FACULTY OF RESEARCH, INNOVATION & ENTREPRENEURSHIP

BBA IN STARTUP & FAMILY BUSINESS

SCHEME & SYLLABUS BOOKLET

BATCH 2023-2026

SCHEME SYLLABUS

BATCH: 2023-26

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Disclaimer: The scheme, syllabus and other materials published in this booklet may be changedor modified as per the requirement after approval of competent authority. The decision taken by the management of Poornima University will be final and abiding to all.

Student Details

Name of Student:

Name of Program:

Semester: Year: Batch:

Faculty of:

VISION

To create knowledge based society with scientific temper, team spirit and dignityof labor to face global competitive challenges.

Mission

To evolve and develop skill based systems for effective delivery of knowledge so as to equip young professionals with dedication and commitment to excellence inall spheres of life.

Quality Policy

To provide Quality Education through Faculty development, updating of facilities and continual improvement meeting University norms and keeping stake holderssatisfied.

Knowledge Wheel

At Poornima, the academic atmosphere is a rare blend of modern technical aswell as soft skills and traditional systems of learning processes.

About Program and Program Outcomes (PO):

Title of the Programme: BBA in Startup & Family Business

Nature of the Programme: BBA is three year full-time programme.

Program Outcomes (PO):

Graduates will be able to:

1. Acquire the managerial professional attributes and be capable of decision making by applying the knowledge of management discipline.

2. Explore the entrepreneurial quality and start new business venture with innovative ideas.

3. Identify the different functional aspects of business world and recognize different opportunities of business.

4. Demonstrate a global outlook with the ability to identify aspects of the global business and cross cultural understanding.

5. Identify the problems and challenges and inculcate the capability to cope with the spontaneous changes.

6. Analyze the importance of innovation and research, tackle the contemporary needs and accordingly grab the opportunities.

7. Develop effective and oral communication especially in business applications, with   the use of appropriate technology.

8. Apply ethical principles and commit to professional ethics and responsibilities and norms of the management practice.

9. Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

PROGRAM SPECIFIC OUTCOMES (PSOs)

PSO 1: Graduates will demonstrate effective entrepreneurial leadership skills in identifying, evaluating, and pursuing business opportunities.

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

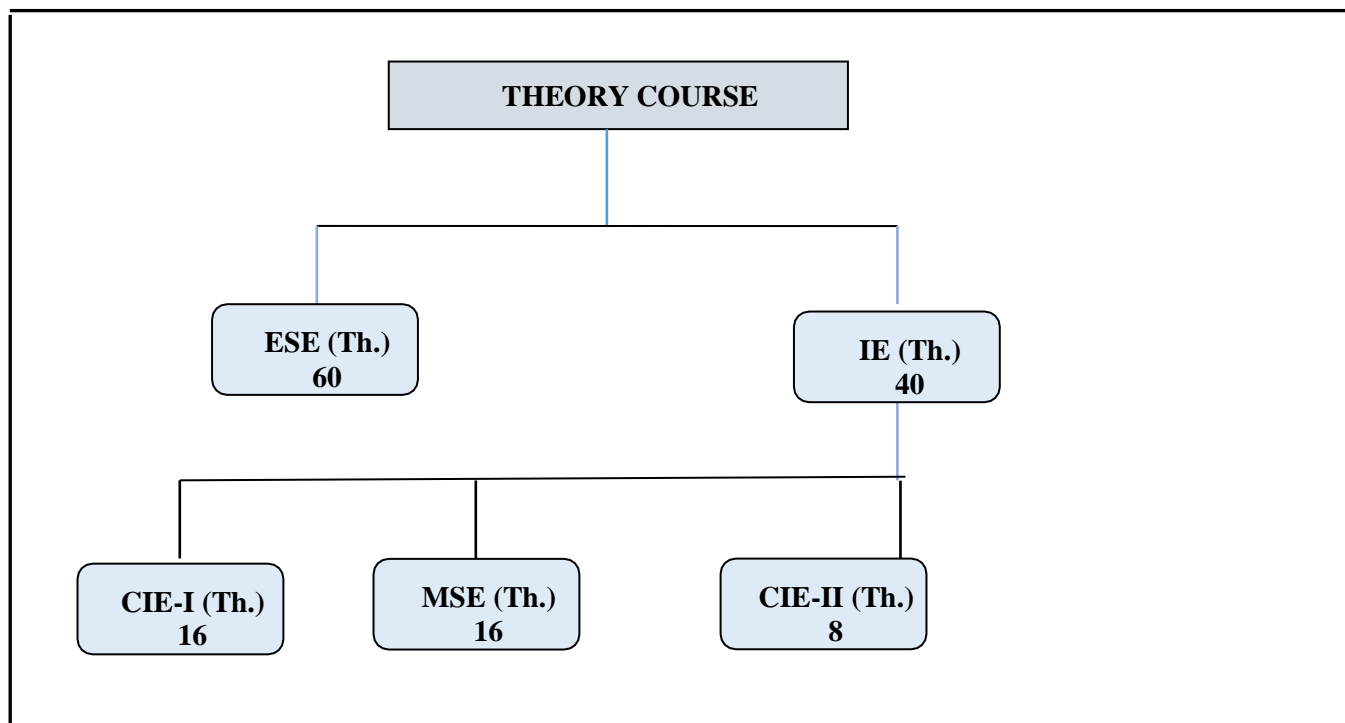**PSO 3:** Graduates will exhibit proficiency in applying ethical and sustainable business practices in entrepreneurial contexts.

PSO 4: Graduates will have the ability to analyze and manage risks associated with entrepreneurial ventures.
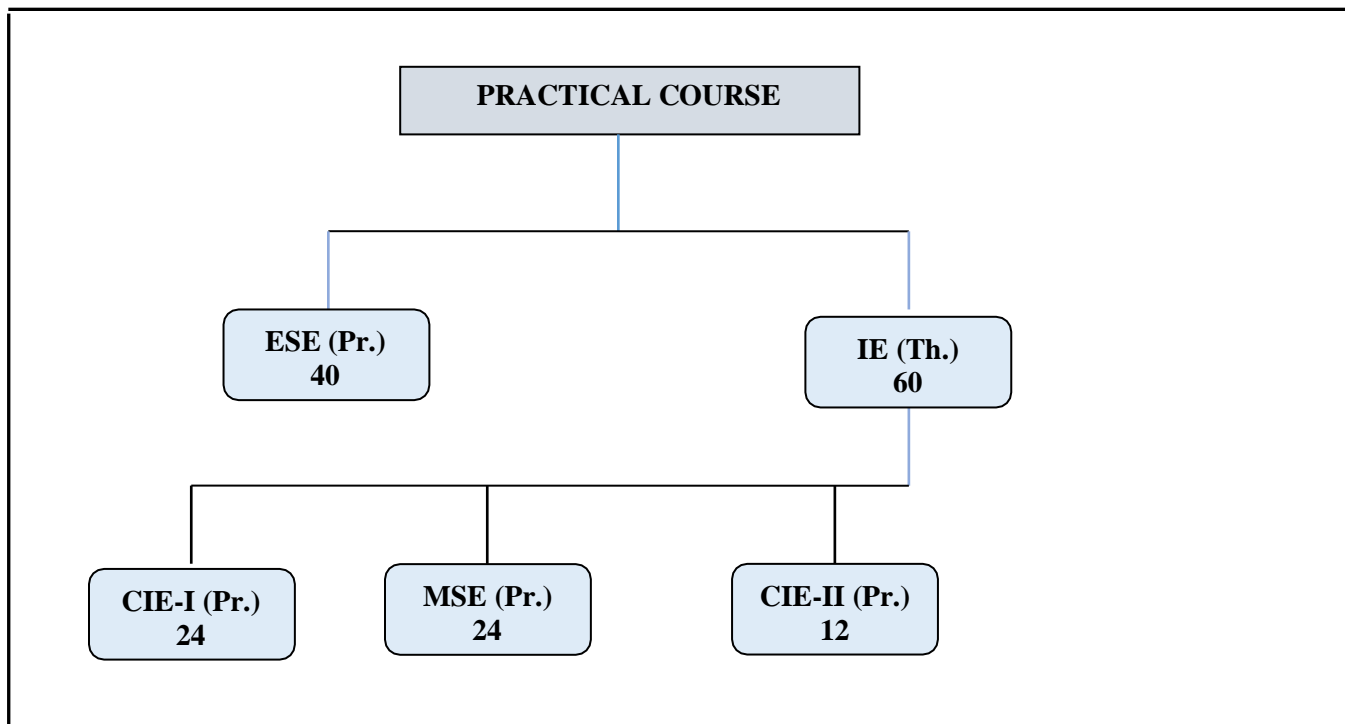
PSO 5: Graduates will demonstrate the capability to identify and engage with various stakeholders to support entrepreneurial endeavors.

Examination System:

A. Marks Distribution of Theory Course:

```
                    ┌─────────────────────┐
                    │   THEORY COURSE     │
                    └─────────────────────┘
                              │
              ┌───────────────┴───────────────┐
      ┌───────────────┐               ┌───────────────┐
      │  ESE (Th.)    │               │   IE (Th.)    │
      │     60        │               │     40        │
      └───────────────┘               └───────────────┘
                                              │
           ┌──────────────────┬───────────────┴─────┐
   ┌───────────────┐  ┌───────────────┐     ┌───────────────┐
   │  CIE-I (Th.)  │  │   MSE (Th.)   │     │  CIE-II (Th.) │
   │      16       │  │      16       │     │       8       │
   └───────────────┘  └───────────────┘     └───────────────┘
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B. Marks Distribution of Practical Course :

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                    ┌─────────────────────┐
                    │  PRACTICAL COURSE   │
                    └─────────────────────┘
                              │
              ┌───────────────┴───────────────┐
      ┌───────────────┐               ┌───────────────┐
      │  ESE (Pr.)    │               │   IE (Th.)    │
      │     40        │               │     60        │
      └───────────────┘               └───────────────┘
                                              │
           ┌──────────────────┬───────────────┴─────┐
   ┌───────────────┐  ┌───────────────┐     ┌───────────────┐
   │  CIE-I (Pr.)  │  │   MSE (Pr.)   │     │  CIE-II (Pr.) │
   │      24       │  │      24       │     │      12       │
   └───────────────┘  └───────────────┘     └───────────────┘
```

Th.: Theory, **Pr.**: Practical, **ESE:** End Semester Examination, **MSE:** Mid Semester Examination, **CIE:** Continuous Internal Evaluation.

CO Wise Marks Distribution:

	Theory Subject		Practical/ Studio Subject	
	Maximum Marks	**CO to be Covered**	**CO to be Covered**	**Maximum Marks**
CIE-I (Class Test)	16 (8 + 8)	1 & 2	1 & 2	24 (12 + 12)
MSE	16 (8+ 8)	3 & 4	3 & 4	24 (12 + 12)
CIE-II (Activity/ Assignment)	8 (8)	5	5	12 (12)
Attendance	0	-	-	0
ESE	60	-	-	40
TOTAL	100	-	-	100

Minimum Passing Percentage in All Exams:

S No.	Program Name	Minimum Passing Percentage in		
		IE Component	**ESE Component**	**Total Component**
1	Course Work for PhD Registration	-	-	**50%**
2	B. Arch.	-	**45%**	**50%**
3	MBA, MCA, M.Des., M.Tech., M.Plan, MHA, MPH	-	**40%**	**40%**
4	MBA, MCA, M.Des., M.Tech., M.Plan, MHA, MPH	-	**35%**	**35%**

SGPA Calculation

$$SGPA = \frac{C_1 G_1 + C_2 G_2 + \ldots + C_n G_n}{C_1 + C_2 + \ldots + C_n}$$

$$SGPA = \frac{\sum_i C_i \times G_i}{\sum_i C_i}$$

where (as per teaching scheme & syllabus):

C_i is the number of credits of subject i,

G_i is the Grade Point for the subject I and i = 1 to n,

n = number of subjects in a course in the semester

CGPA Calculation

$$CGPA = \frac{C_1 G_1 + C_2 G_2 + \ldots + C_n G_n}{C_1 + C_2 + \ldots + C_n}$$

$$CGPA = \frac{\sum_i C_i \times G_i}{\sum_i C_i}$$

where (as per teaching scheme & syllabus):

C_i is the number of credits of subject i,

G_i is the Grade Point for the subject I and i = 1 to n,

n = number of subjects in a course of all the semesters up to which CGPA is computed

Grading Table:

Academic Perform	Grade	Grade Point	Marks Range (in %)
Outstanding	O	10	$90 \leq x \leq 100$
Excellent	A+	9	$80 \leq x < 90$
Very Good	A	8	$70 \leq x < 80$
Good	B+	7	$60 \leq x < 70$
Above Average	B	6	$50 \leq x < 60$
Fail	F	0	$x < 50$
Absent	Ab	0	Absent

Academic Performance	Grade	Grade Point	Marks Range (in %)
Outstanding	O	10	$90 \leq x \leq 100$
Excellent	A+	9	$80 \leq x < 90$
Very Good	A	8	$70 \leq x < 80$
Good	B+	7	$60 \leq x < 70$
Above Average	B	6	$50 \leq x < 60$
Average	C	5	$40 \leq x < 50$
Pass	P	4	$35 \leq x < 40$
Fail	F	0	$x < 35$
Absent	Ab	0	Absent

CGPA to percentage conversion rule:

Equivalent % of Marks in the Program = *CGPA* *10

Award of Class

CGPA	Percentage	Equivalent Division
$7.50 \leq CGPA$	75% or more	First Division with Distinction
$6.00 \leq CGPA < 7.50$	$60\% \leq x < 75\%$	First Division
$5.00 \leq CGPA < 6.00$	$50\% \leq x < 60\%$	Second Division
$4.00 \leq CGPA < 5.00$	$40\% \leq x < 50\%$	Pass Class

` **Guidelines for Massive Open Online Courses (MOOCs)**
(Session 2023-24)

Poornima University, in its never ending endeavor to equip students with best-of-class learning and knowledge, has undertaken to include MOOC courses as part of its credit scheme from session 2023-24 onwards. The objective behind this is to enable students to study courses designed by the best teachers in the country and to scale their knowledge base with the rest of learners from the nation. The MOOCs which are included under this scheme is can be chosen from SWAYAM and NPTEL.

1. Introduction of MOOCs: SWAYAM and NPTEL

About SWAYAM:

SWAYAM is a programme initiated by Government of India and designed to achieve the three cardinal principles of Education Policy viz., access, equity and quality. The objective of this effort is to take the best teaching learning resources to all, including the most disadvantaged. SWAYAM seeks to bridge the digital divide for students who have hitherto remained untouched by the digital revolution and have not been able to join the mainstream of the knowledge economy.

This is done through a platform that facilitates hosting of all the courses, taught in classrooms to be accessed by anyone, anywhere at any time. All the courses are interactive, prepared by the best teachers in the country and are available, free of cost to any learner. However learners wanting a SWAYAM certificate should register for the final proctored exams that come at a fee and attend in-person at designated centers on specified dates. Eligibility for the certificate will be announced on the course page and learners will get certificates only if this criteria is matched.

The courses hosted on SWAYAM are in 4 quadrants – (1) video lecture, (2) specially prepared reading material that can be downloaded/printed (3) self-assessment tests through tests and quizzes and (4) an online discussion forum for clearing the doubts. Steps have been taken to enrich the learning experience by using audio-video and multi-media and state of the art pedagogy / technology.

In order to ensure that best quality content is produced and delivered, nine National Coordinators have been appointed. They are:

1. AICTE (All India Council for Technical Education) for self-paced and international courses
2. NPTEL (National Programme on Technology Enhanced Learning) for Engineering
3. UGC (University Grants Commission) for non-technical post-graduation education
4. CEC (Consortium for Educational Communication) for under-graduate education
5. NCERT (National Council of Educational Research and Training) for school education
6. NIOS (National Institute of Open Schooling) for school education
7. IGNOU (Indira Gandhi National Open University) for out-of-school students
8. IIMB (Indian Institute of Management, Bangalore) for management studies
9. NITTTR (National Institute of Technical Teachers Training and Research) for Teacher Training programme

Two types of courses are offered on SWAYAM platform: Credit Courses and Non- Credit Courses. Credit courses are offered for each semester in January and July every year. The list is available on SWAYAM official website: https://onlinecourses.swayam2.ac.in/

About NPTEL:

NPTEL (National Programme on Technology Enhanced Learning), is a joint venture of the IITs and IISc, funded by the Ministry of Education (MoE) Government of India, and was launched in 2003. Initially started as a project to take quality

education to all corners of the country, NPTEL now offers close to 600+ courses for certification every semester in about 22 disciplines.

Some highlights:

▪ Largest online repository in the world of courses in engineering, basic sciences and selected humanities and management subjects

▪ YouTube channel for NPTEL – most subscribed educational channel, 1.3 billion views and 40+ lakhs subscribers

▪ More than 56000 hours of video content, transcribed and subtitled

▪ Most accessed library of peer-reviewed educational content in the world

▪ Translation of more than 12000 hrs of English transcripts in regional Indian languages

NPTEL Online Certification:

The objective of enabling students obtain certificates for courses is to make students employable in the industry or pursue a suitable higher education programme. Through an online portal, 4, 8, or 12-week online courses, typically on topics relevant to students in all years of higher education along with basic core courses in sciences and humanities with exposure to relevant tools and technologies, are being offered. Enrolment to and learning from these courses is free. Following these online courses, an in-person, proctored certification exam is conducted and a certificate is provided through the participating institutions and industry, as applicable.

Some statistics regarding the open online courses since March 2014 till Dec 2021

Completed courses: 3496;

Enrollments across courses: 1.58 CRORE +

Number of exam registrations: 15.1 LAKH +

All the statistics pertaining to completed courses are available at https://beta.nptel.ac.in/courses. All courses are completely free to enroll and learn from. The certification exam is optional and comes at a fee of Rs 1000/course exam.

2. MOOCs at Poornima University:

MOOCs envelops best in class teaching - learning processes along with meeting the requirements of various courses in terms of quality of teaching and evaluation system. To promote the MOOCs among students of Poornima University, it is decided to consider the credits earned through MOOCs.

(a) Options for MOOCs at Poornima University

(For this document, only those MOOCs will be considered which are available on SWAYAM & NPTEL platforms)

▪ Credit and Non-credit SWAYAM MOOCs can be opted by anyone, anytime, anywhere and in any language. However, prior-permission of the University Authorities is mandatory if the credits are to be transferred to regular degree.

▪ In case of credit courses, there are two ways to opt these courses for the purpose of credit transfer to PU system as given below:

OPTION–I: As Open Elective (for batches entered till 2022) / Multidisciplinary Courses (for batches admitted from 2023-24 onwards):

Open Elective (for batches entered till 2022) / Multidisciplinary Courses (for batches admitted from 2023-24 onwards)

are available at University level in offline mode for which relevant booklets are already published. **These courses carries 02 credits.** These category/type of courses (similar/different) are also available as MOOC courses. The respective Deans / HODs shall provide both the options to all the students to either select offline courses or MOOCs as per details given below:

- Deans / HODs shall prepare a list of upto 05 appropriate MOOC courses of 02/03 credits each, well in advance (at-least 15 days prior to commencement of semester) and take approval from the Office of Dean, Academics / Pro-President, PU.

- After approval, the respective Deans / HODs shall circulate a notice to all their respective students so that they can select any one course from the list, the credits **(only 02)** of which will be counted against Open Elective/ Multidisciplinary courses pertaining to that particular semester.

- If the students are not willing to opt for MOOC Open Elective/ Multidisciplinary course, they can proceed with the current offline practice of opting for Multidisciplinary courses.

- The tutor of the class shall monitor the progress (assignments, feedback, any problem etc.) on weekly basis and report to Head/Dean.

<div align="center">**OR**</div>

OPTION–II: As Major / Minor Courses:

- Deans / HODs shall identify a course of **03 credits** for each semester, well in advance (at-least 15 days prior to commencement of semester) and take approval from the Office of Dean, Academics / Pro-President, PU.

- After approval, the respective Deans / HODs shall circulate a notice to all their respective students citing that the particular course will be conducted through MOOCs only and is compulsory for all respective students. The credits of this course will be counted against Major/Minor courses pertaining to that particular semester.

- The tutor of the class shall monitor the progress (assignments, feedback, any problem etc.) on weekly basis and report to Head/Dean.

- This is to be noted that if Deans / HODs decide to conduct any major/minor course in any semester through MOOCs, no offline course will be conducted against that.

