustainability into various business functions.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit III	Social Entrepreneurship
Local	Addresses local social and environmental challenges, fostering sustainable business practices, and creating positive social impact within the local community.
Regional	Identifying regional social and environmental issues, adopting sustainable business models, and collaborating with regional stakeholders to address shared challenges.
National	Promotes the creation of businesses that tackle national social and environmental issues, driving sustainable economic growth, and fostering social inclusion.
Global	Enables entrepreneurs to address global social and environmental challenges, promote sustainable development goals, and participate in the global social entrepreneurship movement.
Employability	Enhances employability in roles related to social enterprises, sustainability consulting, impact investing,



	and corporate social responsibility, where knowledge of sustainable and social entrepreneurship is highly valued.
Entrepreneurship	Essential for entrepreneurs who aim to create businesses with a positive social and environmental impact, integrate sustainability into their business models, and contribute to sustainable development.
Skill Development	Develops skills in identifying social and environmental issues, designing sustainable business models, measuring social impact, and incorporating sustainability into various business functions.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit IV	Ethical and Responsible Practices in Entrepreneurship
Local	Addresses local social and environmental challenges, fostering sustainable business practices, and creating positive social impact within the local community.
Regional	Identifying regional social and environmental issues, adopting sustainable business models, and collaborating with regional stakeholders to address shared challenges.
National	Promotes the creation of businesses that tackle national social and environmental issues, driving sustainable economic growth, and fostering social inclusion.
Global	Enables entrepreneurs to address global social and environmental challenges, promote sustainable



	development goals, and participate in the global social entrepreneurship movement.
Employability	Enhances employability in roles related to social enterprises, sustainability consulting, impact investing, and corporate social responsibility, where knowledge of sustainable and social entrepreneurship is highly valued.
Entrepreneurship	Essential for entrepreneurs who aim to create businesses with a positive social and environmental impact, integrate sustainability into their business models, and contribute to sustainable development.
Skill Development	Develops skills in identifying social and environmental issues, designing sustainable business models, measuring social impact, and incorporating sustainability into various business functions.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit V	Marketing and Communication for Sustainable and Social Ventures
Local	Addresses local social and environmental challenges, fostering sustainable business practices, and creating positive social impact within the local community.
Regional	Identifying regional social and environmental issues, adopting sustainable business models, and collaborating with regional stakeholders to address shared challenges.



National	Promotes the creation of businesses that tackle national social and environmental issues, driving sustainable economic growth, and fostering social inclusion.
Global	Enables entrepreneurs to address global social and environmental challenges, promote sustainable development goals, and participate in the global social entrepreneurship movement.
Employability	Enhances employability in roles related to social enterprises, sustainability consulting, impact investing, and corporate social responsibility, where knowledge of sustainable and social entrepreneurship is highly valued.
Entrepreneurship	Essential for entrepreneurs who aim to create businesses with a positive social and environmental impact, integrate sustainability into their business models, and contribute to sustainable development.
Skill Development	Develops skills in identifying social and environmental issues, designing sustainable business models, measuring social impact, and incorporating sustainability into various business functions.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
SDG	-
NEP 2020	-
POE/4 th IR	-



Benchmarking Universities (at least 4-5 standard university contents must be referred):

Name of the University	Program referred for Syllabus contents	Subject referred
Vivekananda Global University	BBA	Sustainable & Social Entrepreneurship
Poornima University	BBA	Sustainable & Social Entrepreneurship

Department:	School of Management & Commerce		
Course Name: LEADERSHIP & PEOPLE SKILLS	Course Code	L-T-P	Credits
	MCMC310	4-0-0	4
Type of Course:	MAJOR		
Pre-requisite(s), if any:			
<p>Brief Syllabus: The course on "Leadership and People Skills" aims to equip individuals with the essential qualities and abilities necessary to lead and collaborate effectively within a team or organization. Through the development of effective communication skills, participants will learn how to facilitate clear and concise information exchange, ensuring seamless collaboration and understanding. Enhancing interpersonal skills will enable them to build positive relationships and foster teamwork among individuals from diverse backgrounds. Course emphasizes the importance of adaptability and resilience in leadership, enabling participants to navigate change and promote flexibility within their teams or organizations. By mastering these skills, individuals will be better equipped to lead and succeed in their professional endeavors</p>			



UNIT WISE DETAILS

Unit Number: 1	Title: Images of Entrepreneurial Leadership, Leadership Traits, Characteristics and Motives	No. of hours: 12
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Content Summary:

- Introduction to Entrepreneurial Leadership
- Characteristics of Successful Entrepreneurial Leaders
- Leadership Theories and Models
- Identifying and Evaluating Entrepreneurial Opportunities
- Ethical Leadership in Entrepreneurial Ventures
- Communication and Interpersonal Skills for Entrepreneurial Leaders
- Building and Leading High-Performing Teams
- Leading Entrepreneurial Growth and Scaling Ventures
- Managing Change and Adaptability in Entrepreneurial Contexts

