



MANONMANIAM SUNDARANAR UNIVERISTY,  
TIRUNELVELI-12

## SYLLABUS

### UG - COURSES – AFFILIATED COLLEGES

Course Structure for BBA  
(Choice Based Credit System)

(with effect from the academic year 2024-2025 onwards )



Semester-III				
Part	Subject Status	Subject Title	Subject Code	Credit
I	LANGUAGE	TAMIL/MALAYALAM/HINDI		3
II	ENGLISH	ENGLISH		3
III	CORE V	MARKETING MANAGEMENT		5
III	CORE VI	FINANCIAL MANAGEMENT		5
III	ELECTIVE 3	BUSINESS STATISTICS		3
IV	SEC 4	COMPUTER APPLICATIONS IN BUSINESS (PRACTICAL SUBJECT)		1
IV	EVS	ENVIRONMENTAL STUDIES		2
		NAAN MUTHALVAN *Substitute Paper: New Venture Management		2



**Total Marks: 100 Internal Exam: 25 marks + External Exam: 75 marks**

**A. Scheme for internal Assessment:**

Maximum marks for written test: **20 marks**

**3 internal tests**, each of **1 hour** duration shall be conducted every semester.

To the average of the **best two** written examinations must be added the marks scored in. The **assignment** for 5 marks.

The break up for internal assessment shall be:

Written test- 20 marks; Assignment -5 marks Total - 25 marks

**B. Scheme of External Examination**

**3 hrs.** examination at the end of the semester

A – Part : 1 mark question two - from each unit

B – Part : 5 marks question one - from each unit

C – Part : 8 marks question one - from each unit

➤ **Conversion of Marks into Grade Points and Letter Grades**

S.No	Marks	Letter Grade	Grade point (GP)	Performance
1	90-100	O	10	Outstanding
2	80-89	A+	9	Excellent
3	70-79	A	8	Very Good
4	60-69	B+	7	Good
5	50-59	B	6	Above Average
6	40-49	C	5	Pass
7	0-39	RA	-	Reappear
8	0	AA	-	Absent

➤ **Cumulative Grade Point Average (CGPA)**

$$CGPA = \frac{\sum (GP \times C)}{\sum C}$$

- **GP** = Grade point, **C** = Credit
- CGPA is calculated only for Part-III courses
- CGPA for a semester is awarded on cumulative basis

➤ **Classification**

- First Class with Distinction : CGPA  $\geq 7.5^*$
- First Class : CGPA  $\geq 6.0$
- Second Class : CGPA  $\geq 5.0$  and  $< 6.0$
- Third Class : CGPA  $< 5.0$



## Part I TAMIL தமிழக வரலாறும் பண்பாடும்

### அலகு 1

தொல் பழங்கால வரலாறும் சங்ககால வரலாறும்

1. தொல் தமிழர்
2. பழைய கற்காலம்
3. புதிய கற்காலம்
4. உலோகக் காலம்
5. அகழ்வாராய்ச்சியில் தமிழும் தமிழரும் (கீழடி வரை)
6. திணை வாழ்வியல் (களவு வாழ்க்கை, கற்பு வாழ்க்கை, உணவு, அணிகலன்கள், வாணிகம், விளையாட்டுகள்)
7. கல்வியும் கலைகளும்
8. தமிழ் வளர்த்த சங்கம்
9. சங்க கால ஆட்சி முறை
10. அயல்நாட்டுத் தொடர்புகள்

### அலகு 2

ஆட்சியர் வரலாறு

1. மூவேந்தர் வரலாறு
2. பல்லவர் வரலாறு
3. நாயக்கர் ஆட்சி
4. முகம்மதியர் ஆட்சி
5. மராட்டியர் ஆட்சி

### அலகு 3

ஐரோப்பியர் கால வரலாறு

1. போர்த்துகீசியர்
2. டச்சுக்காரர்கள்
3. டேனிஸ்காரர்கள்
4. பிரெஞ்சுக்காரர்கள்
5. ஆங்கிலேயர்கள்
6. பாளையக்காரர்கள்
7. இந்தியா விடுதலை போராட்டத்தில் தமிழ்நாடு

