

DON BOSCO ARTS & SCIENCE COLLEGE
ANGADIKADAVU

(Affiliated to Kannur University Approved by Government of Kerala)
ANGADIKADAVU P.O., IRITTY, KANNUR – 670706



COURSE PLAN

BBA

(2019 – 22)

SEMESTER - II

ACADEMIC YEAR - (2019-20)

II Semester BBA (2019 - 22)

SL. No.	Name of Subjects with Code	Name of the Teacher	Duty Hours per week
1.	2A03 ENG Readings on Life and Nature	Aleena George	5
2.	2A04 ENG Readings on Gender	Anjana S Kumar	4
3.	2A08- 1 MAL Gadhya Roopangal	Rajisha C. K.	5
4.	2A08-1 HIN –Vyavaharik Hindi	Jainy N. George	
5.	2B02 BBA Business Environment	Vidya K. P.	3
6.	2B03 BBA Entrepreneurship Development	Meenu Maria Tom	4
7.	2C03BBA Quantitative Techniques for Business Decisions	Sunitha K. S.	4
	Name of Class Incharge	Meenu Maria Tom	

TIME TABLE

Day	09.50 Am - 10.45 Am	10.45 Am - 11.40 Am	11.55 Am - 12.50 Pm	01.40 Pm - 02.35 Pm	02.35 Pm - 03.30 Pm
1	Sunitha K.S. 2C03BBA	Meenu Maria Tom 2B03BBA	II sem ScLang B Com Fina/BBA	Vidya K.P. 2B02BBA	Aleena George 2A03ENG
2	Sunitha K.S. 2C03BBA	II sem ScLang B Com Fina/BBA	Anjana S. Kumar 2A04ENG	Vidya K.P. 2B02BBA	Aleena George 2A03ENG
3	II sem ScLang B Com Fina/BBA	Sunitha K.S. 2C03BBA	Aleena George 2A03ENG	Meenu Maria Tom 2B03BBA	Anjana S. Kumar 2A04ENG
4	Meenu Maria Tom 2B03BBA	II sem ScLang B Com Fina/BBA	Aleena George 2A03ENG	Vidya K.P. 2B02BBA	Anjana S. Kumar 2A04ENG
5	Aleena George 2A03ENG	Sunitha K.S. 2C03BBA	II sem ScLang B Com Fina/BBA	Anjana S. Kumar 2A04ENG	Meenu Maria Tom 2B03BBA

Subject Code:	2A03 ENG
Subject Name:	Readings on Life and Nature
No. of Credits:	4
No. of Contact Hours:	90
Hours per Week:	5
Name of the Teacher:	Aleena George

Objective: -

1. Understand the basic themes and issues related to ecology through articles, poems, stories, life writings, and historical narratives.
2. Assume ecologically friendly attitudes in events related to everyday life.
3. Identify the specific ecological problems related to Kerala.
4. Identify the major ecological movements around the world and within the country.
5. Ability to express specific opinions when confronted with ecology/development binary.
6. Identify the major or minor ecological issues happening around the students' native place.

Module –I:

1. Environmental Studies: Definition, Scope and Importance
2. Concept of an Ecosystem
3. The Fish – Elizabeth Bishop
4. Trophic Cascade – Camille T. Dungy
5. The Rightful inheritors of the Earth – Vaikom Muhammad Basheer

Module – II:

1. Biodiversity
2. Disaster Management: Floods, Earthquakes, Cyclones, Landslides
3. Real Estate – Sebastian
4. The Truth about the Floods – Nissim Ezekiel
5. Matsyagandhi – M Sajitha

Module – III:

1. Role of an Individual in Prevention of Pollution
2. Environmental Values
3. The End of Living – The Beginning of Survival: Chief of Seattle
4. Going Local – Helena Norberg-Hodge

Assignment Topics

1. Document the list of products we use in our daily life that could have originated from a forest ecosystem.
2. Identify the different fish that the local fishermen have caught. Find out from them if the fish catch has decreased, remained the same, or has increased during the last decade or two.

3. Prepare a report on a flood affected area with details on how it happened, the people's reactions, and the steps to be taken to prevent it in the future.
4. Highlight the environmental health hazards caused by e-waste.
5. Prepare a report on how globalization and liberalization affected coconut/rubber/cardamom farmers in Kerala. Make a field study for any one of the farming sector and document it.
6. Impact of globalization on the local economies.
7. Sustainable development is the only way forward.
8. Identify a river nearby and provide a historical profile of and the changes in its environmental status over the years by talking to the local people.
9. Are the natural resources overused due to the number of people that depend on it, or the greed of a few, or both?
10. List out the products you use in your daily life from a grassland ecosystem.
11. Document the environmental assets in your neighbourhood.
12. "Linking of Indian Rivers" – Your comment on it.
13. Corporate Hijack of Agriculture – Prepare a report.
14. Plastic Pollution in your surroundings.
15. Air pollution in your village/town/city.