Leadership Traits, Characteristics and Motives –

- Introduction to Leadership
- Traits and Characteristics of Effective Leaders
- Leadership Styles and Approaches
- Emotional Intelligence and Leadership
- Motives and Values in Leadership
- Major Leadership Theories and Models
- Cultural and Contextual Factors in Leadership
- Ethical Considerations in Leadership
- Assessing Leadership Effectiveness



Unit Number: 2	Title: Charismatic and Transformational Leaders; Leadership Styles	No. of hours: 15
Content Summary: <ul style="list-style-type: none">• Definition and characteristics of charismatic leaders.• Theories and models explaining charismatic leadership, such as the Transformational Leadership Theory and the Leader-Member Exchange Theory.• Traits and behaviors associated with charismatic leaders, such as self-confidence, strong communication skills, and ability to inspire and motivate others.• The impact of charismatic leadership on followers, organizations, and performance outcomes.• Criticisms and limitations of charismatic leadership theory.		
Unit Number: 3	Title: Situational Leadership and Social Responsibility	No. of hours: 15
Content Summary: <ul style="list-style-type: none">• The concept of situational leadership• Leadership styles• Decision-making and communication• Flexibility and adaptability• Definition of social responsibility• Stakeholder perspective• Corporate social responsibility (CSR)• Ethical decision-making		
Unit Number: 4	Title: Motivation and Coaching Skills of the Entrepreneurial Leader	No. of hours: 12
Content Summary <ul style="list-style-type: none">• Understanding Motivation• Building a Motivated Team		



<ul style="list-style-type: none"> • Coaching and Mentoring • Motivating for Innovation and Creativity • Ethical leadership and decision-making 		
Unit Number: 5	Title: Strategic Leadership & Leadership Issue for Future Entrepreneurs	No. of hours: 6
<ul style="list-style-type: none"> • Introduction to Strategic Leadership • Strategic Thinking and Analysis • Strategic Planning and Formulation • Strategic Implementation and Execution • Leading Change and Innovation • Strategic Decision Making • Ethical and Responsible Leadership • Leading in a Global Context • Strategic Leadership and Organizational Performance 		
TEXT BOOK:		
Reference Books:		
<ul style="list-style-type: none"> • "Drive: The Surprising Truth About What Motivates Us" by Daniel H. Pink • "Dare to Lead: Brave Work. Tough Conversations. Whole Hearts." by Brené Brown • "Leaders Eat Last: Why Some Teams Pull Together and Others Don't" by Simon Sinek • Class notes and reading material provided by Teacher • General internet research, primary research from entrepreneurs 		

Define Course Outcomes (CO)

COs	Statements
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CO1	Develop effective communication skills to facilitate clear and concise information exchange within a team or organization.
CO2	Enhance interpersonal skills to build positive relationships and foster teamwork among diverse individuals.
CO3	Demonstrate the ability to motivate and inspire others, fostering a positive and productive work environment.
CO4	Cultivate strong problem-solving and decision-making skills to effectively address challenges and drive successful outcomes.
CO5	Develop the capacity to adapt and lead through change, promoting resilience and flexibility within the team or organization.

COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels© 1. Knowledge 2. Understand 3. Apply 4. Analyze 5. Evaluate 6. Create	Affective levels(A) 1. Receiving 2. Responding 3. Valuing 4. Organizing 5. Characterizing	Psychomotor levels(P) 1. Imitation 2. Manipulation 3. Precision 4. Articulation 5. Improving
CO1	C3	A3	P5
CO2	C3	A5	P5
CO3	C5	A4	P5
CO4	C5	A5	P5
CO5	C5	A5	P5



***Please Note:**

Map only 1 or 2 Levels in each category. If a higher level is given, no need to mention lower level

CO-PO Mapping

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	3	2	2	2	2	2	3	2		
CO2	3	3	3	2	2	2	2	2	3	2		
CO3	3	3	3	2	2	2	3	2	3	2		
CO4	2	2	2	3	3	3	3	3	2	3		
CO5	2	2	2	3	3	3	3	3	2	3		

Please Note:

- Refer to POs while mapping each CO.
- Mark “-” if not applicable
- If attainment of a CO is strongly mapped with a PO , Mark 3
- If attainment of a CO is moderately mapped with a PO , Mark 2
- If attainment of a CO is weakly mapped with a PO , Mark 1

Justification for mapping must be relevant

- 1 = weakly mapped
- 2 = moderately mapped
- 3 = strongly mapped

CO-PSO Mapping

PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	1	0	2	0	1
CO2	2	2	2	2	2
CO3	2	2	2	1	2
CO4	1	2	3	3	1
CO5	1	1	2	3	1