(b) Important points related to MOOCs at Poornima University

- Only one MOOC shall be allowed in a particular semester for the purpose of credit transfer in the beginning.

- No attendance will be taken for MOOC courses.

- Last period of T/T/S shall be taken for MOOC courses which shall be in self-study mode.

- The method of assessments of MOOC such as assignments and examination are completely associated with that particular MOOC and no exam will be conducted by the department as well as by the Examination Cell.

- The respective Dean / HOD must submit the detail of course i.e., code, name and credit of MOOC opted against that particular course in particular semester attached with highlighting in the related examination scheme of syllabus of that semester signed by BOS Convener / HoD and Dean of Faculty to the office of Pro-President before commencement of the classes.

- SWAYAM will award a certificate to all the students passing the examination along with the credit earned. The center of examination for SWAYAM MOOCs will be finalized by SWAYAM. All the responsibility related to registration for MOOCs, timely submission of assignments, examinations etc. will be borne by the students only.

- The list of registered students in MOOC along with name of course will be submitted to the Examination Cell by the Deans / HoDs before commencement of the classes.

- Any student who would not be able to register/present/clear/pass the MOOC in the stipulated time, it is the choice of the student that he or she may register in next semester (odd or even) with MOOC again or appear as a back exam candidate of the University as per PU norms.

- There will be no provision of re-evaluation of MOOC.

- The scorecard and related certificate of MOOC along with a consolidated list of students with marks of assignment and final exam will be submitted to the examination cell by the concerned Dean / HOD for further process. It is also recommended that alteration/changes/scaling in marks obtained by the students in any MOOC will not be considered.

- The exam registration fee of MOOC up to Max. INR 1000/- will be reimbursed to the student only after successful completion of the course in first attempt and submission of the fee receipt, score-card and certificate of the MOOC to the concerned department within stipulated time after declaration of the results.

NOTE: This is to be noted that the procedure for getting approval from BOS, Faculty Board, Academic Council and BoM is to be followed as per regular process.

Attached Items:

Open Elective Booklet	Annexure-1
Soft Skills Booklet	Annexure-2
Value Added Course Booklet	Annexure-3

POORNIMA UNIVERSITY, JAIPUR
Faculty of Innovation Research and Entrepreneurship

Name of Program: BBA in Startup & Family Business	Duration: 3 years Total Credits: 128

Teaching Scheme for Batch 2023-26

Semester-I

Course Code	Name of Course	Teaching Scheme				Marks Distribution			Credits
		Lecture (L)	Tutorial (T)	Practical (P)	SH	IE	ESE	Total	
A.	**Major (Core Courses)**								
A.1	**Theory**								
BBSCFR1101	Ideation to business & Startup Ecosystem	4	-	-		40	60	100	4
BBSCFR1102	Investment Planning	4	-	-		40	60	100	4
A.2	**Practical**								
BBSCFR1201	Corporate Management Skill-I & Reflection Paper	-	-	8		60	40	100	4
B.	**Minor Stream Courses/ Department Electives**								
B.1	**Theory**								
BBSEFR1101	Business Accounts	2	-	-	-	40	60	100	2
BBSEFR1102	Website Building	2	-	-	-	40	60	100	2
C	**Multidisciplinary Courses**								
	NA	-	-	-					
D	**Ability Enhancement Courses (AEC)**								
BXXCFR1201	Verbal English	-	-	2		60	40	100	1
BXXCFR1102	Fundamental English	1	-	-		40	60	100	1
E	**Skill Enhancement Courses (SEC)**								
	-	-	-	-	-	-	-	-	

F	Value Added Courses (VAC)							
BXXCFR1601	Heritage Business Analysis	-	-	2				1
G	Summer Internship / Research Project / Dissertation							
H	Social Outreach, Discipline & Extra Curricular Activities							
H.1	Social Outreach, Discipline & Extra Curricular Activities							
Total		13	0	12				
Total Teaching Hours		25/36						19

SH: Supporting Hours
*Classes will be conducted fortnightly.

POORNIMA UNIVERSITY, JAIPUR
Faculty of Innovation Research and Entrepreneurship

Name of Program: BBA in Startup & Family Business						**Duration: 3 years** **Total Credits: 128**			
Teaching Scheme for Batch 2023-26									
Semester-II									

Course Code	Name of Course	Teaching Scheme			SH	Marks Distribution			Credits
		Lecture (L)	Tutorial (T)	Practical (P)		IE	ESE	Total	
A.	**Major (Core Courses)**								
A.1	**Theory**								
BBSCFR2101	Business Plan & Pitching	4	-	-		40	60	100	4
BBSCFR2102	Startup Unit Economics & Finance	4	-	-		40	60	100	4
A.2	**Practical**								
BBSCFR2201	Corporate Management Skills -II & Reflection Paper	-	-	8		60	40	100	4
B.	**Minor Stream Courses/ Department Electives**								
B.1	**Theory**								
BBSEFR2101	Lean Startups – HR, Marketing & Operation	2	-	-		40	60	100	2
BBSEFR2102	Content Creation, social media & Advertising Strategy	2	-	-		40	60	100	2
B.2	**Practical**								
C	**Multidisciplinary Courses**								
BFREMC2221	MOOC Courses	3	-	-	3*	60	40	100	3
D	**Ability Enhancement Courses (AEC)**								
BXXCFR2201	Linguistic Lab	1		2		60	40	100	2

E	Skill Enhancement Courses (SEC)									
	Elective -									
BXXEFR2601	Blockchain Management	1		2			60	40	100	2
BXXEFR2602	Tech for Productivity Enhancement									
F	**Value Added Courses (VAC)**									
BXXCFR2601	Health & Fitness Management			2			60	40	100	1
G	**Summer Internship / Research Project / Dissertation**									
H	**Social Outreach, Discipline & Extra Curricular Activities**									
H.1	Social Outreach, Discipline & Extra Curricular Activities									
Total		**14**		**20**						**24**
Total Teaching Hours		**34/36**								

SH: Supporting Hours
*Classes will be conducted fortnightly.

POORNIMA UNIVERSITY, JAIPUR
Faculty of Innovation Research and Entrepreneurship

Name of Program: BBA in Startup & Family Business	Duration: 3 years Total Credits: 128

Teaching Scheme for Batch 2023-26

Semester-III

Course Code	Name of Course	Teaching Scheme				Marks Distribution			Credits
		Lecture (L)	Tutorial (T)	Practical (P)	SH	IE	ESE	Total	
A.		**Major (Core Courses)**							
A.1	**Theory**								
BBSCFR3101	Disciplined Entrepreneurship & ETA	4	-	-		40	60	100	4
BBSCFR3102	Digital Marketing & Basics of E – Commerce	4	-	-		40	60	100	4
A.2	**Practical**								
BBSCFR3201	Corporate Management Skills -III & Reflection Paper	-	-	8		60	40	100	4
B.		**Minor Stream Courses/** Department Electives							
B.1	**Theory**								
BBSEFR3101	Effective Communication and Presentation	4	-	-		40	60	100	4
B.2	**Practical**								
C		**Multidisciplinary Courses**							
BFREMC3221	MOOC Courses	2	-	-	2*	60	40	100	2
D		**Ability Enhancement Courses (AEC)**							

BXXCFR3201	Personal Branding and Grooming	-	-	2		60	40	100		1
E		**Skill Enhancement Courses (SEC)**								
	Elective –									
BXXEFR3601	Financial Modelling	1	-	2		60	40	100		2
BXXEFR3602	Law for Layman									
F		**Value Added Courses (VAC)**								
BXXCFR3601	Scientific Knowledge of Exercise	-	-	2		60	40	100		1
G		**Summer Internship / Research Project / Dissertation**								
H		**Social Outreach, Discipline & Extra Curricular Activities**								
Total		**13**		**18**						**22**
Total Teaching Hours			**31/36**							

SH: Supporting Hours
*Classes will be conducted fortnightly.

Name of Program: BBA in Startup & Family Business	Duration: 3 years Total Credits: 128

Teaching Scheme for Batch 2023-26

Semester-IV

Course Code	Name of Course	Teaching Scheme			SH	Marks Distribution			Credits
		Lecture (L)	Tutorial (T)	Practical (P)		IE	ESE	Total	
A.		Major (Core Courses)							
A.1	**Theory**								
BBSCFR4101	International Entrepreneurship & Global Business Environment	4	-	-		40	60	100	4
BBSCFR4102	Basics of App development & Latest Technologies	4	-	-		40	60	100	4
A.2	**Practical**								
BBSCFR4201	Corporate Management Skill –IV & Reflection Paper	-	-	8		60	40	100	4
B.		Minor Stream Courses/ Department Electives							
B.1	**Theory**								
BBSEFR4101	Mercantile Law & Corporate Law	4	-	-		40	60	100	4
C		Multidisciplinary Courses							
BFREMC4221	MOOC Courses	2	-	-	2*	60	40	100	2
D		Ability Enhancement Courses (AEC)							
BXXCFR4201	Public Speaking	-	-	2		60	40	100	1
E		Skill Enhancement Courses (SEC)							
	Elective –								

Code	Course					CIE	SEE	Total	Credits
BXXEFR4601	Data Analysis	1		2		60	40	100	2
BXXEFR4602	Trading Strategies								
F		**Value Added Courses (VAC)**							
BXXCFR4601	Indian Mythology & Scriptures	-	-	2		60	40	100	1
G		**Summer Internship / Research Project / Dissertation**							
H		**Social Outreach, Discipline & Extra Curricular Activities**							
Total		**13**		**18**					**22**
Total Teaching Hours			**31/36**						

SH: Supporting Hours
*Classes will be conducted fortnightly.

POORNIMA UNIVERSITY, JAIPUR									
Faculty of Innovation Research and Entrepreneurship									
Name of Program: BBA in Startup & Family Business							**Duration: 3 years** **Total Credits: 128**		
Teaching Scheme for Batch 2023-26									
Semester-V									
Course Code	**Name of Course**	**Teaching Scheme**			**SH**	**Marks Distribution**			**Credits**
		Lecture (L)	**Tutorial (T)**	**Practical (P)**		**IE**	**ESE**	**Total**	
A.	**Major (Core Courses)**								
A.1	**Theory**								
BBSCFR5101	Startup Funding & Valuations	4	-	-		40	60	100	4
BBSCFR5102	Patents Copyrights, Trade Marks & Startup Policies	4	-	-		40	60	100	4
A.2	**Practical**								
BBSCFR5201	Corporate Management Skill-V & Reflection Paper	-	-	8		60	40	100	4
B.	**Minor Stream Courses/** Department Elective								
B.1	**Theory**								
BBSEFR5101	Branding & Marketing	4	-	-		40	60	100	4
C	**Multidisciplinary Courses**								
BFREMC5221	MOOC Courses	2	-	-	2*	60	40	100	2
D	**Ability Enhancement Courses (AEC)**								
BXXCFR5201	Corporate Communication Skills	-	-	2		60	40	100	1
E	**Skill Enhancement Courses (SEC)**								
	Elective –								

Code	Course	L		P/SH		CIE	SEE	Total	Credits
BXXEFR5601	Behavioural Analysis & Human Psychology	1		4		60	40	100	3
BXXEFR5602	Video & Image Editing								
F	**Value Added Courses (VAC)**								
BXXCFR5601	Science Behind Food	-	-	2		60	40	100	1
G	**Summer Internship / Research Project / Dissertation**								
H	**Social Outreach, Discipline & Extra Curricular Activities**								
Total		**13**		**20**					**23**
Total Teaching Hours		**33/36**							

SH: Supporting Hours
*Classes will be conducted fortnightly.

POORNIMA UNIVERSITY, JAIPUR Faculty of Innovation Research and Entrepreneurship									
Name of Program: BBA in Startup & Family Business					Duration: 3 years Total Credits: 128				
Teaching Scheme for Batch 2023-26									
Semester-VI									
Course Code	Name of Course	Teaching Scheme			SH	Marks Distribution			Credits
		Lecture (L)	Tutorial (T)	Practical (P)		IE	ESE	Total	
A.	Major (Core Courses)								
A.1	Theory								
BBSCFR6101	Entrepreneurial families	4	-	-		40	60	100	4
BBSCFR6102	Sustainable & Social Entrepreneurship	4	-	-		40	60	100	4
A.2	Practical								
BBSCFR6201	Corporate Management Skills -VI & Reflection Paper	-	-	8		60	40	100	4
B.	Minor Stream Courses/ Department Electives								
B.1	Theory								
BBSEFR6101	Leadership & People Skills	4	-	-		40	60	100	4
C	Multidisciplinary Courses								
	NA								
D	Ability Enhancement Courses (AEC)								
BXXCFR6201	Employability Skills	-	-	2		60	40	100	1
E	Skill Enhancement Courses (SEC)								
F	Value Added Courses (VAC)								
BXXCFR6601	Sustainable Living	-	-	2		60	40	100	1

G	**Summer Internship / Research Project / Dissertation**							
H	**Social Outreach, Discipline & Extra Curricular Activities**							
Total	**12**		**12**					**18**
Total Teaching Hours	**24/36**							

SH: Supporting Hours
*Classes will be conducted fortnightly.

POORNIMA UNIVERSITY, JAIPUR
Faculty of Innovation Research and Entrepreneurship

Name of Program: BBA in Startup & Family Business **Duration: 3 years**
Total Credits: 128

Teaching Scheme for Batch 2023-26

Semester-I

Course Code	Name of Course	Lecture (L)	Tutorial (T)	Practical (P)	SH	IE	ESE	Total	Credits
		Teaching Scheme				**Marks Distribution**			
A.	**Major (Core Courses)**								
A.1	**Theory**								
BBSCFR1101	Ideation to business & Startup Ecosystem	4	-	-		40	60	100	4
BBSCFR1102	Investment Planning	4	-	-		40	60	100	4
A.2	**Practical**								
BBSCFR1201	Corporate Management Skill-I & Reflection Paper	-	-	8		60	40	100	4
B.	**Minor Stream Courses/** Department Electives								
B.1	**Theory**								
BBSEFR1101	Business Accounts	2	-	-	-	40	60	100	2
BBSEFR1102	Website Building	2	-	-	-	40	60	100	2
C	**Multidisciplinary Courses**								
	NA	-	-	-					
D	**Ability Enhancement Courses (AEC)**								
BXXCFR1201	Verbal English	-	-	2		60	40	100	1
BXXCFR1102	Fundamental English	1	-	-		40	60	100	1
E	**Skill Enhancement Courses (SEC)**								
	-	-	-	-	-	-	-	-	

F	Value Added Courses (VAC)							
BXXCFR1601	Heritage Business Analysis	-	-	2				1
G	**Summer Internship / Research Project / Dissertation**							
H	**Social Outreach, Discipline & Extra Curricular Activities**							
H.1	Social Outreach, Discipline & Extra Curricular Activities							
Total		**13**	**0**	**12**				
Total Teaching Hours		**25/36**						**19**

DETAILED SYLLABUS FOR FIRST SEMESTER

Code:BBSCFR1101	IDEATION TO BUSINESS AND STARTUP ECOSYSTEM	4 Credits [LTP: 4-0-0]

COURSE OUTCOMES: After Successful completion of the course students will be able to-

CO1	Understand key concepts and frameworks of innovation and startup ecosystems Have insight into the key global trends in startup ecosystems particularly those from the global South.
CO2	Understand the role and functions of different ecosystem organisations in building and supporting growth of startups
CO3	Gain knowledge of how to develop startup ecosystem, key components and how to influence, catalyse dynamics between them and govern to drive ecosystem productivity.
CO4	Nurture, track performance and influence the course of ecosystems for productivity.
CO5	Gaining knowledge about the critical players involved, such as entrepreneurs, investors, mentors, and support organizations.

A. OUTLINE OF THE COURSE

Unit No.	Title of the unit	Time required for the Unit (Hours)
1.	Startup Ecosystem in India	9
2.	Rajasthan Startup Ecosystem	11
3.	Varieties of Startups	15
4.	Accelerators, Incubators and Mentors	15
5.	Market Research and Validation	10

B. DETAILED SYLLABUS

Unit	Unit Details
1.	**Startup Ecosystem in India**
	• Startup Policy of India - Government of India Initiatives • Top Cities in India - Bangalore, Hyderabad, Delhi, Mumbai, Ahmedabad and other cities • Funding and Investments in Indian Startups • Analysis of some key startups of India like Flipkart, Ola, Free charge and others
2.	**Rajasthan Startup Ecosystem**

		• Rajasthan Startup Policy • Key entities in the Rajasthan Startup Ecosystem - I-Start, Startup Oasis, GCEC, MNIT, Banasthali, BITS Pilani • Key entities in the Rajasthan Startup Ecosystem - I-Start, Startup Oasis, GCEC, MNIT, Banasthali, BITS Pilani • Key advantages and challenges for startups in Rajasthan
3.	**Varieties of Startups**	
		• Social Startups, Impact based startups, Rural startups, social entrepreneurship, Sustainability • Aggregators, Marketplaces, listing platform, trading platforms • Media, knowledge, blogs and other influencers • Key Sectors in trend - Technology, food, education, healthcare and others
4.	**Accelerators, Incubators and Mentors**	
		• Knowledge of Key Accelerators, Incubators and Mentors in India • Understanding their role and advantages and disadvantages • Support frameworks for Startups and Entrepreneurs • Key events and activities by all ecosystem players
5.	**Market Research and Validation**	
		• Conducting market research to validate startup ideas • Identifying target customers and understanding their needs • Techniques for validating product-market fit

C. RECOMMENDED STUDY MATERIAL:

Sr. No	References
1.	Online articles from Your story, Inc42 and others
2.	Government of India Startup Policy
3.	DOIT, DST and Niti Ayog policy documents
4.	Open-source material online

COs AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO.1	2	3	3	1	3	2	0	0	1
CO.2	2	2	3	1	1	1	0	0	1
CO.3	2	3	1	1	3	2	1	1	1
CO.4	2	3	2	2	2	2	1	1	0
CO.5	1	2	3	1	2	3	1	1	0

COs AND PSOs MAPPING

COs andPSOs	PSO1	PSO2	PSO3	PSO4	PSO5
CO.1	3	2	3	3	2
CO.2	3	2	3	3	2
CO.3	3	2	2	3	2
CO.4	3	2	3	3	2
CO.5	2	1	2	2	1

Note: On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

COURSE OUTCOME: After Successful completion of the course students will be able to:

CO1: Understand various asset classes and factors affecting them, the interplay between asset classes, products constituting those asset classes and their complexity and riskiness.

CO2: Enable a client to appreciate goal-based investing whereby systematic, periodical investments are made in one or multiple investment instruments as per the basic risk profile or goal specific risk capacity.

CO3: Determine various goal-based strategies and evaluate investment choices in the context of client's financial planning needs.

CO4: Determine the tax implication of the investment choices made, measure investment risk and risk-adjusted return in the strategy adopted, analyze performance of investment products and portfolios.

CO5: Recommend appropriate strategy to model a portfolio comprising varied investment products in tune with a   well-established asset allocation suited to achieve the client's financial goals

OUTLINE OF THE COURSE

Unit No.	Title of the unit	Time required for the Unit (Hours)
1.	Investment Products Universe and their Applications	**08**
2.	Risk profiling of products and investors- Asset Allocation Determination	**10**
3.	Goal-based Investment Planning,	**15**
4.	Measuring and Managing Risks, Analysis of Return	**12**
5.	Regulatory Aspects- Investment Products and Investment Advisory	**15**

A. DETAILED SYLLABUS

Unit	Unit Details
1.	**Investment Products Universe and their Applications**
	• Fixed Income Instruments • Mutual Fund Products • Equity Market • Derivatives and Commodities • Foreign Exchange Market • Real Estate and other Investments
2.	**Risk profiling of products and investors- Asset Allocation Determination**

		• Types of Investment Risks • Risk Profiling of Investors • Asset Allocation- Financial Assets • Types of Asset Allocation Strategies
3.	• **Goal-based Investment Planning,**	
	• Investment Planning to achieve Financial Goals • Diversification Strategies	
4.	• **Measuring and Managing Risks, Analysis of Return**	
	• Measuring Risk • Analysis of Returns • Investment Strategies and Portfolio Management • Passive Investment Strategies	
5	• **Regulatory Aspects- Investment Products and Investment Advisory**	
	• Regulatory Oversight of Financial Products and Services • Other Entities Facilitating Market Play and Intermediation	

B. RECOMMENDED STUDY MATERIAL:

S .No	Reference Books
1.	Introduction to Financial Planning
Websites	
https://india.fpsb.org/wp-content/uploads/2020/01/Syllabus_Ver07_CFP_Certification_Program_UpdatedFPSB_190718.pdf	

COs AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO.1	1	1	1	0	0	2	1	0	0
CO.2	1	1	2	1	1	0	1	0	0
CO.3	1	1	3	1	1	0	0	0	1
CO.4	1	1	3	0	0	0	1	0	1
CO.5	1	1	3	0	1	1	0	0	0

COs AND PSOs MAPPING

COs andPSOs	PSO1	PSO2	PSO3	PSO4	PSO5
CO.1	2	3	0	0	1
CO.2	1	3	0	2	2
CO.3	3	1	1	1	3
CO.4	3	2	2	0	3
CO.5	3	2	0	0	3

Note: On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

Code: BBSEFR1101	Business Accounts	2 Credits [LTP:2-0-0]

COURSE OUTCOMES: After Successful completion of the course students will be able to-

CO-1	Demonstrate the applicability of the concept of Accounting to understand the managerial Decisions and financial statements
CO-2	Apply the Financial Statement Analysis associate with Financial Data in the organization.
CO-3	Define the qualitative characteristics of financial information.
CO-4	Explain the context and purpose of financial reporting.
CO-5	Record transactions and events.