People in Environment

Ralph Emerson
 Henry Thoreau
 John Muir
 Edward Abbey
 Annie Dillard
 Leslie Marmon Silko
 Aldo Leopold
 Rachel Carson
 E O Wilson
 Salim Ali
 Madhav Gadgil
 M C Mehta
 Anil Agarwal
 Medha Patkar
 Sunderlal Bahuguna
 Kallen Pokkudan
 Sugathakumari
 Vandana Shiva
 Sunita Narain
 Greta Thunberg

Major environmental movements in India

Chipko Movement
 Jungle Bachao Andholan
 Narmada Bachao Andholan
 Silent Valley Movement

Prescribed Textbook

Nature Matters: Readings on Life and Nature, Board of Editors. MainSpring Publishers, 2019.

Environmental Literature for Further Reference

1. Pilgrim at Tender Creek – Annie Dillard, 1975.
2. Walden – Henry David Thoreau, 1854
3. Under the Sea Wind – Rachel Carson, 1941.
4. Silent Spring – Rachel Carson, 1962.
5. Small is Beautiful – E F Schumacher
6. Earth Policy Reader – Lester R Brown
7. Eco Economy – Lester R Brown
8. No Logo – Naomi Klein
9. Desert Solitaire – Edward Abbey, 1968
10. Biophilia – E O Wilson
11. The Biodiversity of India – Erach Barucha
12. Down to Earth – Centre for Science and Environment
13. Water in Crisis – H P Gleick
14. Global Biodiversity Assessment – Heywood & Waston, 1995
15. The Call of the Wild – Jack London, 1903
16. I am not a Plastic Bag – Rahel Hope, 2012
17. The Great Derangement – Amitav Ghosh
18. The End of Food – Paul Roberts, 2008
19. The End of Oil – Paul Roberts
20. The World Without Us – Alan Weisman, 2008
21. The One-Straw Revolution – Fukuoka, 2009
22. The End of Nature – Bill McKibben, 1989
23. The Good Earth – Pearl S Buck, 2005
24. Carbon – Daniel Boyd, 2014.
25. Peak – Roland Smith, 2007
26. The Tomorrow Code – Brian Falkner, 2008.
27. The Water Wars – Cameron Stracher, 2011
28. Fast Food Nation – Eric Schlosser, 2001
29. Last Child in the Woods – Richard Louv, 2005

Web Resources on Environment

www.earth-policy.org

www.corecentre.co.in – fact sheet on air pollution

www.dialcomfort.com – online guide to air pollution

www.sciencemuseum.org.uk

www.tedtalk.com

TEACHING SCHEDULE

No of Weeks	Dates	Session	Topic
1	18-11-2019 To 23-11-2019	1	Introduction to the syllabus
		19 Nov	Union Inauguration
		2	Environmental Studies: Definition, Scope and Importance
		3	Environmental Studies: Definition, Scope and Importance
		4	Environmental Studies: Definition, Scope and Importance
		5	Group Discussion
		23 Nov	Sports Day
2	25-11-2019 To 29-11-2019		Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
3	01-12-2019 To 05-12-2019		Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
4	09-12-2019 To 13-12-2019	6	The Rightful inheritors of the Earth – Vaikom Muhammad Basheer
		7	The Rightful inheritors of the Earth – Vaikom Muhammad Basheer
		8	The Rightful inheritors of the Earth – Vaikom Muhammad Basheer
		9	Concept of an Ecosystem
		10	Concept of an Ecosystem
		11	Class Test
		12 Dec	Arts Day
		13 Dec	Arts Day
5	16-12-2019	12	The Fish – Elizabeth Bishop