Relevance of the Syllabus to various indicators



Unit I	Images of Entrepreneurial Leadership, Leadership Traits, Characteristics and Motives
Local	Helps local leaders identify and develop leadership qualities relevant to the local business environment and culture.
Regional	Provide insights into regional leadership practices, cultural nuances, and regional leadership role models.
National	-
Global	Understand diverse leadership models, adapt to different cultural contexts, and lead effectively in global business environments.
Employability	Enhances employability in leadership roles, management positions, and organizational development.
Entrepreneurship	Crucial for entrepreneurs to develop effective leadership skills, inspire their teams, and drive innovation and growth.
Skill Development	Develops skills in self-awareness, emotional intelligence, communication, and inspiring and motivating others.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	Charismatic and Transformational Leaders; Leadership Styles



Local	Helps local leaders identify and develop leadership qualities relevant to the local business environment and culture.
Regional	Provide insights into regional leadership practices, cultural nuances, and regional leadership role models.
National	-
Global	Understand diverse leadership models, adapt to different cultural contexts, and lead effectively in global business environments.
Employability	Enhances employability in leadership roles, management positions, and organizational development.
Entrepreneurship	Crucial for entrepreneurs to develop effective leadership skills, inspire their teams, and drive innovation and growth.
Skill Development	Develops skills in self-awareness, emotional intelligence, communication, and inspiring and motivating others.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit III	Situational Leadership and Social Responsibility
Local	Helps local leaders identify and develop leadership qualities relevant to the local business environment and culture.



Regional	Provide insights into regional leadership practices, cultural nuances, and regional leadership role models.
National	-
Global	Understand diverse leadership models, adapt to different cultural contexts, and lead effectively in global business environments.
Employability	Enhances employability in leadership roles, management positions, and organizational development.
Entrepreneurship	Crucial for entrepreneurs to develop effective leadership skills, inspire their teams, and drive innovation and growth.
Skill Development	Develops skills in self-awareness, emotional intelligence, communication, and inspiring and motivating others.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit IV	Motivation and Coaching Skills of the Entrepreneurial Leader
Local	Helps local leaders identify and develop leadership qualities relevant to the local business environment and culture.
Regional	Provide insights into regional leadership practices, cultural nuances, and regional leadership role models.
National	-



Global	Understand diverse leadership models, adapt to different cultural contexts, and lead effectively in global business environments.
Employability	Enhances employability in leadership roles, management positions, and organizational development.
Entrepreneurship	Crucial for entrepreneurs to develop effective leadership skills, inspire their teams, and drive innovation and growth.
Skill Development	Develops skills in self-awareness, emotional intelligence, communication, and inspiring and motivating others.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit V	Strategic Leadership & Leadership Issue for Future Entrepreneurs
Local	Helps local leaders identify and develop leadership qualities relevant to the local business environment and culture.
Regional	Provide insights into regional leadership practices, cultural nuances, and regional leadership role models.
National	-
Global	Understand diverse leadership models, adapt to different cultural contexts, and lead effectively in global business environments.



Employability	Enhances employability in leadership roles, management positions, and organizational development.
Entrepreneurship	Crucial for entrepreneurs to develop effective leadership skills, inspire their teams, and drive innovation and growth.
Skill Development	Develops skills in self-awareness, emotional intelligence, communication, and inspiring and motivating others.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
SDG	-
NEP 2020	-
POE/4 th IR	

Benchmarking Universities (at least 4-5 standard university contents must be referred):

Name of the University	Program referred for Syllabus contents	Subject referred
Vivekananda Global University	BBA	Leadership & People Skills
Poornima University	BBA	Leadership & People Skills





Department:	School of Management & Commerce		
Course Name: RESEARCH ETHICS & REVIEW OF LITERATURE	Course Code	L-T-P	Credits
	MCMC407	4-0-0	4
Type of Course:	MAJOR		
Pre-requisite(s), if any:			
Brief Syllabus: By the end of this subject, students will possess a solid understanding of research ethics and the process of conducting a literature review. They will be equipped with the skills to navigate ethical considerations in research, select and study literature effectively, extract and analyze information from scholarly sources, and produce well-structured research reports with accurate referencing.			
UNIT WISE DETAILS			
Unit Number: 1	Title: Research Ethics	No. of hours: 12	
Content Summary: <ul style="list-style-type: none">• Authorship and copyright• Plagiarism• Data Fabrication• Peer Review			
Unit Number: 2	Title: Responsibilities to Society and Self	No. of hours: 15	
Content Summary: <ul style="list-style-type: none">• Public Interest in Research• Relevance to Society and Motivations			



<ul style="list-style-type: none">• Conflict of Interest• Moral Commitment.		
Unit Number: 3	Title: Selecting and studying literature	No. of hours: 15
Content Summary: <ul style="list-style-type: none">• Making Plan• Studying key articles• Identifying, locating and reading useful articles• Making research questions		
Unit Number: 4	Title: Extracting information from the selected literature	No. of hours: 12
Content Summary <ul style="list-style-type: none">• Reading articles and preparing notes• Sorting the articles into different categories• Summarizing the article		
Unit Number: 5	Title: Writing: outline, summary, draft, final, References	No. of hours: 6
<ul style="list-style-type: none">• Make outline of the review• Name the Chapters and sections• Turn outline into Summary• Organize Keywords• Writing a draft version		
TEXT BOOK: Reference Books: <ul style="list-style-type: none">• Harry F. Wolcott, Writing Up Qualitative Research (2001)• Penslar, Robin L. (Ed.), Research Ethics. Cases and Materials, Bloomington,Indiana: University of Indiana Press. (1995)		