A. **OUTLINE OF THE COURSE**

Unit No.	Title of the unit	Time required for the Unit (Hours)
1	Preparing basic financial statements	6
2	Preparing simple consolidated financial statements	6
3	Interpretation of financial statements	8
4	The context and purpose of financial reporting	4
5	The qualitative characteristics of financial information and recording	6

B. **DETAILED SYLLABUS**

Unit	Unit Details
1.	**Preparing basic financial statements**
	• 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
2.	**Preparing simple consolidated financial statements**

		• Subsidiaries • Associates • Preparation of CFS
3.	**Interpretation of financial statements**	
		• Importance and purpose of analysis of financial statements • Ratios • Analysis of financial statements
4.	**The context and purpose of financial reporting**	
		• The scope and purpose of financial statements for external reporting • Users' and stakeholders' needs • The main elements of financial reports • The regulatory framework (legislation and regulation, reasons and limitations, relevance of accounting standards) • Duties and responsibilities of those charged with governance
5.	**The qualitative characteristics of financial information and recording**	
		• The qualitative characteristics of financial information • Sales and purchases • Cash • Inventory • Tangible non-current assets • Depreciation • Intangible non-current assets and amortization • Accruals and prepayments • Receivables and payables • Provisions and contingencies • Capital structure and finance costs • Trial balance • Correction of errors • Control accounts and reconciliations • Bank reconciliations • Suspense accounts

C. **RECOMMENDED STUDY MATERIAL:**

S. No	Reference Book
1.	BPP Interactive Text F3

2.	KAPLAN Publishing Study Text F3
3.	BPP Interactive Text F3

Websites

https://www.udemy.com/course/how-to-size-a-market/

COs AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO.1	1	3	2	0	0	3	0	0	0
CO.2	2	2	3	2	2	1	0	0	0
CO.3	0	1	2	1	2	3	0	0	0
CO.4	3	1	2	3	3	1	1	1	0
CO.5	3	1	2	3	3	1	1	1	0

COs AND PSOs MAPPING

COs andPSOs	PSO1	PSO2	PSO3	PSO4	PSO5
CO.1	3	3	1	1	0
CO.2	3	3	1	0	1
CO.3	0	3	3	2	1
CO.4	1	2	3	3	0
CO.5	0	0	3	2	2

Note: On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

Code: BBSEFR1102	WEBSITE BUILDING	2 Credits [LTP: 2-0-0]

COURSE OUTCOMES: After Successful completion of the course students will be able to-

CO1	Simple and impressive design techniques, from basics till advanced to focus on goal oriented and user centric designs.
CO2	How to and where to start research, planning for website & actually build excellent web sites.
CO3	To learn about Web Technologies
CO4	To create web elements like buttons, banners & Bars and of course complete UI designs.
CO5	Setting up page layout, color schemes, contract, typography in the designs. Writing valid and concise code for webpages.

A. **OUTLINE OF THE COURSE**

Unit No.	Title of the unit	Time required for the Unit (Hours)
1.	Technology, types of application	6
2.	Website, Domain & Hosting	6
3.	Web Technologies	6
4.	Wordpress Introduction	6
5.	Website Making	6

B. **DETAILED SYLLABUS**

Unit	Unit Details
1.	**Technology, types of application**
	● Understanding the concept ● Technology redefined in 2023 ● Types of various Apps & Software
2.	**Website, Domain & Hosting**
	● What is website and how it works ● What is Domain and Hosting ● Types of websites
3.	**Web Technologies**
	● Intro to HTML5 ● Intro to CSS3 ● Intro to JS & Bootstrap
4.	**Wordpress**
	● Wordpress introduction ● Theme selection and theme building ● Adding pages, making website live
5.	**Website Making**
	● How to create E-Commerce website ● How to resolve error in website ● How to integrate google analytics in website

C. **RECOMMENDED STUDY MATERIAL:**

S. No	Reference References
1.	Class notes and reading material provided by Teacher
2.	General internet research, primary research from entrepreneurs
3.	Research articles, news updates and documented experiences of startups

COs AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO.1	0	0	0	1	1	0	0	0	0
CO.2	0	0	1	0	0	1	1	0	0
CO.3	0	0	0	1	1	1	0	0	0
CO.4	0	0	0	1	1	0	0	0	0
CO.5	0	0	0	1	1	0	0	0	0

COs AND PSOs MAPPING

COs and PSOs	PSO1	PSO2	PSO3	PSO4	PSO5
CO.1	0	0	0	2	3
CO.2	2	3	0	0	2
CO.3	0	0	3	0	3
CO.4	0	2	0	2	1
CO.5	1	1	0	3	0

Note: On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

COURSE OUTCOMES:

The student would be able to:

C01: Students will develop clear and accurate pronunciation of English sounds, improve their intonation patterns, and gain confidence in oral communication.

C02: Students will expand their vocabulary and learn idiomatic expressions commonly used in spoken English, enabling them to express themselves more effectively and fluently.

C03: Students will learn and practice various communication strategies, such as paraphrasing, clarifying meaning, and using appropriate non-verbal cues

C04: Students will improve their listening comprehension skills by practicing with a variety of audio materials, including dialogues, lectures, and interviews.

C05: learn techniques for organizing their thoughts, structuring their speeches, and delivering them with clarity and impact.

A. OUTLINE OF THE COURSE

B.

Unit No.	Title of the Unit	Time Required for the Unit (Hours)
1	Introduction to verbal English	3
2	Phonetics and Pronunciation	3
3	Vocabulary Building and Grammar and Sentence Structure	3
4	Speaking Practice and Fluency	3
5	Presentation and Public Speaking Skills	3

DETAILED SYLLABUS

Unit	Title of the Unit
1.	**Introduction to verbal English**
	• Overview of the course objectives and syllabus • Importance of verbal English skills • Introduction to key concepts: pronunciation, intonation, and fluency
2.	**Phonetics and Pronunciation**
	• Introduction to English phonetic sounds • Practice with consonant and vowel sounds • Common pronunciation errors and how to correct them • Introducing stress and rhythm in spoken English
3.	**Vocabulary Building and Grammar and Sentence Structure**
	• Strategies for expanding vocabulary • Learning and practicing new words and phrases • Word families, synonyms, and antonyms • Contextual usage of vocabulary in sentences and conversations • Review of basic grammar rules • Building grammatically correct sentences • Verb tenses and their usage • Common grammatical errors and how to avoid them
4.	**Speaking Practice and Fluency**
	• Engaging in conversations and dialogues • Role-plays and situational exercises

C.	**5.**	• Developing fluency through guided speaking activities • Using appropriate expressions and idioms in speech	
		Presentation and Public Speaking Skills	
		• Structuring effective presentations • Techniques for engaging the audience • Overcoming stage fright and building confidence • Practicing public speaking skills through individual and group presentations	

RECOMMENDED STUDY MATERIAL

Sr.No	Reference Book	Author	Edition	Publication
1.	The Oxford Guide to English Grammar	John Eastwood	2012	Oxford University Press
2.	Longman English Grammar Practice	L.G. Alexander	1990	Pearson Education
3.	A Comprehensive Grammar of the English Language	Randolph Quirk, Sidney Greenbaum, Geoffrey Leech, and Jan Svartvik	1991	Longman

COs AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO.1	2	1	3	1	3	2	0	0	1
CO.2	2	2	3	1	1	1	0	0	1
CO.3	2	3	1	1	3	2	1	1	1
CO.4	2	1	2	2	2	2	1	1	0
CO.5	1	2	3	1	2	3	1	1	0

COs AND PSOs MAPPING

COs andPSOs	PSO1	PSO2	PSO3	PSO4	PSO5
CO.1	1	2	1	1	2
CO.2	2	2	1	2	1
CO.3	1	2	2	1	1
CO.4	1	2	3	1	1
CO.5	2	1	2	1	2

Note: On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

Code: BXXCFR1102	FUNDAMENTAL ENGLISH	Credits 1 [LTP: 1-0-0]

COURSE OUTCOMES:
 The student would be able to:
C01: Develop effective communication skills in spoken and written English.

C02: Enhance reading comprehension and critical thinking abilities.

C03: Expand vocabulary and improve grammar usage.

C04: Acquire knowledge of basic writing techniques and strategies.

C05: Develop cultural awareness and sensitivity through the study of English literature.

A.   OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time Required for the Unit (Hours)
1	Introduction to Effective writing and Grammar and Sentence Structure	3
2	Vocabulary & Paragraph development	3
3	Essay Structure, Writing Styles and Genres	3
4	Writing styles and Genres, Critical thinking in Writing	3
5	Self-Editing, Revision and Final Writing Project	3

B. DETAILED SYLLABUS

Unit	Title of the Unit
1.	**Introduction to Effective writing and Grammar and Sentence Structure**
	• Course overview and expectations • Importance of effective writing skills • Understanding the writing process • Review of basic grammar rules • Sentence types and structures • Subject-verb agreement • Common grammatical errors and how to avoid them
2.	**Vocabulary & Paragraph development**
	• Strategies for expanding vocabulary • Effective use of synonyms and antonyms • Contextual word usage • Topic sentences and supporting details • Coherence and unity in paragraphs • Using transitions for smooth flow
3.	**Essay Structure, Writing Styles and Genres**
	• Introduction, body, and conclusion • Thesis statement and supporting arguments • Incorporating evidence and examples • Different types of writing (e.g., descriptive, narrative, persuasive)

		• Tailoring writing style to audience and purpose
4.	**Critical thinking in Writing , Self-Editing,and Revision**	
		• Analyzing and evaluating written texts • Developing logical arguments and counterarguments • Expressing opinions and providing supporting evidence • Techniques for self-editing and proofreading • Addressing common writing mistakes • Incorporating feedback for improvement
5.	**Final Writing Project**	
		• Applying all learned skills to a comprehensive writing assignment • Individualized feedback and guidance

C. RECOMMENDED STUDY MATERIAL

Sr.No	ReferenceBook	Author	Edition	Publication
1	The Oxford Guide to English Usage	Edmund Weiner and Andrew Delahunty	2010	Oxford University
2	The Elements of Style	William Strunk Jr. and E.B. White	2009	Pearson
3	A Writer's Reference	Diana Hacker and Nancy Sommers	2018	Bedford/St. Martin's

COs AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO.1	1	1	1	1	3	2	0	0	1
CO.2	1	1	3	1	1	1	0	0	1
CO.3	2	2	1	1	2	2	1	1	1
CO.4	2	1	1	2	1	2	1	1	0
CO.5	1	2	3	1	2	3	1	1	0

COs AND PSOs MAPPING

COs andPSOs	PSO1	PSO2	PSO3	PSO4	PSO5
CO.1	1	1	1	1	2
CO.2	1	1	2	2	1
CO.3	1	1	2	1	1
CO.4	1	2	2	1	1
CO.5	2	1	2	1	2

Note: On the basis of mapping of COs with POs, this course is related to Employability / Skill Development.

Code: BXXCFR1601	Heritage Business Analysis	Credits 1 [LTP: 0-0-2]

COURSE OUTCOMES:
The student would be able to:

C01: Develop effective communication skills in spoken and written English.

C02: Enhance reading comprehension and critical thinking abilities.

C03: Expand vocabulary and improve grammar usage.

C04: Acquire knowledge of basic writing techniques and strategies.

C05: Develop cultural awareness and sensitivity through the study of English literature.

A. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time Required for the Unit (Hours)
1	Market analysis for heritage-based businesses	3
2	Developing heritage brand identities	3
3	Heritage tourism trends and destination marketing	3
4	Designing and sourcing heritage-inspired products	3
5	Festivals and cultural events as business opportunities	3

B. DETAILED SYLLABUS

Unit	Title of the Unit
1.	**Market analysis for heritage-based businesses**
	• Consumer behavior and motivations in heritage consumption
	• Target audience segmentation and niche marketing strategies
	• Branding and Marketing Heritage-Based Businesses
2.	**Developing heritage brand identities**
	• Communicating heritage narratives and storytelling in marketing
	• Integrated marketing communications for heritage businesses
	• Tourism and Hospitality in Heritage Destinations
3.	**Heritage tourism trends and destination marketing**
	• Sustainable tourism practices for heritage sites
	• Heritage-themed accommodations and hospitality experiences
	• Retail and Cultural Heritage Products
4.	**Designing and sourcing heritage-inspired products**
	• Visual merchandising and store design for heritage retail

		Cultural heritage branding in the retail industry
5.		**Festivals and cultural events as business opportunities**
	•	Event management and marketing strategies for heritage festivals
	•	Collaborations with local communities and stakeholders

C. RECOMMENDED STUDY MATERIAL

Sr.No	ReferenceBook	Author	Edition	Publication
1	Heritage Business: Entrepreneurs, Technologies, and Markets	Marie-Cécile Cervellon	2018	Routledge
2	Heritage Marketing	Russell W. Belk	2019	Routledge
3	Cultural Heritage and Tourism: An Introduction	Dallen J. Timothy and Gyan P. Nyaupane	2019	Channel View Publications

COs AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO.1	1	1	1	1	3	2	0	0	1
CO.2	1	1	1	1	1	1	0	0	1
CO.3	2	2	1	1	2	2	1	1	1
CO.4	2	1	1	2	1	2	1	1	0
CO.5	1	2	1	1	2	3	1	1	0

COs AND PSOs MAPPING

COs andPSOs	PSO1	PSO2	PSO3	PSO4	PSO5
CO.1	1	1	1	1	2
CO.2	1	1	2	2	1
CO.3	1	0	1	1	1
CO.4	1	2	2	1	1
CO.5	2	1	1	1	2

Note: On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

POORNIMA UNIVERSITY, JAIPUR
Faculty of Innovation Research and Entrepreneurship

Name of Program: BBA in Startup & Family Business	Duration: 3 years Total Credits: 128

Teaching Scheme for Batch 2023-26

Semester-II

Course Code	Name of Course	Teaching Scheme			SH	Marks Distribution			Credits
		Lecture (L)	Tutorial (T)	Practical (P)		IE	ESE	Total	
A.	**Major (Core Courses)**								
A.1	**Theory**								
BBSCFR2101	Business Plan & Pitching	4	-	-		40	60	100	4
BBSCFR2102	Startup Unit Economics & Finance	4	-	-		40	60	100	4
A.2	**Practical**								
BBSCFR2201	Corporate Management Skills -II & Reflection Paper	-	-	8		60	40	100	4
B.	**Minor Stream Courses/** Department Electives								
B.1	**Theory**								
BBSEFR2101	Lean Startups – HR, Marketing & Operation	2	-	-		40	60	100	2
BBSEFR2102	Content Creation, social media & Advertising Strategy	2	-	-		40	60	100	2
B.2	**Practical**								
C	**Multidisciplinary Courses**								
BFREMC2221	MOOC Courses	3	-	-	3*	60	40	100	3
D	**Ability Enhancement Courses (AEC)**								
BXXCFR2201	Linguistic Lab	1		2		60	40	100	2

E	Skill Enhancement Courses (SEC)									
	Elective -									
BXXEFR2601	Blockchain Management	1		2			60	40	100	2
BXXEFR2602	Tech for Productivity Enhancement									
F	**Value Added Courses (VAC)**									
BXXCFR2601	Health & Fitness Management			2			60	40	100	1
G	**Summer Internship / Research Project / Dissertation**									
H	**Social Outreach, Discipline & Extra Curricular Activities**									
H.1	Social Outreach, Discipline & Extra Curricular Activities									
Total		**14**		**20**						**24**
Total Teaching Hours		**34/36**								

DETAILED SYLLABUS FOR SECOND SEMESTER

Code: BBSCFR2101	BUSINESS PLAN AND PITCHING	4 Credits [LTP: 4-0-0]

COURSE OUTCOMES: After Successful completion of the course students will be able-

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

A. OUTLINE OF THE COURSE

Unit No.	Title of the unit	Time required for the Unit (Hours)
1.	Introduction to Business Planning and Pitching	15
2.	Market Analysis and Customer Segmentation and product service description	15
3.	Operations and Implementation Strategies	15
4.	Business Planning Frameworks	15
5.	Pitching Techniques and Presentation Skills	15

B. DETAILED SYLLABUS

Unit	Unit Details
1.	**Pitch Decks Elements and Presentation**
	● 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 ● Identifying and communicating the unique value proposition ● Elevator pitch development
2.	**Market Analysis and Customer Segmentation and product service description**
	● 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
3.	**Operations and Implementation Strategies**
	● 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
4.	**Business Planning and Frameworks**	
		• 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
5.	**Pitching Techniques and Presentation Skills**	
		• 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 • Investor relations and post-pitch follow-ups

C. RECOMMENDED STUDY MATERIAL:

S. No.	Reference Book
1.	"Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers" by Alexander Osterwalder and Yves Pigneur.
2.	"Pitch Anything: An Innovative Method for Presenting, Persuading, and Winning the Deal" by Oren Klaff.
3.	"Venture Deals: Be Smarter Than Your Lawyer and Venture Capitalist" by Brad Feld and Jason Mendelson.
4.	"The Art of the Start 2.0: The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything" by Guy Kawasaki.

COs AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO.1	2	1	2	1	1	2	2	2	2
CO.2	3	1	3	0	1	3	1	3	3
CO.3	3	2	3	3	2	3	1	3	2
CO.4	1	3	1	2	1	1	3	1	2
CO.5	3	3	3	2	2	2	2	2	3

COs AND PSOs MAPPING

COs and PSOs	PSO1	PSO2	PSO3	PSO4	PSO5
CO.1	2	2	1	0	2
CO.2	2	3	0	0	2
CO.3	3	3	1	1	2
CO.4	1	1	1	1	1
CO.5	2	3	2	2	2

Note: On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

Code: BBSCFR2101	STARTUP UNIT ECONOMICS AND FINANCE	4Credits [LTP: 4-0-0]

COURSE OUTCOMES: After Successful completion of the course students will be able to-

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.