No of Weeks	Dates	Session	Topic
	To 20-12-2019	13	The Fish – Elizabeth Bishop
		14	The Fish – Elizabeth Bishop
		15	Trophic Cascade – Camille T. Dungy
		16	Trophic Cascade – Camille T. Dungy
		20 Dec	Christmas Celebration
6	23-12-2019 To 28-12-2019		Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
7	30-12-2019 To 03-01-2020	17	Seminar
		18	Seminar
		19	Seminar
		20	Seminar
		21	Seminar
		02 Jan	Mannam Jayanthi – Holiday
8	06-01-2020 To 10-01-2020	22	Biodiversity
		23	Biodiversity
		24	Biodiversity
		25	Class Test
		26	Disaster Management: Floods, Earthquakes, Cyclones, Landslides
		27	Disaster Management: Floods, Earthquakes, Cyclones, Landslides
		28	Disaster Management: Floods, Earthquakes, Cyclones, Landslides
		29	Disaster Management: Floods, Earthquakes, Cyclones, Landslides
9	13-01-2020 To 17-01-2020	30	Group Discussion
		31	Real Estate – Sebastian
		32	Real Estate – Sebastian
		33	The Truth about the Floods – Nissim Ezekiel
		34	The Truth about the Floods – Nissim Ezekiel
		35	The Truth about the Floods – Nissim Ezekiel
		36	Matsyagandhi – M Sajitha
37	Matsyagandhi – M Sajitha		

No of Weeks	Dates	Session	Topic
		38	Matsyagandhi – M Sajitha
		39	Matsyagandhi – M Sajitha
10	20-01-2020 To 24-01-2020	20 Jan	First Internal II Semester UG
			First Internal II Semester UG
		22 Jan	First Internal II Semester UG
		40	Role of an Individual in Prevention of Pollution
		41	Role of an Individual in Prevention of Pollution
		42	Seminar
		43	Seminar
		44	Seminar
11	27-01-2020 To 31-01-2020	45	Seminar
		46	Environmental Values
		47	Environmental Values
		48	Environmental Values
		49	Class Test
		50	The End of Living – The Beginning of Survival: Chief of Seattle
		51	The End of Living – The Beginning of Survival: Chief of Seattle
12	03-02-2020 To 07-02-2020	52	The End of Living – The Beginning of Survival: Chief of Seattle
		53	The End of Living – The Beginning of Survival: Chief of Seattle
		54	Assignment
		55	Going Local – Helena Norberg-Hodge
		56	Going Local – Helena Norberg-Hodge
		57	Going Local – Helena Norberg-Hodge
13	10-02-2020 To 14-02-2020	58	Class Test
		59	Ralph Emerson Henry Thoreau John Muir
		60	People in Environment Ralph Emerson Henry Thoreau John Muir
		61	Edward Abbey Annie Dillard Leslie Marmon Silko
		62	Edward Abbey Annie Dillard Leslie Marmon Silko

No of Weeks	Dates	Session	Topic
		63	Aldo Leopald Rachel Carson E O Wilson
14	17-02-2020 To 22-02-2020	64	Aldo Leopald Rachel Carson E O Wilson
		65	Salim Ali Madhav Gadgil M C Mehta
		66	Salim Ali Madhav Gadgil M C Mehta
		21 Feb	Mahasivaratri – Holiday
		67	Group Discussion
15	24-02-2020 To 28-02-2020	24 Feb	College Day
		68	Anil Agarwal Medha Patkar Sunderlal Bahuguna
		69	Anil Agarwal Medha Patkar Sunderlal Bahuguna
		70	Kallen Pokkudan Sugathakumari Vandana Shiva
		71	Kallen Pokkudan Sugathakumari Vandana Shiva
		72	Sunita Narain Greta Thunberg
16	02-03-2020 To 07-03-2020	73	Sunita Narain Greta Thunberg
		74	Assignment
		75	Assignment
		76	Assignment
		77	Major environmental movements in India Chipko Movement
17	09-03-2020 To 13-03-2020	78	Chipko Movement
		79	Jungle Bachao Andholan
		80	Jungle Bachao Andholan
		81	Narmada Bachao Andholan
		82	Narmada Bachao Andholan
		83	Silent Valley Movement

No of Weeks	Dates	Session	Topic
		84	Silent Valley Movement
18	16-03-2020 To 20-03-2020	85	Question Paper Discussion
		86	Question Paper Discussion
		87	Question Paper Discussion
		88	Revision
		89	Revision
		90	Revision
19	23-03-2020 To 27-03-2020	23 Mar	Second Internal II Semester UG
			Second Internal II Semester UG
			Second Internal II Semester UG
			Second Internal II Semester UG
			Second Internal II Semester UG
			Second Internal II Semester UG
20	30-03-2020 To 03-04-2020		Study Leave
			Study Leave
			Study Leave
			Study Leave
			Study Leave
			Study Leave
21	06-04-2020	06 April	University Exam II Semester UG Begin

Subject Code:	2A04 ENG
Subject Name:	Readings on Gender
No. of Credits:	3
No. of Contact Hours:	72
Hours per Week:	4
Name of the Teacher:	Anjana S Kumar

Objective:

To understand the basic gender issues faced by Kerala through articles, poems, stories, life writings and historical narratives.