- On Being A Scientist: Responsible Conduct in Research Bioethics Resources on the Web-National Institutes of Health.
- Class notes and reading material provided by Teacher
- General internet research, primary research from entrepreneurs
- Research articles, news updates and documented experiences of startups

Define Course Outcomes (CO)

COs	Statements
CO1	The paper aims to reflect on research ethics in educational research and scientific content in educational research.
CO2	The paper aims to understand research ethics in relation to publications
CO3	The paper aims to analyse open access publication sources, copy rights and self achieving policies.
CO4	Demonstrate the ability to critically analyze and evaluate existing literature in a specific field or topic.
CO5	Identify and synthesize key concepts, theories, and research findings from multiple sources to provide a comprehensive overview of the topic.

COs Mapping with Levels of Bloom’s taxonomy



CO	Cognitive levels© 1. Knowledge 2. Understand 3. Apply 4. Analyze 5. Evaluate 6. Create	Affective levels(A) 1. Receiving 2. Responding 3. Valuing 4. Organizing 5. Characterizing	Psychomotor levels(P) 1. Imitation 2. Manipulation 3. Precision 4. Articulation 5. Improving
CO1	C5	A5	-
CO2	C3	A3	-
CO3	C4	A3	-
CO4	C5	A3	-
CO5	C6	A3	-

***Please Note:**

Map only 1 or 2 Levels in each category. If a higher level is given, no need to mention lower level

CO-PO Mapping

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	3	2	2	2	2	2	3	2		
CO2	3	3	3	2	2	2	2	2	3	2		
CO3	3	3	3	2	2	2	2	2	3	2		
CO4	3	3	3	3	3	3	3	3	3	3		
CO5	3	3	3	3	3	3	3	3	3	3		

Please Note:

- Refer to POs while mapping each CO.
- Mark “-” if not applicable
- If attainment of a CO is strongly mapped with a PO , Mark 3
- If attainment of a CO is moderately mapped with a PO , Mark 2
- If attainment of a CO is weakly mapped with a PO , Mark 1

Justification for mapping must be relevant

1 = weakly mapped



2 = moderately mapped

3 = strongly mapped

CO-PSO Mapping

PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	1	0	0	3
CO2	0	2	2	2	2
CO3	2	1	2	0	2
CO4	2	1	0	2	3
CO5	0	3	2	0	2

Relevance of the Syllabus to various indicators

Unit I	Research Ethics
Local	Understand the importance of local literature on businesses
Regional	Understanding cultural norms of businesses and customers
National	-
Global	-
Employability	Enhances employability in roles related to research, academia, and research administration, where ethical research practices are valued.
Entrepreneurship	Crucial for entrepreneurs engaging in research or incorporating research findings into their business practices, ensuring ethical conduct.
Skill Development	Develops skills in ethical decision-making, protecting research participants, ensuring privacy and confidentiality, and research integrity.



Professional Ethics	Informed consent, data protection, privacy, confidentiality, and responsible handling of research findings.
Gender	Gender-inclusive research practices, addressing gender biases, and protecting the rights and dignity of research participants.
Human Values	-
Environment & Sustainability	-
Unit II	Responsibilities to Society and Self
Local	Understand the importance of local literature on businesses
Regional	Understanding cultural norms of businesses and customers
National	-
Global	-
Employability	Enhances employability in roles related to research, academia, and research administration, where ethical research practices are valued.
Entrepreneurship	Crucial for entrepreneurs engaging in research or incorporating research findings into their business practices, ensuring ethical conduct.
Skill Development	Develops skills in ethical decision-making, protecting research participants, ensuring privacy and confidentiality, and research integrity.
Professional Ethics	Informed consent, data protection, privacy, confidentiality, and responsible handling of research findings.



Gender	Gender-inclusive research practices, addressing gender biases, and protecting the rights and dignity of research participants.
Human Values	-
Environment & Sustainability	-
Unit III	Selecting and studying literature
Local	Understand the importance of local literature on businesses
Regional	Understanding cultural norms of businesses and customers
National	-
Global	-
Employability	Enhances employability in roles related to research, academia, and research administration, where ethical research practices are valued.
Entrepreneurship	Crucial for entrepreneurs engaging in research or incorporating research findings into their business practices, ensuring ethical conduct.
Skill Development	Develops skills in ethical decision-making, protecting research participants, ensuring privacy and confidentiality, and research integrity.
Professional Ethics	Informed consent, data protection, privacy, confidentiality, and responsible handling of research findings.
Gender	Gender-inclusive research practices, addressing gender biases, and protecting the rights and dignity of research participants.
Human Values	-