### அலகு 4

விடுதலைக்குப்பின் தமிழ்நாட்டு வரலாறு

1. மொழிப்போராட்டம்
2. சமூக மறுமலர்ச்சி
3. தொழில்நுட்ப வளர்ச்சி

### அலகு 5

மொழிப்பயிற்சி

- நிறுத்தக் குறிகள்
- கலைச்சொற்கள்
- மொழிபெயர்ப்பு

### Text Books

1. தமிழக வரலாறும் பண்பாடும் - கே. கே. பிள்ளை, உலகத் தமிழாராய்ச்சி நிறுவனம், சென்னை
2. தமிழர் நாகரீகம் பண்பாடும் - அ. தட்சிணாமூர்த்தி, யாழ் வெளியீடு, சென்னை
3. தமிழக வரலாறும் பண்பாடும் - வே.தி.செல்லம், மணிவாசகர் பதிப்பகம், சென்னை

### Reference Books

1. தமிழக சமூகாய பண்பாட்டு கலை வரலாறு - கு. சேதுராமன், என்.சி.பி.எச், சென்னை
2. தமிழர் கலையும் பண்பாடும் - அ.கா.பெருமாள், என்.சி.பி.எச், சென்னை
3. ஒரு பண்பாட்டின் பயணம்: சிந்து முதல் வைகை வரை - ஆர். பாலகிருஷ்ணன், ரோஜா முத்தையா ஆராய்ச்சி நூலகம், சென்னை



# MALAYALAM - POETRY

## UNIT I

This unit focus on significance of Malayalam Poetry and trends.

To familiarize the early stages of Malayalam poetry- Folklore heritage-Pattu-Bhakthi movement-Cherussey-Ezhutachan- Kunjan Nambiar-

Detailed study:

Jaritha Vilapam (Mahabharatam kilippattu) Ezhutachan

## UNIT II

Romanticism –Asan- Ulloor – Vallathol

Detailed study:

1. Veena Poovu (First 7 slokas only)- Asan
2. Aa poomala- Changampuzha

## UNIT III

Modernity in Malayalam poetry- First phase

Post Independent India and Modernization of Nation in Malayalam poetry

Detailed study

1. Yuga Parivarthanam- Vailoppilli Sreedhara Menon
2. Gandhiyum Godseyum- N .V.Krishna Warriar

## UNIT IV

Modernity in Malayalam poetry- second phase

Detailed Study

1. Gajendra moksham \_ Sugathakumari
2. Kozhi – Kadammanitta
3. Megharoopan – Aattoor Ravi Varma
4. Budhanum Attin kuttiyum – A. Ayyappan

## UNIT V

This unit introduces the nature of samakalika kavitha It also evaluates s a m a k a l i k a kavitha,- the contemporary poetry originated after modern poetry- women, Dalit, environment and cyber issues.

Detailed study

- 1.Pattanbipuzhamanalil – P P Ramachandran
- 2.Malayalakavithakku oru Kathu- S. Joseph
- 3.Thoramazha – Rafeek Ahammad
- 4.Muttamadikkumbol – Anitha Thampi
- 5.Survey of India-B.M.Manoj

## Recommended Text

Puthukavitha Ed by Dr.O.K.Santhosh.Madras University Publication (5 poems only )

- (a) pattambipuzhamanalil,
- (b) Malayala kavithakku oru kathu,
- (c) Muttamadikkumbol,
- (d) Thoramazha,
- (e) Survey of India

## Reading List (Print and Online)

1. Aadhunika Malayala Sahitya Charithram prasthanangaliloode – Dr. K.M.George (Ed.)
2. Kairaliyute Kadha – N.Krishnapillai
3. Kavitha Sahitya Charithram – M.Leelavathi
4. Adrushyathayute Akhyanangal- Rajesh Chirapadu
5. Adhunikananthara Malayala Kavitha –C.R.Prasad
6. Pen kavitha malayalathil-Sheeba Divakaran,kerala bhasha institute.Thiruvananthapuram
7. Samakalika Malayala kavitha-M.B.Manoj,Samayam Classics. Kannoor
8. Varnnaraji Dr.M.Leelavathi