Module I:

1. An Introduction - Kamala Das
2. Kitchen Rags - Vijila
3. Daskshayani Velayudhan - A Biographical Sketch – Meera Velayudhan
4. Learning to be a Mother - Shashi Deshpande
5. Is this Desirable? - Lalithambika Antharjanam

Module II:

1. Still I Rise - Maya Angelou
2. I Am Not That Woman - Kishwar Naheed
3. Structural Violence and the Trans Struggle for Dignity – Gee Imaan Semmalar
4. Gender Justice and the Media - Ammu Joseph
5. Clothing Matters: Visiting the Melmundusamaram in Keralam - Sheeba K M

Prescribed Textbook; Plural perspectives:

Readings on Gender by Rakhi Raghavan

TEACHING SCHEDULE

No of Weeks	Dates	Session	Topic
1	18-11-2019 To 23-11-2019	1	An Introduction - Kamala Das
		19 Nov	Union Inauguration
		2	An Introduction - Kamala Das
		3	An Introduction - Kamala Das
		4	An Introduction - Kamala Das
		5	An Introduction - Kamala Das
		23 Nov	Sports Day
2	25-11-2019 To 29-11-2019		Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
3	01-12-2019 To 05-12-2019		Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
4	09-12-2019 To 13-12-2019	6	An Introduction - Kamala Das
		7	Assignment
		8	Class Test
		9	Kitchen Rags-
		10	Kitchen Rags
		11	Kitchen Rags
		12 Dec	Arts Day
		13 Dec	Arts Day
5	16-12-2019 To	12	Kitchen Rags
		13	Assignment
		14	Revision

No of Weeks	Dates	Session	Topic
	20-12-2019	15	Class Test
		20 Dec	Christmas Celebration
6	23-12-2019 To 28-12-2019		Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
7	30-12-2019 To 03-01-2020	16	Daskshayani Velayudhan - A Biographical Sketch
		17	Daskshayani Velayudhan - A Biographical Sketch
		18	Daskshayani Velayudhan - A Biographical Sketch
		19	Daskshayani Velayudhan - A Biographical Sketch
		02 Jan	Mannam Jayanthi – Holiday
		20	Daskshayani Velayudhan - A Biographical Sketch
8	06-01-2020 To 10-01-2020	21	Assignment
		22	Class Test
		23	Learning to be a Mother
		24	Learning to be a Mother
		25	Learning to be a Mother
		26	Learning to be a Mother
9	13-01-2020 To 17-01-2020	27	Assignment
		28	Class Test
		29	Is this Desirable?
		30	Is this Desirable?
		31	Is this Desirable?
		32	Is this Desirable?
10	20-01-2020 To 24-01-2020	20 Jan	First Internal II Semester UG
			First Internal II Semester UG
		22 Jan	First Internal II Semester UG
		33	Is this Desirable?
		34	Is this Desirable?
		35	Assignment
11	27-01-2020 To 31-01-2020	36	Class Test
		37	I Am Not That Woman
		38	I Am Not That Woman
		39	I Am Not That Woman
		40	I Am Not That Woman

No of Weeks	Dates	Session	Topic
12	03-02-2020 To 07-02-2020	41	I Am Not That Woman
		42	Assignment
		43	Seminar
		44	Class Test
		45	Structural Violence and the Trans Struggle for Dignity
13	10-02-2020 To 14-02-2020	46	Structural Violence and the Trans Struggle for Dignity
		47	Structural Violence and the Trans Struggle for Dignity
		48	Structural Violence and the Trans Struggle for Dignity
		49	Structural Violence and the Trans Struggle for Dignity
14	17-02-2020 To 22-02-2020	50	Seminar
		51	Class Test
		52	Gender Justice and the Media
		21 Feb	Gender Justice and the Media
		53	Mahasivaratri – Holiday
15	24-02-2020 To 28-02-2020	24 Feb	Gender Justice and the Media
		54	College Day
		55	Gender Justice and the Media
		56	Gender Justice and the Media
		57	Gender Justice and the Media
16	02-03-2020 To 07-03-2020	58	Assignment
		59	Seminar
		60	Class Test
		61	Clothing Matters: Visiting the Melmundusamaram in Kerala
		62	Clothing Matters: Visiting the Melmundusamaram in Kerala
17	09-03-2020 To 13-03-2020	63	Clothing Matters: Visiting the Melmundusamaram in Kerala
		64	Clothing Matters: Visiting the Melmundusamaram in Kerala
		65	Clothing Matters: Visiting the Melmundusamaram in Kerala
		66	Clothing Matters: Visiting the Melmundusamaram in Kerala
		67	Clothing Matters: Visiting the Melmundusamaram in Kerala
18	16-03-2020 To	68	Assignment
		69	Class Test
		70	Revision