A. **OUTLINE OF THE COURSE**

. Unit No.	Title of the unit	Time required for the Unit (Hours)
1	Introduction	10
2	Startup Finances	15
3	Unit Economics	15
4	Forecasting Key Balance Sheet Terms	10
5	Valuation	10

B. **DETAILED SYLLABUS**

Unit	Unit Details
1.	**Introduction**
	● 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
2.	**Startup Finances**
	● Financial challenges faced by startups ● Setting financial goals and objectives ● Developing a financial plan ● Creating financial projections and forecasts
3.	**Unit Economics**
	● Asset based Valuation ● Market based Valuation ● Cash Flow based method **Analysis** ● 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
4.	**Forecasting Key Balance Sheet Terms**
	● 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 **Output Sheets** • 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	
5.	**Valuation**	
	• Asset based Valuation • Market based Valuation • Cash Flow based method **Analysis** • 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	

C. **RECOMMENDED STUDY MATERIAL:**

S. No	Reference Books
1.	The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses Ries
2.	"Venture Deals: Be Smarter Than Your Lawyer and Venture Capitalist" by Brad Feld and Jason Mendelson.
3.	"Financial Intelligence for Entrepreneurs: What You Really Need to Know About the Numbers" by Karen Berman and Knight.
4.	"Startup Boards: Getting the Most Out of Your Board of Directors" by Brad Feld and Mahendra Ramsinghani
5.	"High Growth Handbook" by Elad Gil.
6.	"The Art of Startup Fundraising" by Alejandro Cremades

COs AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO.1	1	0	0	1	1	0	0	1	1
CO.2	0	1	1	0	0	1	1	0	1
CO.3	1	0	1	1	0	1	1	0	0
CO.4	0	1	0	0	1	0	0	1	1
CO.5	1	0	1	1	0	1	1	0	1

COs AND PSOs MAPPING

COs andPSOs	PSO1	PSO2	PSO3	PSO4	PSO5
CO.1	3	1	2	1	2
CO.2	2	3	0	1	2
CO.3	1	2	3	1	2
CO.4	1	2	2	1	1
CO.5	1	1	1	3	2

Note: On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

Code: BBSEFR2101   LEAN STARTUPS – HR, MARKETING AND OPERATIONS   2 Credits [LTP: 2-0-0]

COURSE OUTCOMES: After Successful completion of the course students will be able-

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

A. OUTLINE OF THE COURSE

Unit No.	Title of the unit	Time required for the Unit (Hours)
1.	Introduction to HRM Framework	6
2.	HR Procurement: Recruitment, Selection & Career Planning	6
3.	Core Marketing	6
4.	Product Marketing	6
5.	Entrepreneurial thought and action (ETA) developed by Babson college	6

B. DETAILED SYLLABUS

Unit	Unit Details
1.	**Introduction to HRM Framework**
	• 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
2.	**HR Procurement: Recruitment, Selection & Career Planning**
	• 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
3.	**Core Marketing**
	• 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
4.	**Product Marketing**
	• Developing products - Classification, Product Levels, Product Classification, Product Life Cycle, • Product Line and Mix, Packaging and Labeling, Product Quality, Concept and Role of Branding

5.	● Pricing Decisions - Pricing Process, Methods, E - Pricing
	● Delivering Product – Marketing Channels, Retailing and Wholesaling, Logistics, E- Distribution
5.	**Entrepreneurial thought and action (ETA)**
	• An overview of the entrepreneurship method that will enable you to create, identify, assess, shape, and act on opportunities in a variety of contexts and organizations.
	• Evaluating the entrepreneurial Mindset and how does it differ from a normal mindset.

C. RECOMMENDED STUDY MATERIAL:

S.No	Reference			
1.	Principles of Marketing – Philip P. Kotler, Gary Armstrong			
2.	Roller, Keller. Koshy, Jha, Marketing Management- 14th edition, Pearson			
3.	Etzel. Walker. Stanton. Pandit. Marketing - Med. McGraw Hill.			
4.	Bams. Fill. Page and Sinha. Marketing- Asian Edition, Oxford.			
5.	Ramaswamy and Namakumari, Marketing Management – 5th Edition, McGraw Hill			
6.	Saxena Rajan. Marketing Management. McGraw Hill			
7.	Human Resource Management by David DeCenzo & Stephan Robbins			
8.	Human Resource Management by Gary Dessler			
9.	Class Notes and Reading Material provided by the Faculty Member			
10.	General Internet Research			

COs AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO.1	0	3	3	1	0	0	0	0	0
CO.2	2	1	2	0	1	0	0	0	0
CO.3	2	1	2	0	1	0	0	0	0
CO.4	3	0	1	0	3	0	0	0	0
CO.5	1	2	1	1	0	0	1	2	3

COs AND PSOs MAPPING

COs and PSOs	PSO1	PSO2	PSO3	PSO4	PSO5
CO.1	1	0	2	0	3
CO.2	2	2	2	2	3
CO.3	2	2	2	1	3
CO.4	1	2	3	3	1
CO.5	1	1	2	3	3

Note: On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

Code: BBSEFR2102	CONTENT CREATION, SOCIAL MEDIA AND ADVERTISING STRATEGY
	2 Credits [LTP: 2-0-0]

COURSE OUTCOMES: After Successful completion of the course students will be able

CO-1	Understand principles and practices in digital content creation and management
CO2	Analyze and create digital content for diverse platforms and audiences
CO-3	Identify relevant digital media content to apply in contemporary and cross-cultural media environments
CO-4	Apply relevant frameworks to create narratives and digital images for identified target customers
CO-5	Describe and explain the meaning and nature of social marketing

A. OUTLINE OF THE COURSE

Unit No.	Title of the unit	Time required for the Unit (Hours)
1.	Content Marketing Concepts and Strategy	6
2.	Developing a Content Marketing Plan	6
3.	Using Content Research to Find Opportunities	6
4.	Online platforms for content sharing	6
5.	Creating & Curating Content	6

B. DETAILED SYLLABUS

Unit	Unit Details
1.	**Content Marketing Concepts and Strategy**
	1) Benefits of Content Marketing 2) Qualities of Effective Content 3) Types of Content 4) Content Alignment with the Buyer's Journey 5) Community Management 6) Content Marketing Strategy
2.	**Developing a Content Marketing Plan**
	1) Content Marketing Goals 2) Content/Business Goal Alignment 3) Customer Personas 4) Content Topics 5) Content Calendar 6) Content Management Systems
3.	**Using Content Research to Find Opportunities**
	1) Website Hosting Options 2) Social Listening 3) Competitor Content Analysis 4) Content Audit
4.	**Online platforms for content sharing**
	1) YouTube 2) Facebook & Instagram 3) Google 4) Blogging platforms 5) LinkedIn 6) Online marketplaces like amazon, flipkart etc.

5.	Creating and Curating Content & Publishing and Distributing Content
	1) Content Stakeholders 2) Content Types and Formats 3) Content Tools 4) Content Creation and Curation 5) Content Creation Best Practice 6) Brand Components 7) Content Personalization 8) Content Platforms 9) Benefits and Challenges of Content Seeding 10) Content Scheduling Techniques and Tools 11) Content Promotion Strategies

C. RECOMMENDED STUDY MATERIAL:

S.No	Reference Book
1	"Contagious: How to Build Word of Mouth in the Digital Age" by Jonah Berger
2	"Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less" by Joe Pulizzi
3	"Hug Your Haters: How to Embrace Complaints and Keep Your Customers" by Jay Baer
4	"Social Media ROI: Managing and Measuring Social Media Efforts in Your Organization" by Olivier Blanchard
5	"Influence: The Psychology of Persuasion" by Robert Cialdini

COs AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO.1	2	0	2	0	1	0	1	1	0
CO.2	0	0	0	0	2	0	2	1	0
CO.3	0	0	0	0	1	1	2	1	2
CO.4	1	0	0	0	1	1	2	1	0
CO.5	1	0	2	0	0	1	2	1	0

COs AND PSOs MAPPING

COs and PSOs	PSO1	PSO2	PSO3	PSO4	PSO5
CO.1	1	1	0	2	1
CO.2	2	0	1	0	0
CO.3	0	1	0	1	1
CO.4	2	0	1	2	0
CO.5	1	1	0	0	1

Note: On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

COURSE OUTCOMES:

The student would be able to:
    C01: Understand fundamental concepts and theories in linguistics.
    C02: Apply various analytical tools and methods to investigate linguistic phenomena.
    C03: Develop critical thinking and analytical skills for linguistic analysis
    C04: Conduct independent research projects related to linguistics.
    C05: Demonstrate effective oral and written communication skills in the field of linguistics.

OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time Required for the Unit (Hours)
1	Listening & Speaking Skills	7
2	Reading & Writing Skills	6
3	Grammar & Vocabulary	6
4	Language Practice Activities	7
5	Assessment & Progress tracking	4

A. DETAILED SYLLABUS

Unit	Title of the Unit
1.	**Listening & Speaking Skills**
	- Introduction to effective listening skills - Practice in understanding different accents and speech patterns - Listening to audio recordings and answering comprehension questions - Dictation exercises to improve listening accuracy - Listening to conversations and dialogues for everyday situations - Developing fluency and accuracy in spoken English - Conversational activities to improve speaking confidence - Role-plays and simulations of real-life situations - Group discussions and debates on various topics - Pronunciation exercises and drills
2.	**Reading & Writing Skills**
	- Enhancing reading comprehension abilities - Skimming and scanning techniques for efficient reading - Vocabulary building exercises through reading texts - Reading and analyzing different genres of texts (fiction, non-fiction, articles) - Reading and interpreting graphs, charts, and diagrams and developing writing skills for different purposes (formal, informal, academic) - Sentence structure and paragraph development - Grammar exercises and error correction activities - Essay writing on various topics - Letter and email writing practice
3.	**Grammar & Vocabulary**
	- Review and practice of essential grammar rules - Vocabulary building activities and word games - Contextual usage of words and phrases - Sentence construction and transformation exercises - Grammar quizzes and interactive exercises

4.	Language Practice Activities
	• Language games and puzzles for fun and engagement • Language drills for quick recall of vocabulary and grammar concepts • Language-based quizzes and competitions • Language immersion activities (watching movies, listening to songs, etc.) • Collaborative projects and presentations in English
5.	Assessment & Progress tracking
	• Regular assessments to evaluate students' language skills • Feedback and constructive suggestions for improvement • Individual and group performance tracking • Setting language learning goals and monitoring progress • Final project or presentation to demonstrate overall language proficiency

B. RECOMMENDED STUDY MATERIAL

Sr.No	ReferenceBook	Author	Edition	Publication
1	An Introduction to Language	Victoria Fromkin, Robert Rodman, and Nina Hyams	2019	Cengage Learning
2	The Study of Language	George Yule	2016	Cambridge University Press
3	Linguistics: An Introduction to language & communication	Adrian Akmajian, Richard A. Demers, Ann K. Farmer, and Robert M. Harnish.	2017	The MIT Press

CO AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO.1	1	3	1	1	1	0	1	1	0
CO.2	1	2	0	1	1	0	2	1	0
CO.3	1	3	1	1	3	1	2	1	2
CO.4	2	3	2	2	2	1	2	1	0
CO.5	1	2	1	1	2	1	2	1	0

COs AND PSOs MAPPING

COs andPSOs	PSO1	PSO2	PSO3	PSO4	PSO5
CO.1	1	2	1	2	1
CO.2	1	2	1	0	0
CO.3	1	2	2	1	1
CO.4	1	1	3	2	0
CO.5	2	1	2	0	1

Note: On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

Code: BXXEFR2601	Block Chain Management	Credits 2 [LTP: 1-0-2]

COURSE OUTCOMES:

The student would be able to:

C01: Gain a comprehensive understanding of the underlying concepts, principles, and components of blockchain technology, including decentralized networks, cryptographic techniques, consensus algorithms, and smart contracts.

C02: identify and analyze various real-world use cases where blockchain technology can be applied to enhance transparency, security, and efficiency in different industries and sectors.

C03: acquire the skills to design, develop, and implement blockchain-based applications and systems, including the ability to select appropriate platforms and frameworks.

C04: learn to assess the security risks and privacy implications associated with blockchain networks and explore methods to mitigate potential vulnerabilities.

C05: insights into the legal and regulatory challenges related to blockchain technology, enabling students to understand the compliance requirements and navigate the legal landscape.

A. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time Required for the Unit (Hours)
1	Introduction to Blockchain and Cryptography and Security	7
2	Blockchain Architecture and Blockchain Development	6
3	Blockchain Use Cases	6
4	Blockchain Adoption and Governance	7
5	Case Studies and Practical Exercises	4

B. DETAILED SYLLABUS

Unit	Title of the Unit
1.	**Introduction to Blockchain and Cryptography and Security**
	- What is blockchain technology? - Brief history and evolution of blockchain - Core principles of blockchain - Advantages and challenges of blockchain - Cryptographic primitives in blockchain - Hash functions, digital signatures, and public-key cryptography - Understanding blockchain security and consensus mechanisms - Attacks on blockchain systems and countermeasures
2.	**Blockchain Architecture and Blockchain Development**
	- Types of blockchains: public, private, and consortium - Distributed ledger technology (DLT) and its components - Smart contracts and their role in blockchain ecosystems - Blockchain platforms and frameworks (e.g., Ethereum, Hyperledger) - Setting up a development environment (Ethereum, Solidity, Truffle) - Basics of writing smart contracts - Interacting with a blockchain network - Deploying and testing smart contracts

3.	**Blockchain Use Cases**
	• Real-world applications of blockchain technology • Blockchain in finance, supply chain, healthcare, and more • Evaluating the feasibility of blockchain solutions • Future trends and potential challenges
4.	**Blockchain Adoption and Governance**
	• Regulatory and legal considerations • Challenges and opportunities for blockchain adoption • Governance models for blockchain networks • Ethical implications of blockchain technology
5.	**Case Studies and Practical Exercises**
	• Analyzing and discussing real-world blockchain projects • Hands-on exercises to reinforce concepts learned throughout the course

C. RECOMMENDED STUDY MATERIAL

Sr.No	ReferenceBook	Author	Edition	Publication
1	Blockchain Basics: A Non-Technical Introduction in 25 Steps	Daniel Drescher	2017	Apress
2	Blockchain: Blueprint for a New Economy	Melanie Swan	2015	O'Reilly Media
3	Blockchain for Dummies	Tiana Laurence	2017	For Dummies

CO AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO.1	1	3	1	1	1	0	1	1	0
CO.2	1	2	0	1	1	0	2	1	0
CO.3	1	3	1	1	3	1	2	1	2
CO.4	2	3	2	2	2	1	2	1	0
CO.5	1	2	1	1	2	1	2	1	0

COs AND PSOs MAPPING

COs andPSOs	PSO1	PSO2	PSO3	PSO4	PSO5
CO.1	1	2	1	2	1
CO.2	1	2	1	0	0
CO.3	1	2	2	1	1
CO.4	1	1	3	2	0
CO.5	2	1	2	0	1

Note: On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

Code: BXXEFR2602	Tech for Productivity Enhancement	Credits 2 [LTP: 1-0-2]

COURSE OUTCOMES:

The student would be able to:

C01: Understand the principles of technology-driven productivity enhancement and its applications in various industries.

C02: Analyze existing workflows and identify areas where technology can be implemented to optimize productivity and efficiency.

C03: Demonstrate proficiency in using productivity software tools and applications to streamline tasks and automate processes.

C04: Evaluate the impact of technology on productivity and its potential benefits and challenges in a business context.

C05: Design and implement a technology-based productivity enhancement project, showcasing the ability to integrate different tools and strategies effectively.

A. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time Required for the Unit (Hours)
1	Introduction to Productivity Enhancement and Technology and Office Tools	7
2	Productivity Analysis and Metrics and Technology Selection and Evaluation	6
3	Automation and Workflow Optimization	6
4	Data Analytics for Productivity Enhancement	7
5	Cybersecurity, Data Privacy and Future Trends in Productivity Technology	4

B.

DETAILED SYLLABUS

Unit	Title of the Unit
1.	**Introduction to Productivity Enhancement and Technology and Office Tools**
	- MS Office - Google Documents (Docs, ppt, spreadsheet, google form) - Canva for day to day designing needs - Online video conferencing platforms (Zoom, Google Meet, Microsoft Teams, Cisco Webx) - Various online websites to fetch royalty free resources for commercial use - AI tools to enhance productivity - Google Chrome extensions - Online Tools for document conversions - Data sharing tools with team members - Important websites industry wise - Current knowledge - Productivity overview and significance - Role of technology in productivity improvement - Current trends in productivity-enhancing tech
2.	**Productivity Analysis and Metrics and Technology Selection and Evaluation**

	• Key productivity metrics and measurements • Data gathering and analysis techniques • Identifying areas for improvement • Evaluating productivity tools and software • Cost-benefit analysis for technology adoption • Creating a technology implementation plan
3.	**Automation and Workflow Optimization**
	• Understanding automation and its benefits • Implementing robotic process automation (RPA) • Optimizing workflows using technology
4.	**Data Analytics for Productivity Enhancement**
	• Introduction to data analytics • Data-driven decision making • Predictive analytics for productivity
5.	**Cybersecurity, Data Privacy and Future Trends in Productivity Technology**
	• Understanding security risks in productivity tech • Best practices for securing data and systems • Compliance with data protection regulations • Emerging technologies for productivity enhancement • Ethical considerations in technology adoption • Building a roadmap for the future

C. RECOMMENDED STUDY MATERIAL

Sr.No	ReferenceBook	Author	Edition	Publication
1	The Productivity Project: Accomplishing More by Managing Your Time, Attention, and Energy	Chris Bailey	2016	Crown Business
2	The 4-Hour Workweek: Escape 9-5, Live Anywhere, and Join the New Rich	Timothy Ferriss	2007	Harmony
3	Digital Minimalism: Choosing a Focused Life in a Noisy World	Cal Newport	2019	Portfolio

CO AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO.1	1	3	1	1	1	1	1	1	1
CO.2	1	2	0	1	1	0	2	1	0
CO.3	1	3	1	1	3	1	2	1	2
CO.4	2	3	2	2	2	1	2	1	1
CO.5	1	2	1	1	2	1	2	1	1

COs AND PSOs MAPPING

COs andPSOs	PSO1	PSO2	PSO3	PSO4	PSO5
CO.1	1	2	1	2	1
CO.2	1	2	1	0	0
CO.3	1	2	2	1	1
CO.4	1	1	3	2	1
CO.5	2	1	2	0	1

Note: On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

COURSE OUTCOMES:

The student would be able to:

C01: Develop a comprehensive understanding of yoga and pranic healing principles, techniques, and their applications in promoting health and well-being.

C02: Demonstrate proficiency in designing and implementing personalized yoga and pranic healing programs for individuals with specific health goals and needs.

C03: Analyze and evaluate the scientific basis of yoga and pranic healing, including their physiological, psychological, and energetic effects on the body and mind.

C04: Apply ethical and professional standards in the delivery of yoga and pranic healing services, ensuring client safety, privacy, and respect.

C05: Develop effective communication and interpersonal skills to facilitate the education and motivation of individuals and groups in adopting a healthy lifestyle through yoga and pranic healing practices.

A. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time Required for the Unit (Hours)
1	Yoga: Asanas, Pranayama, and Meditation and Yoga Anatomy and Physiology	3
2	Pranic Healing - Energy Anatomy and Techniques	3
3	Integrating Yoga and Pranic Healing	4
4	Stress-related disorders and the role of Yoga and Pranic Healing	2
5	Therapeutic Applications of Yoga and Pranic Healing	3

B.