## **HINDI - Patra Lekhan aur Paribhashik Shabdavali**

### **Unit I**

#### **Niji Patra Lekhan**

- Niji Patra – Arth aur Bhed
- Pitaji/Mataji ke naam patra
- Mitra, Bhai aadi ke naam patra
- Paribhashik Shabdawali – 20 words

### **Unit II**

#### **Samajik Patra Lekhan**

- Samajik Patra – Arth aur Bhed
- Aavedan Patra – Noukri, Chutti aadi
- Dak Adhikari ke naam patra
- Paribhashik shabdawali – 20 words

### **Unit III**

#### **Vyavasayik Patra Lekhan**

- Vyavasayik Patra – Arth aur Bhed
- Prakashak ke naam patra
- Shikayathi
- Paribhashik shabdawali – 20 words

### **Unit IV**

- Samanya Parichay
- Sarkari Patra
- Ardh-Sarkari Patra
- Gyapan, Paripatra
- Anusmarak
- Paribhashik Shabdawali – 20 words

### **Unit V**

- Precis Writing And Applied Grammar (Ling, Vachan and Karak)

### **Reference Books**

1. Viyavaharik Hindi, Hindi Prachar press, T.Nagar, Madras-600 017
2. Alekhan aur Tippan – Prof. Viraj
3. Alekhan - Kichlu

### **Related Online Contents** (MOOCs, SWAYAM, NPTEL, YouTube, Websites, etc.)

1. <https://youtu.be/-kUPGG0B4tU>
2. <https://www.youtube.com/watch?v=xk14MNb1r7k>



## **GENERAL ENGLISH**

### **Unit I ACTIVE LISTENING**

#### **Short Story**

- 1.1 In a Grove – Akutagawa Ryunosuke Translated from Japanese by Takashi Kojima
- 1.2 The Gift of the Magi – O' Henry

#### **Prose**

- 1.3 Listening – Robin Sharma
- 1.4 Nobel Prize Acceptance Speech – Wangari Maathai

### **Unit II INTERPERSONAL RELATIONSHIPS**

#### **Prose**

- 2.1 Telephone Conversation – Wole Soyinka
- 2.2 Of Friendship – Francis Bacon

#### **Song on (Motivational/ Narrative)**

- 2.3 Ulysses – Alfred Lord Tennyson
- 2.4 And Still I Rise – Maya Angelou

### **Unit III COPING WITH STRESS**

#### **Poem**

- 3.1 Leisure – W.H. Davies
- 3.2 Anxiety Monster – Rhona Mc Ferran

#### **Readers Theatre**

- 3.3 The Forty Fortunes: A Tale of Iran
- 3.4 Where there is a Will – Mahesh Dattani

### **Unit IV Grammar**

- 4.1 Phrasal Verbs & Idioms
- 4.2 Modals and Auxiliaries
- 4.3 Verb Phrases – Gerund, Participle, Infinitive

### **Unit V Composition/ Writing Skills**

- 5.1 Official Correspondence – Leave Letter, Letter of Application, Permission Letter
- 5.2 Drafting Invitations
- 5.3 Brochures for Programmes and Events

#### **Text Books (Latest Editions)**

1. Wangari Maathai – Nobel Lecture. Nobel Prize Outreach AB 2023. Jul 2023.
2. Mahesh Dattani, Where there is a Will. Penguin, 2013.
3. Martin Hewings, Advanced English Grammar, Cambridge University Press, 2000
4. Essential English Grammar by Raymond Murphy

#### **Web Resources**

1. WangariMaathai – Nobel Lecture. Nobel Prize Outreach AB 2023. Mon. 17 Jul 2023.  
<https://www.nobelprize.org/prizes/peace/2004/maathai/lecture/>
2. Telephone Conversation - Wole Soyinka [https://www.k-state.edu/english/westmank/spring\\_00/SOYINKA.html](https://www.k-state.edu/english/westmank/spring_00/SOYINKA.html)
3. Anxiety Monster-RhonaMcFerran [www.poetrysoup.com](http://www.poetrysoup.com)