No of Weeks	Dates	Session	Topic
	20-03-2020	71	Revision
		72	Revision
19	23-03-2020 To 27-03-2020	23 Mar	
			Second Internal II Semester UG
			Second Internal II Semester UG
			Second Internal II Semester UG
			Second Internal II Semester UG
			Second Internal II Semester UG
20	30-03-2020 To 03-04-2020		Second Internal II Semester UG
			Study Leave
			Study Leave
			Study Leave
			Study Leave
21	06-04-2020	06 April	Study Leave
			University Exam II Semester UG Begin

Subject Code:	2B02 BBA
Subject Name:	Business Environment
No. of Credits:	2
No. of Contact Hours:	54
Hours per Week:	3
Name of the Teacher:	Vidya K. P.

Objective: -

- 1:** Acquire in-depth knowledge about different environment in business climate.
- 2:** Understand the minor and major factors affecting the business in various streams
- 3:** Familiarize the role of socio-cultural factors on development of economy and business.
- 4:** Develop good business policies.

Module –I:

Business Environment – Concept of BE, Components of BE, Importance of BE, Environmental Analysis, Benefits and Limitations of Environmental Analysis.
(8 Hrs)

Module – II:

Social and Cultural Environment – Interface between Business and Culture – Social Responsibilities of business – Political Environment – Economic Role of Government – Legal Environment – Constitutional Environment. (14 Hrs)

Module – III:

Economic environment – Nature of Economic Environment – New Economic Policy 1991 –Privatization – Nature of Privatization – Objectives of Privatization. Disinvestment – Limitations of disinvestment – Public sector – Objectives of Public Sector. (18 Hrs)

Module – IV:

Ecological Environment – Ecology and Business – Industrial Pollution – Global Environment –Globalization - MNC s – Problem with MNCs – Global Entry Strategies – Measures to promote Globalization – Challenges of Globalization to Indian Industry. (14 Hrs)

Books for Reference

1. Business Environment: C.B.Gupta
2. Business Environment: Francis Cherunilam
3. Business Environment: Dr. P.K.Ghosh
4. Essentials of Business Environment

TEACHING SCHEDULE

No of Weeks	Dates	Session	Topic
1	18-11-2019 To 23-11-2019	1	Business Environment – Concept of BE
		19 Nov	Union Inauguration
		2	Components of BE
		3	Importance of BE
		4	Business environment and its constituents
		23 Nov	Sports Day
2	25-11-2019 To 29-11-2019		Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
3	01-12-2019 To 05-12-2019		Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
4	09-12-2019 To 13-12-2019	5	Business environment and its constituents
		6	Environmental Analysis
		7	Benefits of environmental Analysis
		8	Limitations of Environmental Analysis
		12 Dec	Arts Day
		13 Dec	Arts Day
5	16-12-2019 To 20-12-2019	9	Class test
		10	Social and Cultural Environment
		11	Social and Cultural Environment
		20 Dec	Christmas Celebration
6			Christmas – Holiday
			Christmas – Holiday

No of Weeks	Dates	Session	Topic
	23-12-2019 To 28-12-2019		Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
7	30-12-2019 To 03-01-2020	12	Interface between Business and Culture
		13	Social Responsibilities of business
		02 Jan	Mannam Jayanthy – Holiday
		14	Social Responsibilities of business
8	06-01-2020 To 10-01-2020	15	Political Environment
		16	Economic Role of Government
		17	Legal Environment
		18	Constitutional Environment
9	13-01-2020 To 17-01-2020	19	Class test
		20	Economic environment
		21	Nature of Economic Environment
		22	New Economic Policy 1991
10	20-01-2020 To 24-01-2020	20 Jan	First Internal II Semester UG
			First Internal II Semester UG
		22 Jan	First Internal II Semester UG
		23	New Economic Policy 1991
11	27-01-2020 To 31-01-2020	24	Privatization
		25	Nature of Privatization
		26	Objectives of Privatization
		27	Disinvestment
12	03-02-2020 To 07-02-2020	28	Limitations of disinvestment
		29	Public sector
		30	Characteristics of Public Sector
		31	Objectives of Public Sector
13	10-02-2020 To 14-02-2020	32	Problems and shortcomings of Public Sector
		33	Difference between public sector and private sector
		34	Seminar
		35	Class test
14	17-02-2020 To 22-02-2020	36	Ecological Environment
		37	Ecology and Business
		21 Feb	Mahasivaratri – Holiday
		38	Industrial Pollution
15	24-02-2020	24 Feb	College Day