DETAILED SYLLABUS

Unit	Title of the unit
1.	**Yoga: Asanas, Pranayama, and Meditation and Yoga Anatomy and Physiology**
	• Hatha Yoga and its asanas (postures) • Pranayama (breathing exercises) for energy management • Meditation techniques for relaxation and mental clarity • Understanding the physical body and energy systems in Yoga • Alignment principles and modifications for asanas • Injury prevention and safety considerations in Yoga practice
2.	**Pranic Healing - Energy Anatomy and Techniques**
	• Chakra system and energy anatomy in Pranic Healing • Basic Pranic Healing techniques for cleansing and energizing the energy body • Pranic breathing and meditation practices
3.	**Integrating Yoga and Pranic Healing**
	• The synergy between Yoga and Pranic Healing practices • Combining asanas, pranayama, and Pranic Healing techniques • Designing holistic health programs incorporating both modalities • Yoga and Pranic Healing for Stress Management

4.	Stress-related disorders and the role of Yoga and Pranic Healing
	• Relaxation techniques and stress reduction practices • Mindfulness and awareness training for stress management
5.	Therapeutic Applications of Yoga and Pranic Healing
	• Yoga therapy for specific health conditions • Pranic Healing protocols for common ailments • Adaptations and modifications for different populations

D. RECOMMENDED STUDY MATERIAL

Sr.No	ReferenceBook	Author	Edition	Publication
1.	"The Science of Yoga: The Risks and Rewards	William J. Broad	2012	Simon & Schuster
2.	The Complete Book of Ayurvedic Home Remedies	Vasant Lad	1999	Harmony
3.	Pranic Healing	Master Choa Kok Sui	2004	Institute for Inner Studies Publishing Foundation

CO AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO.1	2	1	1	1	3	1	1	1	1
CO.2	2	2	3	1	1	0	2	1	0
CO.3	2	1	1	1	1	1	2	1	2
CO.4	2	3	2	2	2	1	2	1	1
CO.5	1	2	3	1	2	1	2	1	1

COs AND PSOs MAPPING

COs andPSOs	PSO1	PSO2	PSO3	PSO4	PSO5
CO.1	1	2	3	2	1
CO.2	1	2	3	0	0
CO.3	1	2	2	1	1
CO.4	1	2	3	2	1
CO.5	2	1	2	0	1

Note: On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

Code: **DISCIPLINED ENTREPRENEURSHIP & ETA**   **4Credits [LTP: 4-0-0]**

COURSE OUTCOMES: After Successful completion of the course students will be able to-

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

OUTLINE OF THE COURSE

Unit No.	Title of the unit	Time required for the Unit (Hours)
1.	Introduction to Disciplined Entrepreneurship and ETA	**8**
2.	Market Segmentation, Customer Validation and product market fit	**9**
3.	Prototyping and Minimum Viable Product (MVP)	**15**
4.	Talent Acquisition, Talent Development, Team Building and Retention	**15**
5.	Go to market and entry	**15**

DETAILED SYLLABUS

Unit	Unit Details
1.	**Introduction to Disciplined Entrepreneurship and ETA**
	- 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
2.	**Market Segmentation, Customer Validation and product market fit**
	- 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
3.	**Prototyping and Minimum Viable Product (MVP)**
	- 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

4.	Talent Acquisition, Talent Development, Team Building and Retention
	● 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
5.	Go to market and entry
	● Introduction to go to market strategy
	● challenger sales approach
	● differentiated value proposition
	● Idea customer profile
	● sales learning curve

A. RECOMMENDED STUDY MATERIAL:

Sr. No	Reference Book	Author
1.	Disciplined Entrepreneurship: 24 Steps to a Successful Startup	Bill Aulet
2.	The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses	Eric Ries
3.	Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers	Alexander Osterwalder and Yves Pigneur
4.	Disciplined Dreaming: A Proven System to Drive Breakthrough Creativity	Josh Linkner

COs AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO.1	2	2	3	1	2	3	1	3	3
CO.2	2	3	3	1	3	3	1	1	1
CO.3	1	3	2	3	2	3	1	2	3
CO.4	1	3	2	3	2	1	3	3	3
CO.5	1	2	2	1	2	2	2	1	1

COs AND PSOs MAPPING

COs andPSOs	PSO1	PSO2	PSO3	PSO4	PSO5
CO.1	2	2	1	1	2
CO.2	3	2	1	2	2
CO.3	2	2	1	2	2
CO.4	1	0	0	0	3
CO.5	2	2	1	2	2

Note: On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

POORNIMA UNIVERSITY, JAIPUR
Faculty of Innovation Research and Entrepreneurship

Name of Program: BBA in Startup & Family Business	Duration: 3 years Total Credits: 128

Teaching Scheme for Batch 2023-26

Semester-III

Course Code	Name of Course	Teaching Scheme				Marks Distribution			Credits
		Lecture (L)	Tutorial (T)	Practical (P)	SH	IE	ESE	Total	
A.		**Major (Core Courses)**							
A.1	**Theory**								
BBSCFR3101	Disciplined Entrepreneurship & ETA	4	-	-		40	60	100	4
BBSCFR3102	Digital Marketing & Basics of E – Commerce	4	-	-		40	60	100	4
A.2	**Practical**								
BBSCFR3201	Corporate Management Skills -III & Reflection Paper	-	-	8		60	40	100	4
B.		**Minor Stream Courses/** Department Electives							
B.1	**Theory**								
BBSEFR3101	Effective Communication and Presentation	4	-	-		40	60	100	4
B.2	**Practical**								
C		**Multidisciplinary Courses**							
BFREMC3221	MOOC Courses	2	-	-	2*	60	40	100	2
D		**Ability Enhancement Courses (AEC)**							

Code	Course	L	T	P		CA	FE	Total	Credits
BXXCFR3201	Personal Branding and Grooming	-	-	2		60	40	100	1
E		**Skill Enhancement Courses (SEC)**							
	Elective –								
BXXEFR3601	Financial Modelling	1	-	2		60	40	100	2
BXXEFR3602	Law for Layman								
F		**Value Added Courses (VAC)**							
BXXCFR3601	Scientific Knowledge of Exercise	-	-	2		60	40	100	1
G		**Summer Internship / Research Project / Dissertation**							
H		**Social Outreach, Discipline & Extra Curricular Activities**							
Total		**13**		**18**					**22**
Total Teaching Hours			**31/36**						

DETAILED SYLLABUS FOR THIRD SEMESTER

Code: BBSCFR3101	DISCIPLINED ENTREPRENEURSHIP & ETA	4 Credits [LTP: 4-0-0]

COURSE OUTCOMES: After Successful completion of the course students will be able to-

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

OUTLINE OF THE COURSE

Unit No.	Title of the unit	Time required for the Unit (Hours)
1.	Introduction to Disciplined Entrepreneurship and ETA	7
2.	Market Segmentation, Customer Validation and product market fit	8
3.	Prototyping and Minimum Viable Product (MVP)	15
4.	Talent Acquisition, Talent Development, Team Building and Retention	15
5.	Go to market and entry	15

DETAILED SYLLABUS

Unit	Unit Details
1.	**Introduction to Disciplined Entrepreneurship and ETA**
	● 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
2.	**Market Segmentation, Customer Validation and product market fit**
	● 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
3.	**Prototyping and Minimum Viable Product (MVP)**
	● 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
4.	**Talent Acquisition, Talent Development, Team Building and Retention**
	● 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
5.	**Go to market and entry**
	● Introduction to go to market strategy ● challenger sales approach ● differentiated value proposition ● Idea customer profile ● sales learning curve

B. RECOMMENDED STUDY MATERIAL:

Sr. No	Reference Book	Author
1.	Disciplined Entrepreneurship: 24 Steps to a Successful Startup	Bill Aulet
2.	The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses	Eric Ries
3.	Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers	Alexander Osterwalder and Yves Pigneur
4.	Disciplined Dreaming: A Proven System to Drive Breakthrough Creativity	Josh Linkner

COs AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO.1	2	2	3	1	2	3	1	3	3
CO.2	2	3	3	1	3	3	1	1	1
CO.3	1	3	2	3	2	3	1	2	3
CO.4	1	3	2	3	2	1	3	3	3
CO.5	1	2	2	1	2	2	2	1	1

COs AND PSOs MAPPING

COs andPSOs	PSO1	PSO2	PSO3	PSO4	PSO5
CO.1	2	2	1	1	2
CO.2	3	2	1	2	2
CO.3	2	2	1	2	2
CO.4	1	0	0	0	3
CO.5	2	2	1	2	2

Note: On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

Code: BBSCFR3102	DIGITAL MARKETING & BASICS OF E-COMMERCE	4 Credits [LTP: 4-0-0]

COURSE OUTCOMES: After Successful completion of the course students will be able to-

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 increases brand visbility.
CO5	How to target audience effectively.

A. OUTLINE OF THE COURSE

Unit	Title of the unit	Time Required for the Unit (Hours)
1	Introduction to Digital Marketing	12
2	Content Marketing	12
3	Social Media Marketing	12
4	Search Engine Optimization (SEO)	12
5	Paid Ads and analytics	12

B. DETAILED SYLLABUS

Unit	Unit Details
1	**Introduction to Digital Marketing**
	• Principles of Digital Marketing • SMART Objectives • Digital Research • Cultural Research • Connecting with the Customer
2	**Content Marketing**
	• Content Marketing Concepts and Strategy • Developing a Content Marketing Plan • Using Content Research to Find Opportunities • Creating and Curating Content • Publishing and Distributing Content
3	**Social Media Marketing**
	• 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
4	**Search Engine Optimization (SEO)**
	• SEO Fundamentals • Aligning SEO and Business Objectives • Keywords and SEO Content Plan • Optimize Organic Search Ranking
5	**Paid Ads & Analytics**
	• Types of paid Ads • How to run google ads • How to monitor results using analytics

C. RECOMMENDED STUDY MATERIAL

Sr. No.	Book	Author
1	The Art of SEO: Mastering Search Engine Optimization	Eric Enge, Stephan Spencer, Jessie Stricchiola, and Rand Fishkin,
2	Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less	Joe Pulizzi
3	Contagious: How to Build Word of Mouth in the Digital Age	Jonah Berger
Websites		
Shopify (https://www.shopify.in/) Magento (https://magento.com/) woocommerce (https://woocommerce.com/)		

COs AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO.1	2	0	2	2	1	1	2	0	0
CO.2	2	0	1	2	0	0	2	0	2
CO.3	1	0	1	2	2	2	0	0	0
CO.4	1	0	0	2	1	1	2	0	1
CO.5	1	1	1	1	2	2	2	0	0

COs AND PSOs MAPPING

COs andPSOs	PSO1	PSO2	PSO3	PSO4	PSO5
CO.1	2	0	2	2	1
CO.2	1	1	2	2	2
CO.3	0	1	2	2	2
CO.4	0	0	3	2	2
CO.5	0	0	3	2	2

Note: On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

Code: BBSEFR3101	EFFECTIVE COMMUNICATION & PRESENTATION	4Credits [LTP: 4-0-0]

COURSE OUTCOMES: After Successful completion of the course students will be able to-

CO1: Develop effective verbal and nonverbal communication skills to enhance interpersonal interactions and relationships.
CO2: Learn strategies for structuring and delivering engaging presentations to capture and maintain audience attention.
CO3: Enhance active listening skills to improve understanding and communication effectiveness.
CO4: Acquire techniques for adapting communication style to different audiences and situations.
CO5: Increase confidence and proficiency in public speaking to deliver impactful presentations with clarity and conviction.

A. OUTLINE OF THE COURSE

Unit	Title of the unit	Time Required for the Unit (Hours)
1	Introduction to Effective Communication	12
2	Developing Effective Presentation Skills	12
3	Interpersonal Communication and Relationship Building	14
4	Communication in the Digital Age	10
5	Cross-Cultural Communication	12

B. DETAILED SYLLABUS

Unit	Unit Details
1	**Introduction to Effective Communication**
	- The importance of effective communication in various contexts - Understanding different communication models and theories - Verbal and non-verbal communication skills - Listening skills and active communication - Overcoming communication barriers
2	**Developing Effective Presentation Skills**
	- Planning and structuring a presentation - Techniques for engaging and captivating an audience - Using visual aids effectively - anaging nerves and building confidence in public speaking - Handling questions and addressing audience feedback
3	**Interpersonal Communication and Relationship Building**
	- Understanding interpersonal communication styles - Building rapport and trust in professional relationships - Active listening and empathy in communication - Conflict resolution and negotiation skills - Building effective teams through communication
4	**Communication in the Digital Age**
	- Effective email and written communication skills - Using technology for remote communication - Communicating through social media platforms - Netiquette and professional online communication - Managing virtual meetings and webinars
5	**Cross-Cultural Communication**
	- Understanding cultural differences in communication - Overcoming language and cultural barriers - Adapting communication styles for diverse audiences - Etiquette and cultural norms in international business communication - Developing intercultural competence

C. RECOMMENDED STUDY MATERIAL

Sr. No.	Book	Author
1	"Talk Like TED: The 9 Public-Speaking Secrets of the World's Top Minds"	Carmine Gallo
2	The Art of Public Speaking	Dale Carnegie
3	HBR Guide to Persuasive Presentations	Nancy Duarte

COs AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO.1	2	0	2	0	1	1	1	0	0
CO.2	2	0	3	2	0	0	0	0	0
CO.3	0	1	1	0	2	2	0	0	0
CO.4	2	2	3	0	0	0	0	0	0
CO.5	0	0	3	0	2	2	0	0	0

COs AND PSOs MAPPING

COs andPSOs	PSO1	PSO2	PSO3	PSO4	PSO5
CO.1	3	1	1	1	1
CO.2	2	0	2	2	1
CO.3	2	0	2	0	0
CO.4	2	3	1	2	1
CO.5	2	0	2	1	1

Note: On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

PERSONAL BRANDING AND GROOMING

COURSE OUTCOMES:

The student would be able to:

C01: able to define and articulate their personal brand, including their values, strengths, and unique qualities that set them apart from others.
C02: learn how to present themselves professionally in various settings, including dressing appropriately, maintaining proper grooming, and displaying confident body language.
C03: develop the ability to effectively communicate their personal brand through verbal and non-verbal communication, including networking, public speaking, and online presence.
C04: understand the importance of managing their online reputation and learn strategies for building a positive personal brand through social media platforms and online networking.
C05: Acquire the skills to strategically position themselves for career growth and advancement, including developing a professional network, leveraging personal branding tools, and showcasing their expertise in their chosen field.

A. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time Required for the Unit (Hours)
1	Introduction to Personal Branding	3
2	Image And Appearance and Communication Skills	3
3	Online Presence and Social media	3
4	Personal Branding through Personal Style and Professional Etiquette and Business Protocol	4
5	Personal Branding Collateral and Brand Maintenance and Future Growth	2

B. DETAILED SYLLABUS

Unit	Title of the Unit
1.	**Introduction to Personal Branding and**
	• Understanding the concept of personal branding • Identifying personal values, strengths, and unique selling points • Defining career goals and target audience • Crafting a personal brand statement
2.	**Image And Appearance and communication skills**
	• Importance of personal appearance in professional settings • Dressing for success: appropriate attire for different occasions • Color analysis and understanding the psychology of colors • Basics of grooming: skincare, haircare, and personal hygiene • Effective verbal and non-verbal communication • Public speaking and presentation skills • Active listening and empathy • Building rapport and networking skills
3.	**Online Presence and Social media**
	• Managing online reputation and digital footprint • Creating and optimizing professional profiles on LinkedIn and other platforms • Content creation and curation for social media • Leveraging social media for personal branding

4.	**Personal Branding through Personal Style and Professional Etiquette and Business Protocol**
	• Developing a personal style that aligns with personal branding goals • Understanding different style archetypes • Wardrobe audit and building a versatile wardrobe • Styling tips and tricks for different body types • Business etiquette: greetings, introductions, and handshakes • Dining and social etiquette in professional settings • Cross-cultural etiquette and sensitivity • Email and phone etiquette
5.	**Personal Branding Collateral and Brand Maintenance and Future Growth**
	• Creating a professional resume and cover letter • Designing a personal website or portfolio • Developing a professional bio and elevator pitch • Business card design and content • Strategies for maintaining and evolving personal brand • Personal branding in career advancement and entrepreneurship • Managing personal and professional reputation • Continuing personal growth and development

C. RECOMMENDED STUDY MATERIAL

Sr.No	ReferenceBook	Author	Edition	Publication
1.	"Personal Branding for Success: The Ultimate Guide to Creating a Powerful Personal Brand	Paul Peterman	2021	Wiley
2.	The Power of Personal Branding: Creating Success Through Authenticity and Personal Branding	Bill Green	2019	Amacom
3.	Personal Branding and Marketing Yourself: The Three P's Marketing Technique as a Guide to Career Empowerment	Carla Jenkins	2018	Jenkins Publishing

COs AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO.1	2	1	1	1	3	1	1	0	0
CO.2	2	1	3	1	1	0	0	0	0
CO.3	2	3	1	1	1	2	0	0	0
CO.4	2	3	1	2	2	0	0	0	0
CO.5	1	2	3	1	2	2	0	0	0

COs AND PSOs MAPPING

COs andPSOs	PSO1	PSO2	PSO3	PSO4	PSO5
CO.1	3	2	3	1	1
CO.2	3	2	3	2	1
CO.3	3	2	2	0	0
CO.4	3	2	3	2	1
CO.5	2	1	2	1	1

Note: On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

Code: BXXEFR3601	Financial Modelling	Credits 2 [LTP: 1-0-2]

COURSE OUTCOMES:

The student would be able to:

C01: gather and interpret financial data from various sources, including financial statements, market data, and economic indicators.

C02: learn to construct comprehensive financial models that help in forecasting, budgeting, and decision-making for businesses and investments.

C03: understand how to conduct sensitivity analysis to assess the impact of changes in variables on financial outcomes and make informed recommendations.

C04: Use financial models to evaluate investment opportunities, assess risks, and calculate key performance indicators (KPIs) like ROI, NPV, and IRR.

C05: communicate the results of financial models to stakeholders through reports, presentations, and visualizations.

A. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time Required for the Unit (Hours)
1	Introduction to Excel	7
2	Introduction to Financial Analysis, P&L and B&S	6
3	Economic Analysis: Macro and Micro	6
4	Financial Modelling and Valuation Methods	7
5	Capstone Project	4

B.

DETAILED SYLLABUS

Unit	Title of the Unit
1.	**Introduction to Excel**
	• Advance Excel • NPV, Concepts and Example, Goal Seek • VLookUp, IRR, HlookUp, XIRR, FV, PV
2.	**Introduction to Financial Analysis, P&L and B&S**
	• 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
3.	**Economic Analysis: Macro and Micro**
	• 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
4.	**Financial Modelling and Valuation Methods**
	• Learning about various valuation models such as DCF, relative, Liquidation value etc. • DCF Valuation • Valuation of company on excel using DCF methods
5.	**Capstone Project**
	• Assessment • Cracking IB and Private Equity

C.

RECOMMENDED STUDY MATERIAL

Sr.No	ReferenceBook	Author	Edition	Publication
1	Financial Modeling in Excel For Dummies"	Danielle Stein Fairhurst	2022	For Dummies
2	Financial Modeling and Valuation: A Practical Guide to Investment Banking and Private Equity	Paul Pignataro	2019	Wiley
3	Principles of Financial Modelling: Model Design and Best Practices Using Excel and VBA	Michael Rees	2018	Wiley

CO AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO.1	1	3	1	1	1	1	1	0	0
CO.2	1	2	0	1	1	0	0	0	0
CO.3	1	3	1	1	3	2	0	0	0
CO.4	2	3	2	2	2	0	0	0	0
CO.5	1	2	1	1	2	2	0	0	0

COs AND PSOs MAPPING

COs andPSOs	PSO1	PSO2	PSO3	PSO4	PSO5
CO.1	1	2	1	1	1
CO.2	1	2	1	2	1
CO.3	1	2	2	0	0
CO.4	1	1	3	2	1
CO.5	2	1	2	1	1

Note: On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

Code: BXXEFR3602	Law for Laymen	Credits 2 [LTP: 1-0-2]

COURSE OUTCOMES:

The student would be able to:

C01: develop a comprehensive understanding of the legal system, its structure, key legal terminologies, and the roles of various legal professionals.

C02: gain knowledge of fundamental areas of law, such as contract law, property law, criminal law, and family law, to be better equipped to navigate legal issues in everyday life.

C03: become familiar with their legal rights and responsibilities as citizens, employees, consumers, and members of society.

C04: learn how to conduct basic legal research, access legal resources, and use legal databases to find relevant information and support for legal matters.

C05: develop critical thinking and problem-solving skills to approach legal issues, disputes, and conflicts effectively.

A. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time Required for the Unit (Hours)
1	Introduction to Indian Legal System and Fundamental Rights and Duties	7
2	Family Law and Property and Real Estate Law	6
3	Consumer Protection , Contract Law and Criminal Law	6
4	Employment and Labor Laws & Intellectual Property Rights (IPR)	7
5	Cyber Laws and Data Privacy Alternative Dispute Resolution (ADR)	4

B. DETAILED SYLLABUS

Unit	Title of the Unit
1.	**Introduction to Indian Legal System and Fundamental Rights and Duties**
	• Overview of the Indian Constitution and its significance in the legal framework • Different branches of law in India (Civil, Criminal, Constitutional, etc.) • Sources of law and hierarchy of courts • Understanding the fundamental rights guaranteed by the Indian Constitution • Limitations on fundamental rights • Fundamental duties of citizens
2.	**Family Law and Property and Real Estate Law**
	• Marriage and divorce laws in India • Maintenance and alimony • Child custody and adoption laws • Basics of property ownership and transfer • Legal aspects of buying and selling property • Landlord-tenant rights and responsibilities

3.	**Consumer Protection, Contract Law and Criminal Law**
	• Consumer rights and protection against unfair trade practices • Essentials of a valid contract • Breach of contract and remedies • Types of crimes and their classifications • Understanding the Indian Penal Code (IPC) • Rights of an accused person and the criminal justice process
4.	**Employment and Labor Laws & Intellectual Property Rights (IPR)**
	• Overview of labor laws in India • Rights and obligations of employees and employers • Employment contracts and termination • Types of intellectual property (patents, trademarks, copyrights) • Protection and enforcement of IPR in India • Role of Intellectual Property Rights in innovation and entrepreneurship
5.	**Cyber Laws and Data Privacy & Alternative Dispute Resolution (ADR)**
	• Understanding cyber laws and their implications • Data protection and privacy regulations • Cybercrime and legal remedies • Introduction to ADR methods (mediation, arbitration, etc.) • Advantages and limitations of ADR • Role of ADR in reducing court backlog

RECOMMENDED STUDY MATERIAL

Sr.No	Reference Book	Author	Edition	Publication
1	Everything You Need to Know About the American Legal System	Jay M. Feinman	2019	Oxford University Press
2	Street Law: A Course in Practical Law	Lee P. Arbetman, Edward L. O'Brien, et al.	2016	Glencoe/McGraw-Hill
3	Legal Guide for the Visual Artist	Tad Crawford	2018	Allworth Press

CO AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO.1	1	3	1	1	1	1	1	0	0
CO.2	1	2	0	1	1	0	0	0	0
CO.3	1	3	1	1	3	2	0	0	0
CO.4	2	3	2	2	2	0	0	0	0
CO.5	1	2	1	1	2	2	0	0	0

COs AND PSOs MAPPING

COs andPSOs	PSO1	PSO2	PSO3	PSO4	PSO5
CO.1	1	2	1	1	1
CO.2	1	2	1	2	1
CO.3	1	2	2	0	1
CO.4	1	1	3	2	1
CO.5	2	1	2	1	1

Note: On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

Code: BXXCFR3601	Scientific knowledge of exercise	Credits 1 [LTP: 0-0-2]

COURSE OUTCOMES:
The student would be able to:

C01	Understand the fundamental principles of exercise physiology and their application to sports performance.
C02:	Analyze and evaluate the physiological adaptations that occur in response to various exercise modalities.
C03:	Demonstrate knowledge of the role of nutrition in exercise performance and recovery.
C04:	Apply scientific methods and research techniques to study exercise-related phenomena.
C05:	Critically assess current scientific literature and emerging trends in the field of sports science.

A. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time Required for the Unit (Hours)
1	Role of hormones in exercise adaptations and recovery	3
2	Nutrition for Exercise and Sports Performance	3
3	Understanding weight management and body composition in athletes	3
4	Sports Psychology and Team Building	3
5	Strategies for effective team building and communication	3

B. DETAILED SYLLABUS

Unit	Title of the Unit
1.	**Role of hormones in exercise adaptations and recovery**
	- Effects of exercise on hormones such as cortisol, testosterone, and growth hormone - Hormonal regulation of metabolism, muscle growth, and repair - Muscular system Cardiovascular and respiratory responses to physical activity - Energy systems and metabolism during exercise - Hormonal Responses to Exercise
2.	**Nutrition for Exercise and Sports Performance**
	- Macronutrient and micronutrient requirements for athletes - Timing and composition of pre-, during, and post-exercise meals - Hydration strategies and sports drinks - Diet, Weight, and Body Composition
3.	**Understanding weight management and body composition in athletes**
	- Effects of different dietary approaches on athletic performance - Body Mass Index (BMI) and its limitations in athletic populations

		Physical Fitness Assessment and Training
		• Components of physical fitness (e.g., cardiovascular endurance, strength, flexibility)
		• Assessment methods for measuring fitness levels
		• Designing exercise programs for different fitness goals
4.	**Sports Psychology and Team Building**	
	• Psychological factors influencing sports performance	
	• Team dynamics and cohesion in sports	
5.	**Strategies for effective team building and communication**	
	• Common sports injuries and their causes	
	• Injury Prevention and Rehabilitation	
	• Principles of injury prevention and prehabilitation	
	• Rehabilitation strategies and return-to-play protocols	
	• Performance Enhancement Techniques	

C. RECOMMENDED STUDY MATERIAL

Sr.No	ReferenceBook	Author	Edition	Publication
1.	Exercise Physiology: Nutrition, Energy, and Human Performance	William D. McArdle, Frank I. Katch, Victor L. Katch	2021	Wolters Kluwer Health
2.	Physiology of Sport and Exercise	W. Larry Kenney, Jack H. Wilmore, David L. Costill	2022	Human Kinetics
3.	Sports and Exercise Physiology	William E. Garrett, Donald T. Kirkendall	2019	Routledge

COs AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO.1	1	1	1	1	1	1	1	0	0
CO.2	2	1	3	1	1	0	0	0	0
CO.3	2	3	1	1	1	2	0	0	0
CO.4	2	3	1	2	2	0	0	0	0
CO.5	1	2	3	1	2	2	0	0	0

COs AND PSOs MAPPING

COs andPSOs	PSO1	PSO2	PSO3	PSO4	PSO5
CO.1	3	2	3	1	1
CO.2	3	2	3	2	1
CO.3	3	2	2	0	1
CO.4	3	2	3	2	1
CO.5	2	1	2	1	1

Note: On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

Name of Program: BBA in Startup & Family Business						**Duration: 3 years** **Total Credits: 128**			
Teaching Scheme for Batch 2023-26									
Semester-IV									
Course Code	**Name of Course**	**Teaching Scheme**			**SH**	**Marks Distribution**			**Credits**
		Lecture (L)	**Tutorial (T)**	**Practical (P)**		**IE**	**ESE**	**Total**	
A.	**Major (Core Courses)**								
A.1	**Theory**								
BBSCFR4101	International Entrepreneurship & Global Business Environment	4	-	-		40	60	100	4
BBSCFR4102	Basics of App development & Latest Technologies	4	-	-		40	60	100	4
A.2	**Practical**								
BBSCFR4201	Corporate Management Skill –IV & Reflection Paper	-	-	8		60	40	100	4
B.	**Minor Stream Courses/** Department Electives								
B.1	**Theory**								
BBSEFR4101	Mercantile Law & Corporate Law	4	-	-		40	60	100	4
C	**Multidisciplinary Courses**								
BFREMC4221	MOOC Courses	2	-	-	2*	60	40	100	2
D	**Ability Enhancement Courses (AEC)**								
BXXCFR4201	Public Speaking	-	-	2		60	40	100	1
E	**Skill Enhancement Courses (SEC)**								
	Elective –								

Code	Course								
BXXEFR4601	Data Analysis	1		2		60	40	100	2
BXXEFR4602	Trading Strategies								
F		**Value Added Courses (VAC)**							
BXXCFR4601	Indian Mythology & Scriptures	-	-	2		60	40	100	1
G		**Summer Internship / Research Project / Dissertation**							
H		**Social Outreach, Discipline & Extra Curricular Activities**							
Total		**13**		**18**					**22**
Total Teaching Hours			**31/36**						

DETAILED SYLLABUS FOR FOURTH SEMESTER

Code: BBSCFR4101   International Entrepreneurship and Global Business Environment   4Credits [LTP: 4-0-0]

COURSE OUTCOMES: After Successful completion of the course students will be able to-

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

A. OUTLINE OF THE COURSE

Unit	Title of the unit	Time Required for the Unit (Hours)
1	International Entrepreneurship	10
2	Foreign market entry strategies	15
3	Global Trading and Investment Environment	10
4	Regional Economic Integration and Economic Institutions	15
5	Theories on International Trade	10

B. DETAILED SYLLABUS

Unit	Unit Details
1	**International Entrepreneurship**
	• 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
2	**Foreign market entry strategies**
	• 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
3	**Global Trading and Investment Environment**
	• 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
4	**Regional Economic Integration and Economic Institutions**
	• 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;

5	Theories on International Trade
	• 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

C. RECOMMENDED STUDY MATERIAL

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

COs AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO.1	3	3	2	3	2	3	3	2	3
CO.2	3	2	3	3	3	3	2	3	3
CO.3	3	3	3	3	2	2	2	2	2
CO.4	1	3	3	2	1	3	1	1	2
CO.5	2	2	1	1	2	1	2	1	3

COs AND PSOs MAPPING

COs andPSOs	PSO1	PSO2	PSO3	PSO4	PSO5
CO.1	2	1	0	1	2
CO.2	1	1	0	1	0
CO.3	2	2	1	2	1
CO.4	3	2	1	1	1
CO.5	1	1	3	1	1

Note: On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

Code: BBSCFR4102	Basics of App development & Latest Technologies	4 Credits [LTP: 4-0-0]

COURSE OUTCOMES: After Successful completion of the course students will be able to-

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.

A. OUTLINE OF THE COURSE

Unit	Title of the unit	Time Required for the Unit (Hours)
1	Introduction to No Code Development Approach	10
2	Getting Started with No Code Platform	15
3	Backend of the application	15
4	How to publish an application	10
5	Latest tools & technologies	10

A. DETAILED SYLLABUS

Unit	Unit Details
1	**Introduction to no code app development approach**
	• 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
2	**Getting Started with No Code app development approach**
	• 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
3	**Backend of the application**
	• What is Database? • Type of databases. • Structure of database. • Tables, row, columns & cells • How to connect UI with database
4	**How to Publish an Application**
	• How to connect google analytics with your app • Requirements to publish application. • Various platform to publish application • How to publish Playstore.

5	Latest tools & technologies
	• How to use AI tools • How to find resources • How to scale technology • How to do customer automation

(top row continues): • How to publish on app store.

A. RECOMMENDED STUDY MATERIAL

Websites
Shopify (https://www.shopify.in/)
Magento (https://magento.com/)
woocommerce (https://woocommerce.com/)

COs AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO.1	2	0	2	2	1	1	2	0	0
CO.2	2	0	1	2	0	0	2	0	2
CO.3	1	0	1	2	2	0	0	0	0
CO.4	1	0	2	1	1	1	0	0	0
CO.5	1	2	1	1	2	2	0	0	0

COs AND PSOs MAPPING

COs andPSOs	PSO1	PSO2	PSO3	PSO4	PSO5
CO.1	1	0	2	2	1
CO.2	1	1	1	1	2
CO.3	0	2	2	1	1
CO.4	0	0	0	2	2
CO.5	2	0	2	1	3

Note: On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

| Code: BBSEFR4101 | MERCANTILE AND CORPORATE LAW | 4 Credits [LTP: 4-0-0] |

COURSE OUTCOMES: After Successful completion of the course students will be able to-

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

A. OUTLINE OF THE COURSE

Unit	Title of the unit	Time Required for the Unit (Hours)
1	Contracts	8
2	The formation and constitution of various business organization	15
3	Capital and Financing of companies	15
4	Management, administration and the regulations of the company	15
5	Winding up of Company	7

B. DETAILED SYLLABUS

Unit	Unit Details
1	**Contracts**
	• Agreements • Contracts • Capacity to Contract • Free Consent • Limitations on Freedom to Contract • Discharge of Contract • Remedies for breach of Contract
2	**The formation and constitution of various business organization**
	• Partnership • Social Organizations • Limited Liability Partnerships • Private Limited Company • Public Limited Company • One Person Company
3	**Capital and Financing of companies**
	• Share Capital • Loan Capital • Capital Maintenance and dividend law
4	**Management, administration and the regulations of the company**
	• Company directors • Other company officers • Company meetings and resolutions • Accounts and business Operations

5	**Winding up of Company**
	• Insolvency
	• Insolvency and administration
	• Corporate fraudulent and criminal behavior

C. RECOMMENDED STUDY MATERIAL

S. N.	Book
1	Indian Contract Act 1872 Indian Companies Act 2013
2	Limited Liability Partnership Act 2008 The Partnership Act 1932
3	Class notes and reading material provided by the Faculties
4	General internet research, primary research from entrepreneurs Research articles, and news updates

COs AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO.1	2	0	2	0	1	1	1	0	0
CO.2	2	0	3	2	0	0	0	0	0
CO.3	0	1	1	0	2	2	0	0	0
CO.4	2	2	3	0	0	0	0	0	0
CO.5	0	0	3	0	2	2	0	0	0

COs AND PSOs MAPPING

COs andPSOs	PSO1	PSO2	PSO3	PSO4	PSO5
CO.1	3	0	0	0	0
CO.2	0	0	2	2	0
CO.3	2	0	2	0	0
CO.4	2	1	1	2	1
CO.5	1	1	2	1	0

Note: On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

COURSE OUTCOMES:

The student would be able to:

C01: Develop effective communication skills: Students will enhance their ability to express ideas clearly and persuasively, using appropriate verbal and non-verbal techniques.

C02: Analyze and evaluate arguments: Students will learn to critically assess different perspectives, identify logical fallacies, and construct well-reasoned arguments.

C03: Enhance research and information literacy skills: Students will acquire the ability to gather relevant evidence, evaluate sources, and incorporate supporting materials into their speeches.

C04: Foster critical thinking and problem-solving abilities: Students will develop skills in analyzing complex issues, formulating coherent arguments, and responding to counter arguments.

C05: Build confidence and overcome public speaking anxiety: Students will gain self-assurance in delivering speeches, managing nervousness, and engaging with diverse audiences.

A. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time Required for the Unit (Hours)
1	Introduction to Public Speaking and Preparing Your Speech	3
2	Delivery Techniques and Persuasive Speaking	4
3	Impromptu Speaking and Introduction to Debating	3
4	Constructing Arguments and Rebuttal and Cross-Examination	2
5	Debate Practice and Conclusion and Final Presentations	3

B. DETAILED SYLLABUS

Unit	Title of the Unit
1.	**Introduction to Public Speaking and Preparing Your Speech**
	• Overview of the course and its objectives. • Understanding the importance of public speaking and debate skills. • Introduction to effective communication strategies. • Introduction to the art of persuasion. • Selecting and analyzing a topic. • Conducting research and gathering evidence. • Organizing your speech with a clear introduction, body, and conclusion. • Understanding different speech structures and formats.
2.	**Delivery Techniques and Persuasive Speaking**
	• Enhancing vocal skills (projection, intonation, pace, etc.). • Body language and non-verbal communication. • Using visual aids effectively. • Managing stage fright and nervousness. • Identifying persuasive techniques and rhetorical devices. • Developing logical arguments and appeals. • Understanding the target audience and adapting the speech accordingly. • Practicing persuasive delivery.
3.	**Impromptu Speaking and Introduction to Debating**
	• Strategies for impromptu speaking. • Developing quick thinking and improvisation skills. • Structuring impromptu speeches effectively. • Practice sessions with impromptu topics.

		• Overview of the debate format and structure. • Understanding the roles of different participants. • Analyzing and evaluating arguments
4.	**Constructing Arguments and Rebuttal and Cross-Examination**	
		• Identifying and formulating strong arguments. • Using evidence and examples to support your points. • Developing logical and coherent argumentation. • Counter-arguments and refutation techniques. • Effective rebuttal techniques. • Strategies for countering opponents' arguments. • Cross-examination skills and tactics. • Practice sessions for rebuttal and cross-examination.
5.	**Debate Practice and Conclusion and Final Presentations**	
		• Conducting mock debates. • Applying the learned techniques in real debate scenarios. • Receiving constructive feedback and analysis. • Recap of key concepts and techniques. • Final presentations by participants. • Peer evaluation and feedback.

C. RECOMMENDED STUDY MATERIAL

Sr. No	Reference Book	Author	Edition	Publication
1.	The Art of Public Speaking	Stephen E. Lucas	2020	McGraw-Hill Education
2.	Speak with Confidence: A Practical Guide	Dianna Booher	2018	Harper Business
3.	Debate: A Strategy for Successful Academic Writing	Gary Goshgarian and Kathleen Krueger	2012	Longman

COs AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO.1	1	1	2	1	1	1	1	0	0
CO.2	2	1	1	2	2	0	0	0	0
CO.3	0	1	1	1	1	2	0	0	0
CO.4	2	2	3	0	1	0	0	0	0
CO.5	0	0	3	0	2	2	0	0	0

COs AND PSOs MAPPING

COs andPSOs	PSO1	PSO2	PSO3	PSO4	PSO5
CO.1	1	1	0	0	0
CO.2	0	2	2	2	0
CO.3	2	1	2	0	0
CO.4	2	1	0	2	1
CO.5	0	3	2	1	0

Note: On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

Code: BXXEFR4601	Data Analysis	Credits 2 [LTP: 1-0-2]

COURSE OUTCOMES:

The student would be able to:

C01: Develop a solid understanding of data analysis concepts, methodologies, and tools, enabling them to manipulate, clean, and preprocess data effectively.

C02: acquire knowledge and skills in applying statistical techniques to analyze datasets, interpret results, and draw meaningful conclusions.

C03: create informative and visually appealing data visualizations using various tools and techniques to communicate insights effectively.

C04: grasp the fundamentals of machine learning algorithms and their application in solving data analysis problems and making predictions.

C05: gain practical experience in tackling real-world data analysis challenges, working with datasets from different domains and applying appropriate analytical techniques.

A. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time Required for the Unit (Hours)
1	Introduction to Data Analysis	7
2	Data Preprocessing and Cleaning	6
3	Exploratory Data Analysis	6
4	Statistical Analysis	7
5	Introduction to Machine Learning	4

B. DETAILED SYLLABUS

Unit	Title of the Unit
1.	**Introduction to Data Analysis**
	• Overview of data analysis process • Data types and sources • Introduction to data analysis tools (e.g., Python, R, Excel)
2.	**Data Preprocessing and Cleaning**
	• Data cleaning techniques • Handling missing data • Data transformation and normalization
3.	**Exploratory Data Analysis**
	• Descriptive statistics • Data visualization using Matplotlib and Seaborn • Identifying patterns and outliers
4.	**Statistical Analysis**
	• Hypothesis testing • t-tests, ANOVA, and chi-square tests • Correlation and regression analysis
5.	**Introduction to Machine Learning**
	• Supervised vs. unsupervised learning • Linear regression • Classification algorithms (e.g., Decision Trees, Random Forests)

C. RECOMMENDED STUDY MATERIAL

Sr.No	Reference Book	Author	Edition	Publication
1	Data Science for Business: What You Need to Know about Data Mining and Data-Analytic Thinking	Foster Provost, Tom Fawcett	2013	O'Reilly Media
2	Hands-On Machine Learning with Scikit-Learn, Keras, and TensorFlow	Aurélien Géron	2019	O'Reilly Media
3	Data Analysis Using SQL and Excel	Gordon S. Linoff	2021	Wiley

CO AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO.1	1	3	1	1	1	1	1	0	0
CO.2	1	2	0	1	1	0	0	0	0
CO.3	1	3	1	1	3	2	0	0	0
CO.4	2	3	2	2	2	0	0	0	0
CO.5	1	2	1	1	2	2	0	0	0

COs AND PSOs MAPPING

COs andPSOs	PSO1	PSO2	PSO3	PSO4	PSO5
CO.1	1	2	1	0	0
CO.2	1	2	1	2	0
CO.3	1	2	2	0	0
CO.4	1	1	3	2	1
CO.5	2	1	2	1	0

Note: On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

Code: BXXEFR4602	**Trading Strategies**	Credits 2 [LTP: 1-0-2]

COURSE OUTCOMES:

The student would be able to:

C01: Understand the fundamental concepts and principles of trading in financial markets.

C02: Analyze different trading strategies, their risk-reward profiles, and suitability for various market conditions.

C03: Apply technical and fundamental analysis to identify potential trading opportunities.

C04: Develop and implement trading plans with appropriate risk management techniques.

C05: Evaluate the impact of psychological factors on trading performance and implement strategies to improve emotional discipline.

A. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time Required for the Unit (Hours)
1	Introduction to Trading Strategies	7
2	Technical Analysis	6
3	Fundamental Analysis	6
4	Risk Management	7
5	Trading Psychology	4

B. DETAILED SYLLABUS

Unit	Title of the Unit
1.	**Introduction to Trading Strategies**
	• Overview of financial markets and trading instruments • Types of trading strategies: day trading, swing trading, position trading • Trading platforms and tools
2.	**Technical Analysis**
	• Candlestick patterns and chart analysis • Support and resistance levels • Moving averages and other indicators • Fibonacci retracements and extensions
3.	**Fundamental Analysis**
	• Evaluating company financials and ratios • Analyzing economic indicators and their impact on markets • News and event-driven trading
4.	**Risk Management**
	• Understanding risk and reward in trading • Position sizing and money management • Stop-loss and take-profit strategies
5.	**Trading Psychology**
	• Emotions and biases in trading • Developing a disciplined trading mindset • Dealing with trading losses and staying focused

C. RECOMMENDED STUDY MATERIAL

Sr.No	ReferenceBook	Author	Edition	Publication
1	Technical Analysis of the Financial Markets: A Comprehensive Guide to Trading Methods and Applications	John J. Murphy	1999	New York Institute of Finance
2	Market Wizards: Interviews with	Jack D. Schwager	1989	HarperCollins

	Top Traders			
3	The New Trading for a Living: Psychology, Discipline, Trading Tools and Systems, Risk Control, Trade Management	Alexander Elder	2014	Wiley

CO AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO.1	1	3	1	1	1	1	1	0	0
CO.2	1	2	0	1	1	0	0	0	0
CO.3	1	3	1	1	3	2	0	0	0
CO.4	2	3	2	2	2	0	0	0	0
CO.5	1	2	1	1	2	2	0	0	0

COs AND PSOs MAPPING

COs andPSOs	PSO1	PSO2	PSO3	PSO4	PSO5
CO.1	1	2	1	0	0
CO.2	1	2	1	2	0
CO.3	1	2	2	0	0
CO.4	1	1	3	2	1
CO.5	2	1	2	1	0

Note: On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

Code: BXXCFR4601	Indian Mythology & Scriptures	Credits 1 [LTP: 0-0-2]

COURSE OUTCOMES:

The student would be able to:

C01: Demonstrate comprehensive knowledge of major Indian mythological texts, including their themes, characters, and narratives.