# MARKETING MANAGEMENT

## Learning Objectives

- To understand the marketplace.
- To identify the market segmentation and the Product mix
- To select the different pricing methods
- To know the channels of distribution
- To understand the promotion mix

## UNIT I

**Fundamentals of Marketing** –Market - Classification of Market - Role of Marketing - Importance – Modern Marketing – Marketing Functions - Concept of Marketing Mix – Marketing Approaches

## UNIT II

**Market Segmentation and product** – Need And Basis of Segmentation -Product – Characteristics – Benefits – Classifications – Product Mix-New Product Development Process - Product Life Cycle

## UNIT III

**Pricing** – Meaning - Objectives – Significance Basic Principles of pricing - Methods of pricing - pricing policies and strategies – pricing process - Factors affecting Pricing Decisions

## UNIT IV

**Physical Distribution:** Meaning- Importance – Features - Type of channel of distribution - Function of channel members – Factors influencing the channel selection

## UNIT V

**Promotion** - Promotion mix -Sales Promotion tools - Objectives - Importance – Factors determining promotion mix – Digital Marketing - Application and benefits

## Reading List

1. Philip Kotler & Gary Armstrong, Principles of Marketing: A South Asian Perspective, Pearson Education, 2018.
2. Rajan Saxena, Marketing Management, Tata Mc Graw Hill, 2017.
3. L.Natarajan, Marketing, Margham Publications, 2017.
4. J P Mahajan & Anupama Mahajan, Principles of Marketing, Vikas Publishing House, 2017.
5. K Karunakaran, Marketing Management, Himalaya Publishing House, 2017.



## References Books

1. C.B.Gupta & Rajan Nair Marketing Management, Sultan Chand & Son 2020
2. V.S. Ramaswamy & S. Namakumari, 2002, Principles of Marketing, first edition, S.G. Wasani / Macmillan India Ltd,
3. Cranfield, Marketing Management, Palgrave Macmillan.
4. Harsh V Verma & Ekta Duggal, Marketing, Oxford University Press, 2017.
5. Sontakki C.N, Marketing Management, Kalyani Publishers, Ludhiana.2016

## Web Resources

1. [http://eprints.stiperdharmawacana.ac.id/24/1/%5BPhillip\\_Kotler%5D\\_Marketing\\_Management\\_14th\\_Edition%28BookFi%29.pdf](http://eprints.stiperdharmawacana.ac.id/24/1/%5BPhillip_Kotler%5D_Marketing_Management_14th_Edition%28BookFi%29.pdf)
2. <https://mrcet.com/downloads/MBA/digitalnotes/Marketing%20Management.pdf>
3. <https://www.enotesmba.com/2013/01/marketing-management-notes.html>
4. Industrial Marketing Management | Journal | ScienceDirect.com by Elsevier
5. Journal of Marketing Management | Taylor & Francis Online (tandfonline.com)

# FINANCIAL MANAGEMENT

## Learning Objectives

- Understand the basics of finance and roles of finance manager
- Evaluate Capital structure
- Evaluate Cost of capital
- Assess Capital budgeting
- Appraise Working Capital

## UNIT I

**Meaning, objectives and Importance of Finance** – Sources of finance – Functions of financial management – Role of financial manager in Financial Management.

## UNIT II

**Capital structures planning** - Factors affecting capital structures – Determining Debt and Equity proportion – Theories of capital structures – Leverage concept.

## UNIT III

**Cost of capital** – Cost of equity – Cost of preference share capital – Cost of debt – Cost of retained earnings – Weighted Average (or) Composite cost of capital (WACC)

## UNIT IV

**Capital Budgeting:** ARR, Pay back period, Net present value, IRR, Capital rationing, simple problems on capital budgeting methods.



**UNIT V**

**Working capital** – Components of working capital – operating cycle – Factors influencing working capital – Determining (or) Forecasting of working capital requirements.