Environment & Sustainability	-
Unit IV	Extracting information from the selected literature
Local	Understand the importance of local literature on businesses
Regional	Understanding cultural norms of businesses and customers
National	-
Global	-
Employability	Enhances employability in roles related to research, academia, and research administration, where ethical research practices are valued.
Entrepreneurship	Crucial for entrepreneurs engaging in research or incorporating research findings into their business practices, ensuring ethical conduct.
Skill Development	Develops skills in ethical decision-making, protecting research participants, ensuring privacy and confidentiality, and research integrity.
Professional Ethics	Informed consent, data protection, privacy, confidentiality, and responsible handling of research findings.
Gender	Gender-inclusive research practices, addressing gender biases, and protecting the rights and dignity of research participants.
Human Values	-
Environment & Sustainability	-
Unit V	Writing: outline, summary, draft, final, References



Local	Understand the importance of local literature on businesses
Regional	Understanding cultural norms of businesses and customers
National	-
Global	-
Employability	Enhances employability in roles related to research, academia, and research administration, where ethical research practices are valued.
Entrepreneurship	Crucial for entrepreneurs engaging in research or incorporating research findings into their business practices, ensuring ethical conduct.
Skill Development	Develops skills in ethical decision-making, protecting research participants, ensuring privacy and confidentiality, and research integrity.
Professional Ethics	Informed consent, data protection, privacy, confidentiality, and responsible handling of research findings.
Gender	Gender-inclusive research practices, addressing gender biases, and protecting the rights and dignity of research participants.
Human Values	-
Environment & Sustainability	-
SDG	-
NEP 2020	-
POE/4 th IR	



Benchmarking Universities (at least 4-5 standard university contents must be referred):

Name of the University	Program referred for Syllabus contents	Subject referred
Vivekananda Global University	BBA	Research Ethics & Review of Literature
Poornima University	BBA	Research Ethics & Review of Literature

Department:	School of Management & Commerce		
Course Name: BUSINESS RESEARCH & REPORT WRITING	Course Code	L-T-P	Credits
	MCMC409	4-0-0	4
Type of Course:	MAJOR		
Pre-requisite(s), if any:			
Brief Syllabus: Students will gain knowledge and skills related to business research introduction, research design formulation, data sources and collection, data analysis and presentation, and research report writing. They will be equipped with the knowledge and skills to formulate research designs, collect and analyze data, and effectively communicate research findings through well-structured and comprehensive research reports.			
UNIT WISE DETAILS			
Unit Number: 1	Title: Introduction to Business Research	No. of hours: 10	



Content Summary: <ul style="list-style-type: none">• An Introduction to Business Research Methods• Business Research Process Design• Defining the Research Problem• Introduction to Research Papers		
Unit Number: 2	Title: Research Design Formulation	No. of hours: 10
Content Summary: <ul style="list-style-type: none">• Measurement & Scaling• Questionnaire Design• Sampling & Sampling Distributions• Research Paper – Topic finalization; Research Plan& Questionnaire Design		
Unit Number: 3	Title: Sources & Collection of Data	No. of hours: 10
Content Summary: <ul style="list-style-type: none">• Secondary Data Sources• Data Collection – Surveys & Observations• Experimentation• Field Work & Data Preparation• Research Paper – Pilot Test & Data Collection		
Unit Number: 4	Title: Data Analysis & Presentation - I	No. of hours: 10
Content Summary <ul style="list-style-type: none">• Concept of Hypotheses & Hypotheses Testing• Hypothesis Testing for Single Population (t – test) & Two Populations (z – test)• Analysis of Variance (ANOVA) & Experimental Designs• Hypothesis Testing for Categorical Data (Chi-Square Test)• Non – Parametric Statistics		
Unit Number: 5	Title: Data Analysis & Presentation –II	No. of hours: 10
<ul style="list-style-type: none">• Correlation & Simple Linear Regression Analysis• Multiple Regression Analysis• Discriminant Analysis & Logistic Regression Analysis		



<ul style="list-style-type: none">• Factor Analysis, Cluster Analysis & Conjoint Analysis• Confirmatory Factor Analysis, Structural Equation Modelling & Path Analysis		
Unit Number: 6	Title: Research Report Writing	No. of hours: 10
<ul style="list-style-type: none">• Interpretation of Data, Techniques & Precautions• Presentation of Result – Report Writing• Organization of Written Report• Layout & Types of Research Reports• Using Tabular & Graphical Data Presentation Tools		
TEXT BOOK:		
Reference Books: <ul style="list-style-type: none">• Business Research Methods by Prof. Naval Bajpai, Pearson Publications• Michael Alley, The Craft of Scientific Writing, Third Edition (1996)• Research Methodology – Methods & Techniques by C.R. Kothari, New Age Publications• Class notes and reading material provided by Teacher• General internet research, primary research from entrepreneurs• Research articles, news updates and documented experiences of startups		

Define Course Outcomes (CO)

COs	Statements
CO1	Comprehend the objectives of research and the steps involved in the research process.
CO2	Use different data collection methods and sampling design techniques in their own research.
CO3	Analyze the collected and processed data with the help of statistical tools.