No of Weeks	Dates	Session	Topic
	To 28-02-2020	39	Industrial Pollution
		40	Global Environment
		41	Globalization
		42	MNC s
16	02-03-2020 To 07-03-2020	43	Problem with MNCs
		44	Global Entry Strategies
		45	Global Entry Strategies
		46	Measures to promote Globalization
17	09-03-2020 To 13-03-2020	47	Measures to promote Globalization
		48	Challenges of Globalization to Indian Industry
		49	Class test
		50	Seminar
18	16-03-2020 To 20-03-2020	51	Question paper discussion
		52	Question paper discussion
		53	Revision
		54	Revision
19	23-03-2020 To 27-03-2020	23 Mar	Second Internal II Semester UG
			Second Internal II Semester UG
			Second Internal II Semester UG
			Second Internal II Semester UG
			Second Internal II Semester UG
			Second Internal II Semester UG
20	30-03-2020 To 03-04-2020		Study Leave
			Study Leave
			Study Leave
			Study Leave
			Study Leave
			Study Leave
21	06-04-2020	06 April	University Exam II Semester UG Begin

Subject Code:	2B03 BBA
Subject Name:	Entrepreneurship Development
No. of Credits:	4
No. of Contact Hours:	72
Hours per Week:	4
Name of the Teacher:	Meenu Maria Tom

Objective: -

- 1:** Understand different stages of business and create innovative thinkers to take forward new initiatives.
- 2:** Acquaint them with the challenges faced by the entrepreneur
- 3:** Familiarize the students the entrepreneurship opportunities available in the society.
- 4:** Develop the motivation to enhance entrepreneurial competency.

Module –I:

Introduction: The Entrepreneur: Definition, Emergence of Entrepreneurial Class; Theories of Entrepreneurship; Role of Social Economic Environment; Characteristics of Entrepreneur; Leadership; Risk Taking; Decision Making and Business Planning. **(18 Hrs)**

Module – II:

Concept of women entrepreneur -problems of women entrepreneur -Promotion of a Venture: Opportunities Analysis; External Environmental Analysis- Economic, Social and Technological; Competitive Factors; Legal Requirements of establishment of a new unit and Rising of Funds; Venture Capital. **(16 Hrs)**

Module – III:

Entrepreneurial Behaviour: Innovation and entrepreneur; Entrepreneurial Behaviour and psycho-theories, social responsibility. Entrepreneurial Development Programmes (EDP): EDP, its role, relevance and achievements; role of government in organizing EDP's critical evaluation **(20 Hrs)**

Module – IV:

Role of entrepreneur: Role of an entrepreneur in economic growth as an innovator, generation of employment opportunities, complimenting and supplementing economic growth, bringing about social stability and balanced regional development of industries: **(18 Hrs)**

Books for Reference

1. Entrepreneurship. : Vasant Desai.
2. Entrepreneurship Development: Taneja& S.L. Gupta.
3. Venture Capital –The Indian Experience: Pandey, I.M.
4. Environment and Entrepreneur Tandon B.C
5. A practical guide to industrial entrepreneurs: Srivastava S.B.
6. Project Preparation, Appraisal, Implementation: Chandra, Prasana
7. Entrepreneurship New Venture Creation; Holt

TEACHING SCHEDULE

No of Weeks	Dates	Session	Topic
1	18-11-2019 To 23-11-2019	1	Syllabus
		19 Nov	Union Inauguration
		2	Introduction
		3	The Entrepreneur: Definition
		4	Emergence of Entrepreneurial Class
		5	Theories of Entrepreneurship
		23 Nov	Sports Day
2	25-11-2019 To 29-11-2019		Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
3	01-12-2019 To 05-12-2019		Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
4	09-12-2019 To 13-12-2019	6	Theories of Entrepreneurship
		7	Theories of Entrepreneurship
		8	Role of Social Economic Environment;
		9	Characteristics of Entrepreneur
		10	Leadership
		11	Risk Taking
		12 Dec	Arts Day
		13 Dec	Arts Day
5	16-12-2019 To	12	Decision Making and Business Planning
		13	Decision Making and Business Planning
		14	Class test