**Reading List**

1. DrKulkarni and Dr. SathyaPrasad, Financial Management, 13th Edition 2011
2. Advanced Financial Management kohok, M A, Everest Publishing House
3. Financial Management Kishore R M, Taxman Allied Service
4. Strategic Financial Management Jakhotiya
5. Financial Management & Policy Srivastava, R M Himalaya

**References Books**

1. Dr. K. Ganesan & S.Ushena Begam, Financial Management, Charulatha Publications , Chennai
2. Financial Management - I.M.Pandey, 2009 Vikas Publishing
3. Financial Management – PrasannaChandra , 2008, Tata McGraw Hill, New Delhi
4. Financial Management – S.N.Maheswari
5. Financial Management – Y. Khan and Jain 2009 Edition, Sultan Chand & Sons
6. Financial Management – A. Murthy

**Web Resources**

1. <https://mycbseguide.com/blog/financial-management-class-12-notes-businessstudies/>
2. [https://images.topperlearning.com/topper/revisionnotes/8006\\_Topper\\_21\\_101\\_504\\_553\\_10201\\_Financial\\_Management\\_up201904181129\\_1555567170\\_5654.pdf](https://images.topperlearning.com/topper/revisionnotes/8006_Topper_21_101_504_553_10201_Financial_Management_up201904181129_1555567170_5654.pdf)
3. Journal of Financial Management (esciencepress.net)
4. Financial Management on JSTOR
5. Financial Management Wiley online library

**BUSINESS STATISTICS****Learning Objectives**

- Apply the Statistical Data
- Understanding the Measures of Central Tendency in business
- Analyze Measures of Variation
- Understand Simple Correlation
- Testing of hypothesis

**UNIT I**

**Introduction – Meaning and Definition of Statistics** – Collection and Tabulation of Statistical Data – Presentation of Statistical Data – Graphs and Diagrams-



**UNIT II**

**Measures of Central Tendency** – Arithmetic Mean, Median and Mode – Harmonic Mean and Geometric Mean.

**UNIT III**

**Measures of Variation** – Standard Deviation – Mean deviation – Quartile deviation

**UNIT IV**

**Simple Correlation** – Scatter Diagram – Karl Pearson's Correlation – Rank Correlation – Regression.

**UNIT V**

**Testing of hypothesis** – Chi-Square test, T Test, F Test, ANOVA.

**Reading List**

1. P.R. Vittal, Business Mathematics and Statistics, Margham Publications, Chennai, 2004.
2. S.P. Gupta, Statistical Methods, Sultan Chand & Sons, New Delhi, 2007.
3. S.P. Gupta, Elements of Business Statistics, Sultan Chand & Sons, New Delhi, 2007.
4. J.K. Sharma, Business Statistics, Pearson Education, New Delhi, 2007.
5. Business Statistics & OR - Dr. S. P. Rajagopalan, Tata McGraw-Hill

**References Books**

1. David M. Levine, David F. Stephan et al. Business Statistics : A first Course, 7<sup>th</sup> edition
2. Dina Nath Pandit, Statistics: A Modern Approach , Hindustan Publishing Corporation
3. Hazarika Padmalochan, A textbook of Business Statistics , S.Chand Publications
4. Vohra ND, Business Statistics: Text and Problems – With Introduction to Business Analytics, Mc Graw Hill , 2021
5. Alexander Holmes, Barbara Illowsky and Susan Dean, Introductory Business Statistics , 12th Media Services, 2017

**Web Resources**

1. <https://theintactone.com/2019/09/01/ccsubba-204-business-statistics/>
2. <https://ug.its.edu.in/sites/default/files/Business%20Statistics.pdf>
3. <http://www.statisticshowto.com>
4. <https://statisticsbyjim.com/basics/measures-central-tendency-mean-median-mode/>
5. <https://www.toppr.com/guides/business-mathematics-and-statistics/index-numbers/>



# COMPUTER APPLICATION IN BUSINESS

## Learning Objectives

- To build skills in Ms-Word
- To build skills in Ms-Excel,
- To build skills in Ms- Power Point
- To Design a simple database and manage the data in table
- To understand the Google form

## UNIT I

Introduction, Menus, Shortcuts, Document types, working with Documents-Opening, Saving, Closing, Editing Document, Using Toolbars, Rulers, Help, Formatting Documents-Setting font, paragraph, Page Style-Setting foot notes, page break, Line break, creating sections and frames, Inserting clip arts, pictures, Setting document styles, Creating Tables- Settings, borders, alignments, Merging, splitting, sorting rows and columns, Drawing-Inserting, drawing, formatting, grouping, ordering, rotating pictures, Tools- Word completion, Spell check.