CO4	Generalize and interpret the data and prepare a research report.
CO5	Write a research paper on his / her own using the statistical and research tools learned during the semester.

COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels© 1. Knowledge 2. Understand 3. Apply 4. Analyze 5. Evaluate 6. Create	Affective levels(A) 1. Receiving 2. Responding 3. Valuing 4. Organizing 5. Characterizing	Psychomotor levels(P) 1. Imitation 2. Manipulation 3. Precision 4. Articulation 5. Improving
CO1	C5	A5	-
CO2	C3	A3	-
CO3	C4	A3	-
CO4	C5	A3	-
CO5	C6	A3	

***Please Note:**

Map only 1 or 2 Levels in each category. If a higher level is given, no need to mention lower level

CO-PO Mapping

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	2	2	2	2	2	2	2	2		
CO2	3	2	2	2	2	2	2	2	2	2		



CO3	3	2	3	2	2	3	3	2	2	2		
CO4	3	2	2	3	2	2	2	2	2	2		
CO5	3	2	3	2	2	3	2	2	2	2		

Please Note:

- Refer to POs while mapping each CO.
- Mark “-” if not applicable
- If attainment of a CO is strongly mapped with a PO , Mark 3
- If attainment of a CO is moderately mapped with a PO , Mark 2
- If attainment of a CO is weakly mapped with a PO , Mark 1

Justification for mapping must be relevant

- 1 = weakly mapped
- 2 = moderately mapped
- 3 = strongly mapped

CO-PSO Mapping

PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	1	0	0	3
CO2	0	2	2	2	1
CO3	2	1	2	0	0
CO4	2	1	0	2	2
CO5	0	3	2	0	0

Relevance of the Syllabus to various indicators

Unit I	Technology, types of application
Local	Helps gather insights into the local market, customer preferences, and industry trends.
Regional	Understanding regional market dynamics and competition.
National	Insights into national market trends and opportunities.
Global	Gain insights into global market trends, consumer behavior, and international business practices



Employability	Enhances employability in roles related to market research, business analysis, and data-driven decision-making.
Entrepreneurship	Essential for entrepreneurs to make informed decisions, validate business ideas, and identify market opportunities.
Skill Development	Develops skills in research methodology, data collection, and critical analysis of business information.
Professional Ethics	Confidentiality, privacy protection, and responsible use of research findings.
Gender	Consider gender perspectives in terms of data collection, analysis, and addressing gender-specific market dynamics.
Human Values	Accuracy, objectivity, transparency, and respect for research participants.
Environment & Sustainability	Explore consumer attitudes towards sustainability, green products, and environmental impact assessment.
Unit II	Research Design Formulation
Local	Helps gather insights into the local market, customer preferences, and industry trends.
Regional	Understanding regional market dynamics and competition.
National	Insights into national market trends and opportunities.
Global	Gain insights into global market trends, consumer behavior, and international business practices
Employability	Enhances employability in roles related to market research, business analysis, and data-driven decision-making.



Entrepreneurship	Essential for entrepreneurs to make informed decisions, validate business ideas, and identify market opportunities.
Skill Development	Develops skills in research methodology, data collection, and critical analysis of business information.
Professional Ethics	Confidentiality, privacy protection, and responsible use of research findings.
Gender	Consider gender perspectives in terms of data collection, analysis, and addressing gender-specific market dynamics.
Human Values	Accuracy, objectivity, transparency, and respect for research participants.
Environment & Sustainability	Explore consumer attitudes towards sustainability, green products, and environmental impact assessment.
Unit III	Sources & Collection of Data
Local	Helps gather insights into the local market, customer preferences, and industry trends.
Regional	Understanding regional market dynamics and competition.
National	Insights into national market trends and opportunities.
Global	Gain insights into global market trends, consumer behavior, and international business practices
Employability	Enhances employability in roles related to market research, business analysis, and data-driven decision-making.
Entrepreneurship	Essential for entrepreneurs to make informed decisions, validate business ideas, and identify market opportunities.



Skill Development	Develops skills in research methodology, data collection, and critical analysis of business information.
Professional Ethics	Confidentiality, privacy protection, and responsible use of research findings.
Gender	Consider gender perspectives in terms of data collection, analysis, and addressing gender-specific market dynamics.
Human Values	Accuracy, objectivity, transparency, and respect for research participants.
Environment & Sustainability	Explore consumer attitudes towards sustainability, green products, and environmental impact assessment.
Unit IV	Data Analysis & Presentation - I
Local	Helps gather insights into the local market, customer preferences, and industry trends.
Regional	Understanding regional market dynamics and competition.
National	Insights into national market trends and opportunities.
Global	Gain insights into global market trends, consumer behavior, and international business practices
Employability	Enhances employability in roles related to market research, business analysis, and data-driven decision-making.
Entrepreneurship	Essential for entrepreneurs to make informed decisions, validate business ideas, and identify market opportunities.
Skill Development	Develops skills in research methodology, data collection, and critical analysis of business information.
Professional Ethics	Confidentiality, privacy protection, and responsible use of research findings.