No of Weeks	Dates	Session	Topic
	20-12-2019	15	Concept of women entrepreneur
		20 Dec	Christmas Celebration
6	23-12-2019 To 28-12-2019		Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
7	30-12-2019 To 03-01-2020	16	Problems of women entrepreneur
		17	Problems of women entrepreneur
		18	Promotion of a Venture
		19	Opportunities Analysis
		02 Jan	Mannam Jayanthi – Holiday
		20	External Environmental Analysis
8	06-01-2020 To 10-01-2020	21	Economic, Social and Technological
		22	Economic, Social and Technological
		23	Competitive Factors
		24	Legal Requirements of establishment of a new unit
		25	Legal Requirements of raising of Funds
		26	Venture Capital
9	13-01-2020 To 17-01-2020	27	Scope of venture Capital
		28	Needs and importance of venture Capital
		29	Class test
		30	Presentation
		31	Entrepreneurial Behaviour
		32	Innovation and entrepreneur
10	20-01-2020 To 24-01-2020	20 Jan	First Internal II Semester UG
			First Internal II Semester UG
		22 Jan	First Internal II Semester UG
		33	Types of entrepreneurs
		34	Types of entrepreneurs
		35	Problems faced by entrepreneurs
11	27-01-2020 To 31-01-2020	36	Seminar
		37	Entrepreneurial Behaviour
		38	Entrepreneurial Behaviour
		39	Psycho-theories
		40	Psycho-theories

No of Weeks	Dates	Session	Topic
12	03-02-2020 To 07-02-2020	41	Social responsibility
		42	Arguments of social responsibility
		43	Social responsibility towards different stakeholders
		44	Social responsibility towards different stakeholders
		45	Entrepreneurial Development Programmes (EDP)
13	10-02-2020 To 14-02-2020	46	Entrepreneurial Development Programmes (EDP)
		47	EDP and its role
		48	EDP and its role
		49	EDP and its relevance
14	17-02-2020 To 22-02-2020	50	EDP and achievements
		51	Role of government in organizing EDP's
		52	Role of government in organizing EDP's
		21 Feb	Mahasivaratri – Holiday
		53	Presentation
15	24-02-2020 To 28-02-2020	24 Feb	College Day
		54	Role of government in organizing EDP's
		55	Critical evaluation of EDP
		56	Critical evaluation of EDP
		57	Seminar and discussion
16	02-03-2020 To 07-03-2020	58	Class test
		59	Role of an entrepreneur in economic growth as an innovator
		60	Role of an entrepreneur in economic growth as an innovator
		61	Generation of employment opportunities
		62	Generation of employment opportunities
17	09-03-2020 To 13-03-2020	63	Complimenting and supplementing economic growth
		64	Complimenting and supplementing economic growth
		65	Bringing about social stability and balanced regional development of industries
		66	Bringing about social stability and balanced regional development of industries
		67	Seminar
18	16-03-2020 To 20-03-2020	68	Seminar
		69	Class test
		70	Question paper discussion
		71	Revision
		72	Revision

No of Weeks	Dates	Session	Topic
19	23-03-2020 To 27-03-2020	23 Mar	Second Internal II Semester UG
			Second Internal II Semester UG
			Second Internal II Semester UG
			Second Internal II Semester UG
			Second Internal II Semester UG
			Second Internal II Semester UG
20	30-03-2020 To 03-04-2020		Study Leave
			Study Leave
			Study Leave
			Study Leave
			Study Leave
			Study Leave
21	06-04-2020	06 April	University Exam II Semester UG Begin

Subject Code:	2C03BBA
Subject Name:	Quantitative Techniques for Business Decisions
No. of Credits:	4
No. of Contact Hours:	72
Hours per Week:	4
Name of the Teacher:	Sunitha K. S.

Objective: -

1. Understands concepts of quantitative techniques
2. Develops analytical thinking and logical reasoning for effective decision making
3. Apply probability theories in real life situations
4. Understands theoretical distributions and hypothesis testing and its applications in live situations

Module –I:

Quantitative Techniques-Introduction-Meaning and definition-Application of Quantitative Techniques in business-Limitations **(12 hours)**

Module – II:

Probability -Concept of Probability-Meaning and definition-Approaches to probability-Theorems of probability-Addition theorem-Multiplication theorem-Conditional probability-Inverse probability-Bayes's theorem. **(15 hours)**

Module – III:

Theoretical Distribution - Binomial distribution - Basic assumptions and characteristics – Fitting of binomial distribution - Poisson distribution - characteristics - Fitting of Poisson distribution - Normal distribution - features and properties - Standard normal curve. **(20 hours)**

Module – IV:

Statistical Inference - Testing of hypothesis – Procedure –Null & Alternate hypothesis - Level of significance – Critical region- Degrees of freedom- Errors in testing- Two tail test and One tail test Parametric tests & Non parametric tests (only theory) **(25 hours)**

Books for Reference

1. S.P. Gupta, Statistical Methods, Sultan Chand & Co.
2. S.C. Gupta & V.K. Kapoor, Fundamentals of Mathematical Statistics, S. Chand & Co.
3. B.L. Agarwal, Basic Statistics, New Age International
4. Quantitative Techniques in Management : Vohra
5. R. K. Ghosh, S. Saha, Business Mathematics & Statistics, New Central Book Agency

TEACHING SCHEDULE

No of Weeks	Dates	Session	Topic
1	18-11-2019 To 23-11-2019	1	Introduction to quantitative techniques
		19 Nov	Union Inauguration
		2	Meaning and definition
		3	Mathematical quantitative techniques
		4	Statistical quantitative techniques
		5	Programming quantitative techniques
		23 Nov	Sports Day
2	25-11-2019 To 29-11-2019		Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
3	01-12-2019 To 05-12-2019		Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
4	09-12-2019 To 13-12-2019	6	Limitations Quantitative techniques
		7	Limitations Quantitative techniques
		8	Application of Quantitative Techniques in business
		9	Application of Quantitative Techniques in business
		10	Application of Quantitative Techniques in business
		11	Uses of QT
		12 Dec	Arts Day
		13 Dec	Arts Day
5	16-12-2019 To	12	Class Test
		13	Probability
		14	Terms used in probability

No of Weeks	Dates	Session	Topic
	20-12-2019	15	Permutations
		20 Dec	Christmas Celebration
6	23-12-2019 To 28-12-2019		Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
7	30-12-2019 To 03-01-2020	16	Combinations
		17	Different approaches of probability
		18	Classical Approach
		19	Problems
		02 Jan	Mannam Jayanthi – Holiday
		20	Empirical approach
8	06-01-2020 To 10-01-2020	21	Subjective approach
		22	Axiomatic approach
		23	Theorems of Probability
		24	Addition Theory
		25	Problems
		26	Multiplication theorem
9	13-01-2020 To 17-01-2020	27	Baye's theorem
		28	Probability distribution
		29	Random variables
		30	Binomial distribution
		31	Properties ,Assumptions of Binomial distribution
		32	Problems
10	20-01-2020 To 24-01-2020	20 Jan	First Internal II Semester UG
			First Internal II Semester UG
		22 Jan	First Internal II Semester UG
		33	Problems
		34	Fitting Binomial distribution
		35	Poisson distribution
11	27-01-2020 To 31-01-2020	36	Properties ,Assumptions of Poisson distribution
		37	Problems
		38	Problems
		39	Normal distribution
		40	Problems

No of Weeks	Dates	Session	Topic
12	03-02-2020 To 07-02-2020	41	Class test
		42	Hypothesis
		43	Statistical inference
		44	Testing of hypothesis
		45	Sampling distribution
13	10-02-2020 To 14-02-2020	46	Standard errors
		47	Parametric test
		48	Non parametric test
		49	Critical region , null and alternative hypothesis
14	17-02-2020 To 22-02-2020	50	Z test
		51	t test
		52	F test
		21 Feb	Mahasivaratri – Holiday
		53	Types of errors
15	24-02-2020 To 28-02-2020	24 Feb	College Day
		54	Type 1 and 2 error
		55	Two tailed test
		56	One tailed test
		57	Testing of a given population mean
16	02-03-2020 To 07-03-2020	58	Testing of equality of two sample mean
		59	Testing equality of two sample SD
		60	Chi square test
		61	ANOVA
		62	One way classification
17	09-03-2020 To 13-03-2020	63	Two way classification
		64	Seminar
		65	Seminar
		66	Seminar
		67	Revision
18	16-03-2020 To 20-03-2020	68	Revision
		69	Question paper discussion
		70	Question paper discussion
		71	Question paper discussion
		72	Question paper discussion
19	23-03-2020 To 27-03-2020	23 Mar	Second Internal II Semester UG
			Second Internal II Semester UG
			Second Internal II Semester UG
			Second Internal II Semester UG

No of Weeks	Dates	Session	Topic
			Second Internal II Semester UG
			Second Internal II Semester UG
20	30-03-2020 To 03-04-2020		Study Leave
			Study Leave
			Study Leave
			Study Leave
			Study Leave
			Study Leave
21	06-04-2020	06 April	University Exam II Semester UG Begin