## UNIT II

Introduction, Spread sheet application, Tool bars and icons, Spreadsheet-Opening, saving, closing, setting margins, Converting file to different formats, spread sheet addressing, Entering And Editing Data- Copy, cut, paste, undo, redo, find, search, replace, filling continuous rows and columns, inserting data cells, columns, rows and sheet, Basic formulas, Functions Types- Mathematical, Group, string, date and time, Formatting Spread Sheet- Alignment, font, border, hiding, locking, cells, Highlighting values, background color, bordering and shading, Working With Sheet- Sorting, filtering, subtotals, Charts-Selecting, formatting, labeling, scaling, spell check

## UNIT III

Introduction, opening new presentation, Presentation templates, presentation layout, Creating Presentation adding text, Formatting- Adding style, color, gradient fills, arranging objects, adding header and footer, slide background, slide layout, Slide Show, Inserting pictures, movies, Adding Effects-Setting animation and transition effects, audio and video.

## UNIT IV

Database introduction - Creating Database – Creating Table - Modifying Data in Table

## UNIT V

Use Google forms to develop & share questionnaire.



**Exercise****Word:**

1. Create table with five columns and six rows. Do the following options using that table: a) Sorting, b) The sum function c)m Merge cell d) Table headings Convert Text to a table, Splitting a Table and Table AutoFormat. Show with example.
2. Assuming yourself as the General Manager of a company draft an appointment letter to a candidate short-listed through an interview.
3. Create at least two pages of text with multicolumn layouts like magazines and newspapers. Add the following options:
  - a) Borders and shading for title
  - b) Use WordArt for heading
  - c) Use Text Box

**EXERCISES: Excel**

1. Prepare a Mark Sheet of a School for 10 Students with 6 Subjects details and Calculate how many students pass and fail by including one column as result in the mark sheet.
2. Prepare an EMPLOYEE Database of an Organization with the following details: (Atleast 10 Details)  
Name, Emp Id, Gender, Address, Phone No, E-Mail Id Qualification, Designation, Department, Salary, Year Of Joining And Working Station  
Draw chart to find out the % of Male & Female working (Pie chart)
3. Graphically present the following sales data from ABC Corporation Limited

Zone	Sales in Lakhs			
	1 <sup>st</sup> quarter	2 <sup>nd</sup> quarter	3 <sup>rd</sup> quarter	4 <sup>th</sup> quarter
North	23	26	32	30
South	21	25	30	30
East	24	26	29	27
West	21	26	28	29

**EXERCISES: Power Point**

1. Present the agenda of the Annual General Meeting of a company using PowerPoint.
  - a) Set a suitable timing between two slides.
  - b) Use appropriate templates, fonts and styles.
  - c) Store a copy of the presentation as a PowerPoint show (ie., with a pps extension)
  - d) The timing between slides is 30 seconds.
  - e) Use different animation effects for each slide.



Prepare at least seven slides.

2. Design presentation slides for a products of your choice the slides must include name, brand name, type of product, characteristics, special offers, price etc.
  - a) Changing background colour, font colour using wordart.
  - b) Use manual mode for the slide show.
  - c) Use Top-down, Bottom-up, Zoom in and Zoom out effects.

### **EXERCISES: Access**

- i. Create a table, form and report for the database: —Patient details
- ii. Fields are: patient, Patient name, Patient age, Patient Gender, Patient address, Patient phone, Patient mobile, Patient email, Doctor detail, Patients reports (At least 10 records should be included).