C02: Analyze and interpret the symbolism, allegories, and metaphors present in Indian mythological and scriptural texts.

C03: Understand the historical and cultural contexts in which Indian mythology and scriptures originated and evolved.

C04: Critically examine the philosophical and spiritual aspects of Indian mythology and scriptures and their relevance in contemporary society.

C05: Apply the principles and teachings of Indian mythology and scriptures to gain insights into human nature, ethical values, and personal development.

A. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time Required for the Unit (Hours)
1	Mythology and Personal Growth	3
2	Mythology and Leadership	3
3	Mythology and Relationships	3
4	Mythology and Morality	4
5	Mythology and Social Responsibility	2

B. DETAILED SYLLABUS

Unit	Title of the Unit
1.	**Mythology and Personal Growth**
	- Exploring the concept of personal growth and self-realization through mythological narratives - Understanding the archetypal characters and their symbolic representations - Applying mythological teachings to enhance self-awareness, resilience, and personal development - Examining the relevance of ancient wisdom in addressing contemporary life challenges - Analyzing the lessons of perseverance, courage, and determination from mythological heroes and heroines
2.	**Mythology and Leadership**
	- Identifying leadership qualities and attributes exemplified in mythological figures - Analyzing leadership styles and decision-making processes in mythological stories - Applying mythological teachings to contemporary leadership challenges - Understanding the importance of ethical leadership and accountability - Exploring the concept of servant leadership through mythological examples
3.	**Mythology and Relationships**

	• Exploring the dynamics of relationships through mythological narratives • Analyzing the concepts of love, loyalty, and sacrifice in mythological stories • Examining the role of communication, trust, and conflict resolution in relationships • Applying mythological teachings to foster healthy and fulfilling relationships • Recognizing the importance of balance and harmony in personal and professional relationships
4.	**Mythology and Morality**
	• Understanding the moral and ethical teachings embedded in Indian mythology • Analyzing the consequences of actions and the concept of karma • Exploring the values of honesty, integrity, and righteousness in mythological stories • Applying mythological principles to make ethical decisions in today's society • Examining the relevance of mythological teachings in addressing contemporary moral dilemmas
5.	**Mythology and Social Responsibility**
	• Exploring the social and environmental messages conveyed through mythological narratives • Understanding the principles of social responsibility, compassion, and inclusivity in Indian mythology • Analyzing the challenges faced by society and identifying solutions inspired by mythological wisdom • Examining the concepts of sustainable living and ecological balance in mythological stories • Applying mythological teachings to promote social justice and positive social change

C. RECOMMENDED STUDY MATERIAL

Sr. No	Reference Book	Author	Edition	Publication
1.	The Illustrated Mahabharata: The Definitive Guide to India's Greatest Epic	DK	2017	DK Publishing
2.	The Ramayana: A Shortened Modern Prose Version of the Indian Epic	R.K. Narayan	1998	Penguin Classics
3.	The Penguin Book of Hindu Names for Boys	Maneka Gandhi	2010	Penguin Books

COs AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO.1	2	0	2	0	1	1	1	0	0
CO.2	2	0	3	2	0	0	0	0	0
CO.3	0	1	1	0	2	2	0	0	0
CO.4	1	2	3	0	0	0	0	0	0
CO.5	0	0	3	0	2	2	0	0	0

COs AND PSOs MAPPING

COs andPSOs	PSO1	PSO2	PSO3	PSO4	PSO5
CO.1	2	1	1	0	0
CO.2	0	2	2	2	0
CO.3	2	1	1	0	0
CO.4	2	1	0	2	1
CO.5	1	3	2	1	0

Note: On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

		POORNIMA UNIVERSITY, JAIPUR **Faculty of Innovation Research and Entrepreneurship**								

Name of Program: BBA in Startup & Family Business	Duration: 3 years Total Credits: 128

Teaching Scheme for Batch 2023-26

Semester-V

Course Code	Name of Course	Teaching Scheme			SH	Marks Distribution			Credits
		Lecture (L)	Tutorial (T)	Practical (P)		IE	ESE	Total	
A.	**Major (Core Courses)**								
A.1	**Theory**								
BBSCFR5101	Startup Funding & Valuations	4	-	-		40	60	100	4
BBSCFR5102	Patents Copyrights, Trade Marks & Startup Policies	4	-	-		40	60	100	4
A.2	**Practical**								
BBSCFR5201	Corporate Management Skill-V & Reflection Paper	-	-	8		60	40	100	4
B.	**Minor Stream Courses/** Department Elective								
B.1	**Theory**								
BBSEFR5101	Branding & Marketing	4	-	-		40	60	100	4
C	**Multidisciplinary Courses**								
BFREMC5221	MOOC Courses	2	-	-	2*	60	40	100	2
D	**Ability Enhancement Courses (AEC)**								
BXXCFR5201	Corporate Communication Skills	-	-	2		60	40	100	1
E	**Skill Enhancement Courses (SEC)**								
	Elective –								

BXXEFR5601	Behavioural Analysis & Human Psychology	1		4	—	60	40	100	3
BXXEFR5602	Video & Image Editing								
F	**Value Added Courses (VAC)**								
BXXCFR5601	Science Behind Food	-	-	2		60	40	100	1
G	**Summer Internship / Research Project / Dissertation**								
H	**Social Outreach, Discipline & Extra Curricular Activities**								
Total		**13**		**20**					**23**
Total Teaching Hours		**33/36**							

DETAILED SYLLABUS FOR FIFTH SEMESTER

Code: BBSCFR5101	STARTUP FUNDING AND VALUATIONS	4 Credits [LTP: 4-0-0]

COURSE OUTCOMES: After Successful completion of the course students will be able to-

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.

A. OUTLINE OF THE COURSE

Unit	Title of the unit	Time Required for the Unit (Hours)
1	Introduction to Startup Funding and Valuation	15
2	Source and stages of startup funding	15
3	Traditional Funding Sources	10
4	Venture Capital (VC) Funding	10
5	Valuation Methods for Startups	10

B. DETAILED SYLLABUS

Unit	Unit Details
1	**Introduction to Startup Funding and Valuation**
	• 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
2	**Source and stages of startup funding**
	• 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
3	**Traditional Funding Sources**
	• 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
4	**Venture Capital (VC) Funding**
	• 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
5	**Valuation Methods for Startups**
	• 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

C. RECOMMENDED STUDY MATERIAL

S. N.	Book	Author
1	Venture Deals: Be Smarter Than Your Lawyer and Venture Capitalist	Brad Feld and Jason Mendelson
2	The Art of Startup Fundraising: Pitching Investors, Negotiating the Deal, and Everything Else Entrepreneurs Need to Know	Alejandro Cremades
3	Startup Valuation: A Complete Guide to Startup Valuation Methods, Tools, and Techniques for Valuing Any Startup	Lorenzo Carver.

COs AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO.1	3	3	3	3	3	3	3	3	2
CO.2	3	2	3	3	3	3	3	3	3
CO.3	3	3	2	3	3	2	2	3	3
CO.4	3	3	3	2	3	3	3	3	3
CO.5	2	2	2	3	2	3	3	2	3

COs AND PSOs MAPPING

COs andPSOs	PSO1	PSO2	PSO3	PSO4	PSO5
CO.1	2	2	1	1	1
CO.2	1	2	1	1	1
CO.3	2	2	1	1	1
CO.4	2	2	1	1	2
CO.5	3	3	2	2	1

Note: On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

Code: BBSCFR5102	Patents Copyrights, Trade Marks & Startup Policies	4 Credits [LTP: 4-0-0]

COURSE OUTCOMES: After Successful completion of the course students will be able to-

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.

A. OUTLINE OF THE COURSE

Unit	Title of the unit	Time Required for the Unit (Hours)
1	Introduction to Startup Law and Regulations	15
2	Intellectual Property (IP) Protection	10
3	Employment Law and Human Resources	15
4	Fundraising and Securities Regulations	10
5	Patent, Trademarks & Startup Policies	15

B. DETAILED SYLLABUS

Unit	Unit Details
1.	**Introduction to Startup Law and Regulations**
	• Overview of the legal landscape for startup • Importance of legal compliance and risk management • Legal considerations at different stages of startup development.
2.	**Intellectual Property (IP) Protection**
	• 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
3.	**Employment Law and Human Resources**
	• 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
4.	**Fundraising and Securities Regulations**

	●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) ●Data privacy laws and compliance (e.g., GDPR, CCPA) ●Managing regulatory risks and implementing compliance programs
4.	**Patent, Trademarks & Startup Policies**
	• Understanding patentable subject matter • Patent eligibility requirements • Understanding trademark rights and protection • Distinctiveness and trademark registration • Startup policies

C. RECOMMENDED STUDY MATERIAL:

S. No	Title of the Book	Author
1.	Patent It Yourself: Your Step-by-Step Guide to Filing at the U.S. Patent Office	David Pressman and Thomas Tuytschaevers
2.	Copyright Handbook: The What, When, and How for Writers and Artists	Stephen Fishman
3.	The Trademark Guide: How You Can Protect and Profit from Trademarks	Lee Wilson
4.	Intellectual Property Strategy: A Practical Guide to IP Management	John Palfrey.

COs AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO.1	1	3	3	2	1	1	1	3	2
CO.2	2	3	2	1	1	2	2	2	1
CO.3	2	1	1	3	1	1	1	2	3
CO.4	3	3	1	2	2	3	3	2	2
CO.5	3	3	3	2	3	3	3	2	3

COs AND PSOs MAPPING

COs andPSOs	PSO1	PSO2	PSO3	PSO4	PSO5
CO.1	3	3	1	2	1
CO.2	2	2	1	1	1
CO.3	1	1	1	2	1
CO.4	1	1	0	1	0
CO.5	2	1	1	2	2

Note: On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

| Code: BBSEFR5101 | BRANDING AND MARKETING | 4 Credits [LTP: 4-0-0] |

COURSE OUTCOMES: After Successful completion of the course students will be able to-

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.

A. OUTLINE OF THE COURSE

Unit	Title of the unit	Time Required for the Unit (Hours)
1	Understanding Brand Value	15
2	Creating brand meaning using Brand Storeytelling	15
3	Marketing Basics	7
4	Marketing and Consumer Behavior	8
5	Interlinking branding and marketing	15

B. DETAILED SYLLABUS

Unit	Unit Details
1	**Understanding Brand Value**
	• 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?
2	**Creating brand meaning using Brand Storeytelling**
	• 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?
3	**Marketing Basics**

	• 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
4	• **Marketing and Consumer Behaviour**
	• 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
5	**Interlinking branding and marketing**
	• CASE STUDY: Marketing campaigns creating brand value • Insolvency and administration • Corporate fraudulent and criminal behaviour

C. RECOMMENDED STUDY MATERIAL

S. No	Book
1	Kellogg on Branding by The Marketing Faculty of The Kellogg School of Management
2	Designing Brand Identity: An Essential Guide for the Whole Branding Team by Alina Wheeler
3	Case Studies provided during lectures
4	Company Profiles for global brands (as per class discussions)

COs AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO.1	2	0	2	2	1	1	2	0	0
CO.2	2	0	1	2	0	0	2	0	2
CO.3	1	0	1	2	2	2	0	0	0
CO.4	1	0	0	2	1	1	2	0	1
CO.5	1	1	1	1	2	2	2	0	0

COs AND PSOs MAPPING

COs andPSOs	PSO1	PSO2	PSO3	PSO4	PSO5
CO.1	2	0	2	2	1
CO.2	1	1	2	2	2
CO.3	0	1	2	2	2
CO.4	0	0	3	2	2
CO.5	0	0	3	2	2

Note: On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

| Code: BXXCFR5201 | Corporate Communication Skills | Credits 1 [LTP: 0-0-2] |

COURSE OUTCOMES:

The student would be able to:

C01: Develop effective verbal communication skills for various corporate settings, such as presentations, meetings, and interviews.

C02: Demonstrate proficiency in written communication, including business emails, memos, and reports, with an emphasis on clarity and professionalism.

C03: Understand the principles of non-verbal communication and how to use body language effectively in a corporate context.

C04: Acquire essential interpersonal skills for building positive professional relationships and resolving conflicts in the workplace.

C05: Master the art of active listening and empathetic communication to enhance understanding and collaboration within corporate teams.

A. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time Required for the Unit (Hours)
1	Self-Assessment and Goal Setting	3
2	Effective Communication Skills	3
3	Resume Writing and Cover Letter and Interview Preparation	3
4	Professional Etiquette and Workplace Skills	3
5	Continuous Learning and Career Development	3

B. DETAILED SYLLABUS

Unit	Title of the Unit
1.	**Self-Assessment and Goal Setting**
	• Understanding personal strengths, weaknesses, and interests • Identifying long-term career goals • Setting short-term goals for employability enhancement
2.	**Effective Communication Skills**
	• Verbal communication skills: speaking clearly, active listening, and non-verbal cues • Written communication skills: composing professional emails, memos, and reports • Presentation skills: preparing and delivering effective presentations
3.	**Resume Writing and Cover Letter and Interview Preparation**
	• Crafting a targeted resume: structuring, formatting, and highlighting relevant skills and experiences • Writing a compelling cover letter: customizing for specific job applications • Understanding different interview formats (phone, video, in-person) • Researching the company and position • Practicing common interview questions and developing effective responses • Enhancing body language and non-verbal communication during interviews
4.	**Professional Etiquette and Workplace Skills**
	• Understanding workplace norms and etiquette

		• Developing effective teamwork and collaboration skills • Time management and organization skills • Professionalism in the workplace: dress code, punctuality, and workplace ethics
5.	**Continuous Learning and Career Development**	
		• Cultivating a growth mindset and embracing continuous learning • Exploring professional development opportunities (workshops, webinars, certifications) • Developing a career advancement plan

C. RECOMMENDED STUDY MATERIAL

Sr.No	Reference Book	Author	Edition	Publication
1	Effective Business Communication	Herta A. Murphy, Herbert W. Hildebrandt, Jane P. Thomas	2020	McGraw-Hill Education
2	Corporate Communication: A Guide to Theory and Practice	Joep P. Cornelissen	2017	SAGE Publications Ltd
3	Business Communication: Process & Product	Mary Ellen Guffey, Dana Loewy	2019	Cengage Learning

CO AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO.1	1	3	1	1	1	1	2	0	0
CO.2	1	2	0	1	1	0	2	0	2
CO.3	1	3	1	1	3	2	0	0	0
CO.4	2	3	2	2	2	1	2	0	1
CO.5	1	2	1	1	2	2	2	0	0

COs AND PSOs MAPPING

COs andPSOs	PSO1	PSO2	PSO3	PSO4	PSO5
CO.1	1	2	1	2	1
CO.2	1	2	1	2	2
CO.3	1	2	2	2	2
CO.4	1	1	3	2	2
CO.5	2	1	2	2	2

Note: On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

Code: BXXEFR5601	Behavioural Analysis & Human Psychology	Credits 3 [LTP: 1-0-4]

COURSE OUTCOMES:

The student would be able to:

C01: Understand the foundational principles of behavioral analysis and human psychology.
C02: Analyze and interpret human behavior through various psychological theories and frameworks.
C03: Apply behavioral analysis techniques to real-life scenarios and case studies.
C04: Demonstrate critical thinking skills in evaluating and comparing different psychological approaches.
C05: Develop effective communication strategies based on an understanding of human behavior.

A. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time Required for the Unit (Hours)
1	Introduction to Behavioural Analysis & Human Psychology	9
2	Biological Foundations of Behavior	9
3	Cognitive Processes and Psychological Development	9
4	Social and Cultural Influences on Behavior	9
5	Abnormal Psychology and Psychopathology	9

B. DETAILED SYLLABUS

Unit	Title of the Unit
1.	**Introduction to Behavioural Analysis & Human Psychology**
	• Overview of behavioural analysis and human psychology • Historical perspectives and key theories • Basic concepts and terminology in psychology • Research methods in behavioural analysis
2.	**Biological Foundations of Behaviour**
	• Introduction to biological factors influencing behaviour • Structure and function of the nervous system • Genetics and behaviour • Neurotransmitters and their impact on behaviour • Hormones and behaviour
3.	**Cognitive Processes and Psychological Development**
	• Cognitive processes and information processing • Learning and memory • Perception and attention • Language and thought • Psychological development across the lifespan
4.	**Social and Cultural Influences on Behavior**
	• Social psychology and group dynamics • Attitudes, beliefs, and persuasion • Social cognition and attribution • Cultural influences on behavior • Interpersonal relationships and communication

5.	**Abnormal Psychology and Psychopathology**
	• Introduction to abnormal psychology • Classification and diagnosis of psychological disorders • Major psychological disorders (e.g., anxiety disorders, mood disorders, personality disorders) • Causes and risk factors for psychopathology • Treatment approaches and interventions

C. RECOMMENDED STUDY MATERIAL

Sr.No	Reference Book	Author	Edition	Publication
1	Behavior Modification: Principles and Procedures	Raymond G. Miltenberger	2020	Cengage Learning
2	Introduction to Psychology	James W. Kalat	2021	Wadsworth Publishing
3	Psychology: The Science of Mind and Behavior	Michael W. Passer, Ronald E. Smith	2018	McGraw-Hill Education

CO AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO.1	1	3	1	1	1	1	2	0	0
CO.2	1	2	0	1	1	0	2	0	2
CO.3	1	3	1	1	3	2	0	0	0
CO.4	2	3	2	2	2	1	2	0	1
CO.5	1	2	1	1	2	2	2	0	0

COs AND PSOs MAPPING

COs andPSOs	PSO1	PSO2	PSO3	PSO4	PSO5
CO.1	1	2	1	2	1
CO.2	1	2	1	2	2
CO.3	1	2	2	2	2
CO.4	1	1	3	2	2
CO.5	2	1	2	2	2

Note: On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

COURSE OUTCOMES:

The student would be able to:

C01: Demonstrate a fundamental understanding of the principles of photography, including composition, lighting, exposure, and camera settings.

C02: Apply various techniques for capturing compelling and visually appealing photographs in different settings and conditions.

C03: Utilize image editing software proficiently to enhance, retouch, and manipulate photographs effectively.

C04: Analyze and critique photographs and images with an understanding of visual aesthetics and storytelling elements.

C05: Create a portfolio of edited photographs that showcase technical skills and creative vision in photography and image editing.

A. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time Required for the Unit (Hours)
1	Introduction to Video Editing and Video Editing Software Basics	9
2	Video Transitions and Effects And Color Correction and Grading	9
3	Audio Editing & Mixing and Advanced Video Editing Techniques	9
4	Introduction to Image Editing and Image Editing Software Basics	9
5	Image Retouching and Enhancement & Advanced Image Editing Techniques	9

B. DETAILED SYLLABUS

Unit	Title of the Unit
1.	**Introduction to Video Editing and Video Editing Software Basics**
	- Understanding the basics of video editing - Exploring different video editing software options - Navigating the video editing interface and tools - Introduction to video file formats and resolutions - Getting started with a popular video editing software (e.g., Adobe Premiere Pro, Final Cut Pro, DaVinci Resolve) - Importing video footage and organizing media files - Basic video editing techniques (trimming, splitting, merging) - Adding and adjusting audio tracks in video projects
2.	**Video Transitions and Effects and Color Correction and Grading**
	- Utilizing video transitions to enhance visual continuity - Applying video effects for creative enhancements - Adding text overlays and lower thirds in videos - Exploring keyframe animation for advanced effects - Understanding the basics of color correction and grading - Adjusting exposure, contrast, and color balance - Applying color grading techniques for visual aesthetics - Utilizing color presets and LUTs (Look-Up Tables)

3.	**Audio Editing & Mixing and Advanced Video Editing Techniques**
	• Working with audio tracks and editing audio clips • Applying audio effects (equalization, noise reduction, audio levelling) • Mixing multiple audio tracks for balanced sound • Syncing audio and video elements in the editing process • Utilizing advanced video editing features (multicam editing, nested sequences) • Incorporating green screen (chroma key) techniques • Adding visual effects and motion graphics to videos • Time-remapping and speed adjustment techniques
4.	**Introduction to Image Editing and Image Editing Software Basics**
	• Understanding the basics of image editing • Exploring different image editing software options • Navigating the image editing interface and tools • Introduction to image file formats and resolutions • Getting started with a popular image editing software (e.g., Adobe Photoshop, GIMP) • Importing and organizing image files • Basic image editing techniques (cropping, resizing, rotating) • Adjusting brightness, contrast, and color levels in images
5.	**Image Retouching and Enhancement & Advanced Image Editing Techniques**
	• Utilizing retouching tools for skin and blemish correction • Removing unwanted objects and distractions from images • Enhancing image details and sharpness • Applying filters and artistic effects to images • Utilizing advanced image editing features (layers, masks, blending modes) • Creating composites and collages from multiple images • Incorporating text and typography in image designs • Introduction to non-destructive editing techniques

C. RECOMMENDED STUDY MATERIAL

Sr.No	Reference Book	Author	Edition	Publication
1	The Digital Photography Book	Scott Kelby	2021	Rocky Nook
2	Adobe Photoshop CC Classroom in a Book	Andrew Faulkner and Conrad Chavez	2022	Adobe Press
3	Understanding Exposure: How to Shoot Great Photographs with Any Camera	Bryan Peterson	2019	Amphoto Books

CO AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO.1	1	3	1	1	1	1	2	0	0
CO.2	1	2	0	1	1	0	2	0	2
CO.3	1	3	1	1	3	2	0	0	0
CO.4	2	3	2	2	2	1	2	0	1
CO.5	1	2	1	1	2	2	2	0	0

COs AND PSOs MAPPING

COs andPSOs	PSO1	PSO2	PSO3	PSO4	PSO5
CO.1	1	2	1	2	1
CO.2	1	2	1	2	2
CO.3	1	2	2	2	2
CO.4	1	1	3	2	2
CO.5	2	1	2	2	2

Note: On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

COURSE OUTCOMES:

The student would be able to:

C01: Understand the fundamental principles of food science and its relevance in various aspects of the food industry.
C02: Analyze the chemical composition and nutritional value of different food components.
C03: Explain the various physical and chemical processes involved in food preparation, preservation, and storage.
C04: Apply scientific methods to evaluate the quality and safety of food products.
C05: Critically examine emerging trends and advancements in the field of food science and technology.

A. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time Required for the Unit (Hours)
1	Food Combinations and Flavor Pairing	3
2	Cooking Methods and Techniques	3
3	Food Texture and Structure	3
4	Culinary Innovation and Food Science Applications	3
5	Food Safety and Quality Control	3

B. DETAILED SYLLABUS

Unit	Title of the Unit
1.	**Food Combinations and Flavor Pairing**
	- Exploring the science behind food pairing and flavor combinations - Understanding taste receptors and the five basic tastes (sweet, sour, salty, bitter, umami) - Analyzing the principles of flavor profiles and how they interact - Studying complementary and contrasting flavor combinations in various cuisines - Exploring the concept of molecular gastronomy and its impact on food combinations
2.	**Cooking Methods and Techniques**
	- Introduction to different cooking methods, including dry heat, moist heat, and combination methods - Understanding the effects of heat on food and the principles of heat transfer - Exploring the science behind techniques such as baking, roasting, grilling, sautéing, boiling, steaming, and sous vide - Analyzing the impact of cooking methods on nutritional content and sensory characteristics of food - Understanding the importance of temperature control and proper cooking techniques for food safety
3.	**Food Texture and Structure**
	- Understanding the role of food texture in sensory perception and palatability - Studying the science behind texture-modifying techniques such as emulsification, gelation, foaming, and thickening - Exploring the role of ingredients such as starches, proteins, and fats in texture development - Analyzing the impact of cooking methods and processing on food texture and structure - Investigating the science behind food structure and its influence on mouthfeel and eating experience
4.	**Culinary Innovation and Food Science Application**
	Exploring emerging trends in culinary innovation and the role of food science

	• Investigating food science applications in areas such as molecular gastronomy, food technology, and food product development
	• Analyzing the impact of food processing techniques on nutrition, flavor, and quality
	• Understanding the science behind food preservation methods and techniques
	• Exploring the future of food science and its role in addressing global food challenges
5.	**Food Safety and Quality Control**
	• Foodborne illnesses and their prevention
	• Principles of quality control and assurance in food production

C. RECOMMENDED STUDY MATERIAL

Sr.No	ReferenceBook	Author	Edition	Publication
1	Food Science	B. Srilakshmi	2019	New Age International Publishers
2	The Science of Food: An Introduction to Food Science, Nutrition and Microbiology	P. M. Gaman	2018	Royal Society of Chemistry
3	Introduction to Food Science"	Rick Parker	2020	CRC Press

CO AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO.1	1	3	1	1	1	1	2	0	0
CO.2	1	2	0	1	1	0	2	0	2
CO.3	1	3	1	1	3	2	0	0	0
CO.4	2	3	2	2	2	1	2	0	1
CO.5	1	2	1	1	2	2	2	0	0

COs AND PSOs MAPPING

COs andPSOs	PSO1	PSO2	PSO3	PSO4	PSO5
CO.1	1	2	1	2	1
CO.2	1	2	1	2	2
CO.3	1	2	2	2	2
CO.4	1	1	3	2	2
CO.5	2	1	2	2	2

Note: On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

	POORNIMA UNIVERSITY, JAIPUR									
	Faculty of Innovation Research and Entrepreneurship									
	Name of Program: BBA in Startup & Family Business						**Duration: 3 years** **Total Credits: 128**			
	Teaching Scheme for Batch 2023-26									
	Semester-VI									
Course Code	**Name of Course**	**Teaching Scheme**			**SH**	**Marks Distribution**				**Credits**
		Lecture (L)	**Tutorial (T)**	**Practical (P)**		**IE**	**ESE**	**Total**		
A.	**Major (Core Courses)**									
A.1	**Theory**									
BBSCFR6101	Entrepreneurial families	4	-	-		40	60	100		4
BBSCFR6102	Sustainable & Social Entrepreneurship	4	-	-		40	60	100		4
A.2	**Practical**									
BBSCFR6201	Corporate Management Skills -VI & Reflection Paper	-	-	8		60	40	100		4
B.	**Minor Stream Courses/** Department Electives									
B.1	**Theory**									
BBSEFR6101	Leadership & People Skills	4	-	-		40	60	100		4
C	**Multidisciplinary Courses**									
	NA									
D	**Ability Enhancement Courses (AEC)**									
BXXCFR6201	Employability Skills	-	-	2		60	40	100		1
E	**Skill Enhancement Courses (SEC)**									
F	**Value Added Courses (VAC)**									
BXXCFR6601	Sustainable Living	-	-	2		60	40	100		1

G	**Summer Internship / Research Project / Dissertation**							
H	**Social Outreach, Discipline & Extra Curricular Activities**							
Total		**12**		**12**				**18**
Total Teaching Hours		**24/36**						

DETAILED SYLLABUS FOR SIXTH SEMESTER

Code: BBSCFR6101	ENTREPRENEURIAL FAMILIES	4 Credits [LTP: 4-0-0]

COURSE OUTCOMES: After Successful completion of the course students will be able to

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.

A. OUTLINE OF THE COURSE

Unit	Title of the unit	Time Required for the Unit (Hours)
1	Introduction to Family Business	12
2	Ownership Challenges and Family Governance	10
3	Successor Development	10
4	Strategic Planning and Transgenerational Entrepreneurship	15
5	The Future of Family Business	13

B. DETAILED SYLLABUS

Unit	Unit Details
1	**Introduction to Family Business**
	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.
2	**Ownership Challenges and Family Governance**
	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.
3	**Successor Development**
	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.
4	**Strategic Planning and Transgenerational Entrepreneurship**
	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.
5	**The Future of Family Business**

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

C. RECOMMENDED STUDY MATERIAL

S. No	Book
1	Ernesto J.Poza, Mary S. Daughterty, Family Business, 4e, Cengage Learning, 2015.
2	Frank Hoy, Pramodita Sharma, Entrepreneurial Family Firms, Prentice Hall, 2010
3	Sudipt Dutta, Family Business in India, Sage Publications, 1997.
4	Laura Hougaz, Entrepreneurs in Family Business Dynasties: Stories of Italian-Australian Family Businesses over 100 years, Springer, 2015.
5	John L. Ward, Keeping the Family Business Healthy: How to Plan for Continuing Growth, Profitability and Family Leadership, Palgrave Macmillan, 2011.

COs AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO.1	3	3	3	3	2	2	1	2	3
CO.2	3	3	2	3	1	1	1	1	3
CO.3	1	2	1	3	2	1	3	2	3
CO.4	2	2	2	3	3	1	2	2	2
CO.5	1	3	3	3	2	3	2	1	2

COs AND PSOs MAPPING

COs andPSOs	PSO1	PSO2	PSO3	PSO4	PSO5
CO.1	2	1	0	0	1
CO.2	1	1	2	2	2
CO.3	0	1	2	2	2
CO.4	1	2	1	2	3
CO.5	1	2	1	2	3

Note: On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

Code: BBSCFR6102   SUSTAINABLE AND SOCIAL ENTREPRENEURSHIP   4Credits [LTP: 4-0-0]

COURSE OUTCOMES: After Successful completion of the course students will be able to

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.

A. OUTLINE OF THE COURSE

Unit	Title of the unit	Time Required for the Unit (Hours)
1	Introduction to Sustainable and Social Entrepreneurship	7
2	Developing a Sustainable Business Model	15
3	Social Entrepreneurship	8
4	Ethical and Responsible Practices in Entrepreneurship	15
5	Marketing and Communication for Sustainable and Social Ventures	15

B. DETAILED SYLLABUS

Unit	Unit Details
1	**Introduction to Sustainable and Social Entrepreneurship**
	● 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
2	**Developing a sustainable Business Model**
	● 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
3	**Social Entrepreneurship**
	● Identifying key challenges and opportunities in sustainable entrepreneurship ● Social entrepreneurship and social impact measurement ● Environmental sustainability in business operations

4	**Ethical and Responsible Practices in Entrepreneurship**
	● Ethical considerations in sustainable and social entrepreneurship ● Socially responsible sourcing, production, and supply chain management ● Fair trade, labor rights, and worker welfare
5	**Marketing and Communication for Sustainable and Social Ventures**
	● Developing a sustainable and socially responsible marketing strategy ● Building a brand that communicates social and environmental values ● Engaging stakeholders and creating awareness ● Case Studies in Sustainable and Social Entrepreneurship ● Analysis and discussion of successful sustainable and social ventures ● Learning from real-world examples and best practices ● Examining challenges and opportunities in specific sectors

● Assessing and developing sustainable value propositions

C. RECOMMENDED STUDY MATERIAL

Sr. No.	Book	Author
1	The Power of Unreasonable People: How Social Entrepreneurs Create Markets That Change the World	John Elkington and Pamela Hartigan
2	Building Social Business: The New Kind of Capitalism That Serves Humanity's Most Pressing Needs	Muhammad Yunus
3	The Blue Economy: 10 Years, 100 Innovations, 100 Million Jobs	Gunter Pauli
4	Social Entrepreneurship: What Everyone Needs to Know	David Bornstein and Susan Davis

COs AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO.1	3	3	2	1	2	3	2	3	2
CO.2	3	3	1	3	2	3	2	3	3
CO.3	3	3	1	2	3	2	2	3	3
CO.4	2	3	3	1	3	3	3	2	2
CO.5	3	2	3	3	2	1	3	3	3

COs AND PSOs MAPPING

COs andPSOs	PSO1	PSO2	PSO3	PSO4	PSO5
CO.1	2	1	0	0	0
CO.2	1	3	2	0	0
CO.3	1	2	1	0	3
CO.4	1	2	3	0	1
CO.5	1	1	0	0	1

Note: On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

| Code: BBSEFR6101 | LEADERSHIP AND PEOPLE SKILLS | 4 Credits [LTP: 4-0-0] |

COURSE OUTCOMES: After Successful completion of the course students will be able to

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.

A. OUTLINE OF THE COURSE

Unit	Title of the unit	Time Required for the Unit (Hours)
1	Images of Entrepreneurial Leadership, Leadership traits, characteristics & motives	12
2	Charismatic and Transformational Leaders; Leadership Styles	15
3	Situational Leadership and Social Responsibility	15
4	Motivation and Coaching Skills of the Entrepreneurial Leader	12
5	Strategic Leadership & Leadership Issue for Future Entrepreneurs	6

A. DETAILED SYLLABUS

Unit	Unit Details
1	**Images of Entrepreneurial Leadership, Leadership Traits, Characteristics and Motives**
	- 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

2	**Charismatic and Transformational Leaders; Leadership Styles**
	• 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.
3	**Situational Leadership and Social Responsibility**
	• 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
4	**Motivation and Coaching Skills of the Entrepreneurial Leader**
	• Understanding Motivation • Building a Motivated Team • Coaching and Mentoring • Motivating for Innovation and Creativity • Ethical leadership and decision-making
5	**Strategic Leadership & Leadership Issue for Future Entrepreneurs**
	• 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
	• Introduction to Leadership • Emotional Intelligence and Self-Awareness • Decision Making and Problem-Solving • Communication and Influencing Skills • Team Building and Collaboration • Adaptability and Innovation • Strategic Thinking and Vision • Leadership in a Global Context • Entrepreneurial Leadership and Risk-Taking

B. RECOMMENDED STUDY MATERIAL

S. N.	Book
1	The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses" by Eric Ries
2	"Drive: The Surprising Truth About What Motivates Us" by Daniel H. Pink
3	"Dare to Lead: Brave Work. Tough Conversations. Whole Hearts." by Brené Brown
4	"The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail" by Clayton M. Christensen
5	"Leaders Eat Last: Why Some Teams Pull Together and Others Don't" by Simon Sinek

COs AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO.1	0	3	3	1	0	0	0	0	0
CO.2	2	1	2	0	1	0	0	0	0
CO.3	2	1	2	0	1	0	0	0	0
CO.4	3	0	1	0	3	0	0	0	0
CO.5	1	2	1	1	0	0	1	2	3

COs AND PSOs MAPPING

COs andPSOs	PSO1	PSO2	PSO3	PSO4	PSO5
CO.1	1	0	2	0	0
CO.2	2	2	2	2	0
CO.3	2	2	2	1	3
CO.4	1	2	3	3	1
CO.5	1	1	2	3	1

Note: On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

Code: BXXCFR6201	Employability Skills	Credits 1 [LTP: 0-0-2]

COURSE OUTCOMES:

The student would be able to:

C01: Develop effective communication skills, including verbal, written, and non-verbal communication, to enhance professional interactions and relationships in the workplace.

C02: Demonstrate critical thinking and problem-solving abilities to analyze workplace challenges, identify solutions, and make informed decisions.

C03: Acquire teamwork and collaboration skills to work effectively in diverse groups and contribute to achieving common goals in a professional setting.

C04: Develop adaptability and resilience to navigate through changes in the workplace and handle dynamic environments successfully.

C05: Cultivate leadership and time management skills to take on responsibilities, lead projects, and manage time efficiently for personal and organizational success.

A. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time Required for the Unit (Hours)
1	Digital Literacy and Technology Skills	3
2	Time Management and Organization	3
3	Problem Solving and Critical Thinking	3
4	Adaptability and Flexibility	3
5	Professionalism and Ethics	3

B. DETAILED SYLLABUS

Unit	Title of the Unit
1.	**Digital Literacy and Technology Skills**
	• Basic computer skills, including operating systems, file management, and keyboard shortcuts • Internet literacy, including effective searching, evaluating online information, and avoiding online scams • Digital communication tools, such as email, instant messaging, and video conferencing • Productivity software skills, such as word processing, spreadsheet manipulation, and presentation creation • Cybersecurity awareness, including best practices for data protection and online privacy
2.	**Time Management and Organization**
	• Setting goals and prioritizing tasks • Creating schedules and managing time effectively • Strategies for overcoming procrastination • Organizing workspace and managing files and documents • Dealing with interruptions and managing distractions
3.	**Problem Solving and Critical Thinking**
	• Identifying problems and analyzing situations • Developing creative and innovative solutions • Decision-making techniques and strategies • Critical thinking skills and logical reasoning • Collaboration and teamwork in problem-solving
4.	**Adaptability and Flexibility**
	• Embracing change and adapting to new situations • Resilience and coping with stress and pressure

5.	**Professionalism and Ethics**
	• Understanding workplace ethics and professional conduct
	• Demonstrating integrity, honesty, and accountability
	• Building a positive personal brand and professional image
	• Networking skills and building professional relationships
	• Workplace etiquette and cultural sensitivity

(Above the table, partial:)
- Problem-solving in dynamic and uncertain environments
- Learning agility and continuous self-improvement
- Balancing multiple priorities and handling unexpected challenges

C.RECOMMENDED STUDY MATERIAL

Sr.No	Reference Book	Author	Edition	Publication
1	The Essential Guide to Workplace Competencies	Richard S. Deems and Terri A. Deems	2019	Praeger
2	Soft Skills: The Software Developer's Life Manual	John Sonmez	2014	Manning Publications
3	Emotional Intelligence 2.0	Travis Bradberry and Jean Greaves	2009	TalentSmart

CO AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO.1	1	3	1	1	1	0	0	0	0
CO.2	1	2	0	1	1	0	0	0	0
CO.3	1	3	1	1	3	0	0	0	0
CO.4	2	3	2	2	2	0	0	0	0
CO.5	1	2	1	1	2	0	1	2	3

COs AND PSOs MAPPING

COs andPSOs	PSO1	PSO2	PSO3	PSO4	PSO5
CO.1	1	2	1	0	0
CO.2	1	2	1	0	0
CO.3	1	2	2	0	3
CO.4	1	1	3	0	1
CO.5	2	1	2	0	1

Note: On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

| Code: BXXCFR6601 | Sustainable Living | Credits 1 [LTP: 0-0-2] |

COURSE OUTCOMES:

The student would be able to:

C01: Develop the ability to communicate clearly and professionally in both written and verbal forms, fostering successful interactions in various professional settings.

C02: Apply analytical thinking to identify and address complex problems in the workplace, proposing effective and innovative solutions.

C03: Work collaboratively with colleagues to achieve common goals, valuing diverse perspectives and contributing positively to group dynamics.

C04: Exhibit a strong sense of ethical behavior and integrity in all professional activities, understanding the importance of honesty and accountability.

C05: Acquire the necessary skills, knowledge, and attitudes to enhance employability prospects and adapt effectively to the dynamic demands of the job market.

A. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time Required for the Unit (Hours)
1	Introduction to Sustainable Living	3
2	Energy & Water Conservation and Efficiency	3
3	Waste Management	3
4	Recycling and Circular Economy	3
5	Sustainable Energy Solutions	3

B. DETAILED SYLLABUS

Unit	Title of the Unit
1.	**Introduction to Sustainable Living**
	• Overview of sustainable living principles and their importance • Understanding the ecological footprint and its measurement • Exploring the concept of sustainable development
2.	**Energy & Water Conservation and Efficiency**
	• Energy consumption patterns and their environmental impact • Strategies for reducing energy usage at home and work • Renewable energy sources and their benefits
3.	**Waste Management**
	• Introduction to waste management hierarchy: reduce, reuse, recycle • Composting and organic waste management • Strategies for minimizing waste generation and promoting responsible consumption
4.	**Recycling and Circular Economy**
	• Understanding the recycling process and its environmental benefits • Identifying recyclable materials and proper sorting techniques • Exploring the concept of a circular economy and its role in waste reduction
5.	**Sustainable Energy Solutions**
	• Renewable Energy Technologies

C. RECOMMENDED STUDY MATERIAL

Sr.No	ReferenceBook	Author	Edition	Publication
1	The Essential Guide to Workplace Competencies	Richard S. Deems and Terri A. Deems	2019	Praeger
2	Soft Skills: The Software Developer's Life Manual	John Sonmez	2014	Manning Publications
3	The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change	Stephen R. Covey	2004	Simon & Schuster

CO AND POs MAPPING

COs and POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO.1	1	3	1	0	1	0	0	0	0
CO.2	1	2	0	1	1	0	0	0	0
CO.3	1	3	1	1	3	0	0	0	0
CO.4	2	3	2	2	2	0	0	0	0
CO.5	1	2	1	1	1	0	1	2	3

COs AND PSOs MAPPING

COs andPSOs	PSO1	PSO2	PSO3	PSO4	PSO5
CO.1	1	1	1	0	0
CO.2	1	2	1	0	0
CO.3	1	2	2	0	3
CO.4	1	1	3	0	1
CO.5	2	1	2	0	1

Note: On the basis of mapping of COs with POs, this course is related to Employability / Skill Development

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