Gender	Consider gender perspectives in terms of data collection, analysis, and addressing gender-specific market dynamics.
Human Values	Accuracy, objectivity, transparency, and respect for research participants.
Environment & Sustainability	Explore consumer attitudes towards sustainability, green products, and environmental impact assessment.
Unit V	Data Analysis & Presentation –II
Local	Helps gather insights into the local market, customer preferences, and industry trends.
Regional	Understanding regional market dynamics and competition.
National	Insights into national market trends and opportunities.
Global	Gain insights into global market trends, consumer behavior, and international business practices
Employability	Enhances employability in roles related to market research, business analysis, and data-driven decision-making.
Entrepreneurship	Essential for entrepreneurs to make informed decisions, validate business ideas, and identify market opportunities.
Skill Development	Develops skills in research methodology, data collection, and critical analysis of business information.
Professional Ethics	Confidentiality, privacy protection, and responsible use of research findings.
Gender	Consider gender perspectives in terms of data collection, analysis, and addressing gender-specific market dynamics.



Human Values	Accuracy, objectivity, transparency, and respect for research participants.
Environment & Sustainability	Explore consumer attitudes towards sustainability, green products, and environmental impact assessment.
Unit VI	Research Report Writing
Local	Helps gather insights into the local market, customer preferences, and industry trends.
Regional	Understanding regional market dynamics and competition.
National	Insights into national market trends and opportunities.
Global	Gain insights into global market trends, consumer behavior, and international business practices
Employability	Enhances employability in roles related to market research, business analysis, and data-driven decision-making.
Entrepreneurship	Essential for entrepreneurs to make informed decisions, validate business ideas, and identify market opportunities.
Skill Development	Develops skills in research methodology, data collection, and critical analysis of business information.
Professional Ethics	Confidentiality, privacy protection, and responsible use of research findings.
Gender	Consider gender perspectives in terms of data collection, analysis, and addressing gender-specific market dynamics.
Human Values	Accuracy, objectivity, transparency, and respect for research participants.
Environment & Sustainability	Explore consumer attitudes towards sustainability, green products, and environmental impact assessment.



SDG	-
NEP 2020	-
POE/4 th IR	

Benchmarking Universities (at least 4-5 standard university contents must be referred):

Name of the University	Program referred for Syllabus contents	Subject referred
Vivekananda Global University	BBA	Business Research & Report Writing
Poornima University	BBA	Business Research & Report Writing

Department:	School of Management & Commerce		
Course Name: BUSINESS ANALYSIS	Course Code	L-T-P	Credits
	MCMC411	4-0-0	4
Type of Course:	MAJOR		
Pre-requisite(s), if any:			



Brief Syllabus: Students will gain knowledge and skills related to business research introduction, research design formulation, data sources and collection, data analysis and presentation, and research report writing. They will be equipped with the knowledge and skills to formulate research designs, collect and analyze data, and effectively communicate research findings through well-structured and comprehensive research reports.

UNIT WISE DETAILS

Unit Number: 1	Title: Fundamentals of Business Analysis	No. of hours: 10
Content Summary: <ul style="list-style-type: none">• Introduction to business analysis as a discipline.• Key concepts and principles of business analysis.• Role and responsibilities of a business analyst.• Importance of stakeholder engagement and communication.		
Unit Number: 2	Title: Requirement Elicitation and Management	No. of hours: 10
Content Summary: <ul style="list-style-type: none">• Techniques for gathering and documenting business requirements.• Prioritization and validation of requirements.• Requirement traceability and change management.• Stakeholder collaboration in the requirement gathering process.		
Unit Number: 3	Title: Process Modeling and Improvement	No. of hours: 10
Content Summary: <ul style="list-style-type: none">• Tools and methods for modeling business processes.• Identifying inefficiencies and bottlenecks in processes.• Strategies for process optimization and improvement.• Linking process improvements to organizational goals.		
Unit Number: 4	Title: Data Analysis for Decision-Making	No. of hours: 10



Content Summary

- Data-driven decision-making in business analysis.
- Data collection, cleansing, and analysis techniques.
- Visualization tools and techniques for presenting data.
- Using data to identify trends, opportunities, and risks.

Unit Number: 5

Title: Strategic Implementation and Change Management

No. of hours: 10

- Developing and executing a business analysis strategy.
- Managing organizational change and resistance.
- Aligning business analysis outcomes with strategic goals.
- Monitoring and evaluating the success of change initiatives.

TEXT BOOK:

Reference Books:

- Class notes and reading material provided by Teacher
- General internet research, primary research from entrepreneurs
- Research articles, news updates and documented experiences of startups



Define Course Outcomes (CO)

COs	Statements
CO1	Develop a comprehensive understanding of the core concepts, principles, and methodologies that underlie effective business analysis practices.
CO2	Acquire proficiency in eliciting, documenting, and managing business requirements from stakeholders using a variety of techniques and tools.
CO3	Apply process improvement methodologies to suggest and design optimized processes that enhance organizational efficiency and effectiveness.
CO4	Utilize data visualization tools and techniques to effectively communicate insights and trends derived from data analysis.
CO5	Learn change management strategies to effectively manage and communicate changes resulting from business analysis efforts, ensuring smooth transitions and stakeholder buy-in.



COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels© 1. Knowledge 2. Understand 3. Apply 4. Analyze 5. Evaluate 6. Create	Affective levels(A) 1. Receiving 2. Responding 3. Valuing 4. Organizing 5. Characterizing	Psychomotor levels(P) 1. Imitation 2. Manipulation 3. Precision 4. Articulation 5. Improving
CO1	C2	A3	-
CO2	C3	A2	P2
CO3	C3	A2	P5
CO4	C3	A3	P2
CO5	C3	A4	P5

***Please Note:**

Map only 1 or 2 Levels in each category. If a higher level is given, no need to mention lower level

CO-PO Mapping

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	2	2	2	3	3	2	2		
CO2	3	3	3	2	2	2	2	3	2	2		
CO3	2	2	3	2	2	2	3	2	2	2		
CO4	2	2	2	3	2	2	2	2	2	2		
CO5	2	2	2	2	3	2	2	2	2	2		

Please Note:

- Refer to POs while mapping each CO.
- Mark “-” if not applicable
- If attainment of a CO is strongly mapped with a PO , Mark 3
- If attainment of a CO is moderately mapped with a PO , Mark 2
- If attainment of a CO is weakly mapped with a PO , Mark 1



Justification for mapping must be relevant

- 1 = weakly mapped
- 2 = moderately mapped
- 3 = strongly mapped

CO-PSO Mapping

PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	1	0	0	3
CO2	0	2	2	2	1
CO3	2	1	2	0	0
CO4	2	1	0	2	2
CO5	0	3	2	0	0

Relevance of the Syllabus to various indicators

Unit I	Fundamentals of Business Analysis
Local	Help local businesses improve their operations, identify local market opportunities, and enhance decision-making processes within the local community.
Regional	Support businesses in applying regional market insights, optimizing regional processes, and collaborating with regional stakeholders to improve business performance.
National	Enables businesses to operate efficiently, make informed decisions, and drive economic growth at the national level.
Global	Allows businesses to adopt international best practices, analyze global market trends, and compete effectively in the global business landscape.



Employability	Enhances employability in roles related to business analysis, data analysis, process improvement, project management, and strategic planning.
Entrepreneurship	Essential for entrepreneurs to analyze market opportunities, optimize their business processes, and make data-driven decisions.
Skill Development	Develops skills in data collection, data analysis, problem-solving, requirements analysis, and communication, enhancing one's analytical and critical thinking abilities.
Professional Ethics	Ethical principles, including integrity, transparency, impartiality, and the responsible use of data and information.
Gender	Consider gender perspectives in terms of data collection, analysis, and addressing gender-specific market dynamics.
Human Values	Accuracy, objectivity, transparency, and respect for research participants.
Environment & Sustainability	Explore consumer attitudes towards sustainability, green products, and environmental impact assessment.
Unit II	Requirement Elicitation and Management
Local	Help local businesses improve their operations, identify local market opportunities, and enhance decision-making processes within the local community.
Regional	Support businesses in applying regional market insights, optimizing regional processes, and collaborating with regional stakeholders to improve business performance.
National	Enables businesses to operate efficiently, make informed decisions, and drive economic growth at the national level.



Global	Allows businesses to adopt international best practices, analyze global market trends, and compete effectively in the global business landscape.
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Unit III	Process Modelling & Improvement
Local	Help local businesses improve their operations, identify local market opportunities, and enhance decision-making processes within the local community.
Regional	Support businesses in applying regional market insights, optimizing regional processes, and collaborating with regional stakeholders to improve business performance.



National	Enables businesses to operate efficiently, make informed decisions, and drive economic growth at the national level.
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Environment & Sustainability	Explore consumer attitudes towards sustainability, green products, and environmental impact assessment.
Unit IV	Data Analysis for Decision Making
Local	Help local businesses improve their operations, identify local market opportunities, and enhance decision-making processes within the local community.



Regional	Support businesses in applying regional market insights, optimizing regional processes, and collaborating with regional stakeholders to improve business performance.
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Unit V	Strategic Implementation & Change Management



Local	Help local businesses improve their operations, identify local market opportunities, and enhance decision-making processes within the local community.
Regional	Support businesses in applying regional market insights, optimizing regional processes, and collaborating with regional stakeholders to improve business performance.
National	Enables businesses to operate efficiently, make informed decisions, and drive economic growth at the national level.
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Environment & Sustainability	Explore consumer attitudes towards sustainability, green products, and environmental impact assessment.
SDG	-
NEP 2020	-
POE/4 th IR	

Benchmarking Universities (at least 4-5 standard university contents must be referred):

Name of the University	Program referred for Syllabus contents	Subject referred
Vivekananda Global University	BBA	Business Analysis
Poornima University	BBA	Business Analysis