### **Google Form:**

1. Create a Quiz using Google form
2. Create a survey using Google form

### **Reading List**

1. International Journal of Computer Applications in Technology
2. International Journal of Computer Applications – IJCA
3. P.Rizwan Ahmed; Computer Application in Business, Margham Publications, 2019.
4. Computer Application in Business (Tamil Nadu) by Dr. R.Paramaeswaran
5. Taxmann's Basics of Computer Applications in Business by Hem Chand Jain and H.N. Tiwari, Taxmann Publications Private Limited .

### **References Books**

1. P.Rizwan Ahmed; Computer Application in Business and Management, Margham Publications, 2019.
2. Google Form Made Simple The Perfect Guide to Creating and Modifying Google Forms from Beginners to Expert by Mary Brockman
3. Bittu Kumar; Mastering Ms-Office, V&S Publishers, 2017.
4. Lisa A. Bucki, John Walkenbach, Faithe Wempen, & Michael Alexander; Microsoft Office 2013 BIBLE, Wiley, 2013.
5. S.S. Shrivatsava; Ms-Office, First Edition, Laxmi Publications, 2015.

### **Web Resources**

1. <https://www.microsoft.com/en-us/microsoft-365/blog/>
2. <https://www.ipjugaad.com/syllabus/ggsip-university-bba-1st-semester-computerapplications-syllabus/18>
3. <https://byjus.com/govt-exams/microsoft-word/>
4. <https://edu.gcfglobal.org/en/google-forms/>
5. <https://www.tutorialkart.com/tally/tally-tutorial/>



# **Entrepreneurial Skill – New Venture Management**

## **Learning Objectives**

- To learn to generate and evaluate new business ideas
- To learn about a business model that generates money
- To understand how to find, evaluate and buy a business
- To evaluate the feasibility of idea into a Venture
- To understand sources who lend for new ventures

## **UNIT I**

**Concept of Entrepreneurship** – Evolution - importance – Importance of entrepreneurship, developing creativity and understanding innovation, stimulating creativity

## **Unit II**

**Developing Successful Business Ideas:** Recognizing Opportunities and Generating Ideas – Entry strategies: New Product – Franchising - Buying an existing firm.

## **Unit III**

**Feasibility Analysis:** Marketing, Technical and Financial Feasibility analysis - Industry and Competitor Analysis-assessing a New Venture's Financial Strength and Viability

## **Unit IV**

**Moving from an Idea to a New Venture:** Preparing the Proper Ethical and Legal Foundation- Building a New-Venture Team – Leadership - Corporate Entrepreneurship, Social Entrepreneurship.

## **Unit V**

### **Financing the New Venture:**

Financing entrepreneurial ventures - Valuation of a new company - Arrangement of funds - Alternate Source of Funding - Start-ups, MSMEs, any new venture

### **Reading List**

1. Journal of Business Venturing – Elsevier
2. Technology, Innovation, Entrepreneurship and Competitive Strategy, Emerald
3. Entrepreneurship: New Venture Creation (2016) David H. Holt, Pearson Education India,
4. Entrepreneurship and New Venture Creation; Arun Sahay, V. Sharma; Excel Book (2008)
5. Entrepreneurship ,11th Edition , By Robert D. Hisrich, Michael P.Peters, Dean A. Shepherd , Sabyasachi Sinha , Mc Graw Hill



## References Books

1. New Venture Creation, Kathleen R. Allen, Cengage Publication (2013)
2. Essentials of Entrepreneurship and Small Business Management. Scarborough, N. M., Cornwall, J. R., & Zimmerer, T. (2016). Boston: Pearson.
3. Project Appraisal and Management, Agrawal, Rashmi and Mehra, Yogieta S. (2017). New Delhi. Taxmann Publications.
4. The Manual for Indian Start -ups Tools to Start and Scale – up Your New Venture by Vijaya Kumar Ivaturi and Meena Ganesh , Penguin Enterprise
5. Entrepreneurship Development , Indian Cases on Change Agents by K. Ramachandran, Mc Graw Hill Publication

## Web Resources

1. <https://www.studocu.com/en-gb/document/university-of-aberdeen/new-venturedevelopment/new-venture-development-lecture-notes/15212217>
2. <https://core.ac.uk/download/pdf/98660713.pdf>
3. <https://ugcmoocs.inflibnet.ac.in/download/course/curriculum/nptel/noc18-mg36.pdf>
4. [https://www.tutorialspoint.com/entrepreneurship\\_development/starting\\_a\\_business.htm](https://www.tutorialspoint.com/entrepreneurship_development/starting_a_business.htm)
5. <https://www.entrepreneur.com/starting-a-business/10-ventures-youngentrepreneurs-can-start-for-cheap-or-free/300786>

# ENVIRONMENTAL STUDIES

## Course Objectives:

The main objectives of this course are:

- Enable the students to be aware of our natural resources, ecosystems and their linkages to society, livelihood, environment and conservation.

## Unit I

### Multidisciplinary Nature of Environmental Studies and Natural Resources:

Concept of Renewable and non-renewable resource, Natural resources and associated problems: Forest resources: Deforestation, Timber extraction, mining, dams and their effects. Water resources: Over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems. Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources. Land resources: Land degradation, man induced landslides, soil erosion and desertification.

## UNIT II

**Ecosystem:** Concept of an Ecosystem, Structure and Functions of Ecosystem, Energy flow in the Ecosystem; Ecological Succession, Food Chains, Food webs and Ecological Pyramids, Characteristic Features of the following Ecosystem: Forest Ecosystem, Grassland Ecosystem and Desert Ecosystem, Aquatic Ecosystem (Ponds,



Streams, Lakes, Rivers and Ocean Estuaries)

### UNIT III

**Biodiversity and its Conservation:** Definition, levels and values of biodiversity; Threats to biodiversity- habitat loss, poaching of wildlife, man-wildlife conflicts, IUCN categories of threat; Terrestrial and marine hotspots of biodiversity in India; Conservation of Biodiversity - In-situ and Ex-situ conservation; Conservation schemes :Gir lion sanctuary project, Project tiger, Project elephant, Conservation of sea turtles in India. Ecotourism

### UNIT IV

**Environment Pollution:** Types, causes, effects, and control - Air, Water, Soil and Noise pollution. Nuclear hazards and human health risks. Solid waste management: Control measure of urban and industrial waste. Climate change global warming, ozone layer depletion, acid rain, and impacts on human communities and agriculture

### UNIT V

**Social Issues and the Environment:** Sustainable Development, Water Conservation, Resettlement and rehabilitation of people. Disaster Management: Floods, earthquake, cyclone and landslides. Consumerism and waste products; Environment Protection Act; Air and water (Prevention and control of Pollution) Act; Wild life protection Act; Forest conservation Act; Environmental movements (Chipko, Silent valley, Bishnois of Rajasthan). Environmental ethics. Environmental communication and public awareness.

### Reading list

1. Erach Bharucha, 2021, Textbook of Environmental Studies for Undergraduate Courses, Third Edition, Orient blackswan Pvt. Ltd., Hyderabad.
2. V.K. Ahluwalia, Environmental Studies (Second Edition), Ane books India, T-Nagar, Chennai.
3. Y.K. Singh, 2006, Environmental science, New Age International (P) Ltd., Publishers, New Delhi.
4. S. P. Misra, 2023, Essential Environmental Studies, 4th Edn, Ane Books Pvt. Ltd., New Delhi.
5. G.S. Vijayalakshmi, A.G.Murugesan and N.Sukumaran, 2006, Basics of Environmental Science, Manonmaniam Sundaranar University Publications, Tirunelveli.

### Recommended texts

1. N.Arumugam and V. Kumaresan, 2014, Environmental studies, 4th edition, Saras Publication, Nagercoil, TamilNadu.
2. M.Basu, and S. Xavier, 2016, Fundamentals of Environmental Studies, Cambridge University Press.
3. A.K. Mitra and R. Chakraborty, 2016, Introduction to Environmental Studies, Book Syndicate.
4. J.S. Singh, S.P.Singh, and S.R. Gupta, 2014, Ecology, Environmental Science and Conservation. S. Chand Publishing, New Delhi.

