

# **VEER NARMAD SOUTH GUJARAT UNIVERSITY**

**T.Y.B.B.A.**

**Semester – V**

**( 2003 )**

- 1) Paper – XVII - Computer Application – III
- 2) Paper – XVIII - Entrepreneurship Development & Small Business  
Management
- 3) Paper – XIX - Research Methodology (Survey Methods)
- 4) Paper – XX - Business Environment

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**Paper - XVII**

## **Computer Applications-III Introduction to Internet and E-Business**

**Contact Hours:** 4 Hours Per Week. (Theory)

**Perquisite:** NIL

At least 15 to 20 Hours Internet access must be provided to the individual Students.

- **Introduction to Internet** **50%**
  - Concepts of Network
  - Internet Services and Resources
    - E-Mail and Voice Mail
    - Chat
    - BBS
    - Searching
    - WWW
    - Ping
    - Telnet
  - Resource Guide
  - Use of Internet in various Field
  - Web Browser
  
- **E- Business** **50%**
  - Overview
  - Traditional VS E-Business transactions
  - Benefits and Impact of E-Commerce
  - Marketing Strategies
  - Transactions on Internet
    - Offering Products on Net
    - Collaborating Distribution chain
    - Customer Support
    - Virtual Co-ordination
  - Add value to Services
  - Types of Electronic Payment
  - Business process Reengineering
  - Management of Change

### **Books for Reference:**

1. E-Commerce – The cutting Edge of Business, K.K.Bajaj & D. Nag – TMH
2. Electronic Commerce, David Kosiur – PHI
3. The E- Business (R)evolution, Daniel Amor – Pearson Education Asia.
4. Internet Marketing E-Commerce and Cyber Loss, Asit Narayan & L.K.Thakur – Authorspress
5. The E-BIZ PRIMER – How to Design Profitable web sites and web prtals, Leon- TMH
6. ABC of Internet, Dyson –BPB
7. How Internet works, Gralla – Tech Media
8. Internet an Introduction, CISTems – TMH
9. 10 minutes guide to Internet, Crimes – PHI

**Other Recommendations:**

1. Laboratory Facility must be provided to each student as per teaching scheme. 1 Computer for 1 Student.
2. Institute must provide Internet facility to each student in the laboratory
3. Necessary software must be purchased.

**Paper No. 2 should be shifted to 4<sup>th</sup> semester so that laboratory can be utilized properly. Also required mathematical, statistical and management paper were covered during this time. Originally it was in 3<sup>rd</sup> semester.**

# VEER NARMAD SOUTH GUJARAT UNIVERSITY

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**Paper - XVIII**

## **Entrepreneurship Development & Small Business Management**

### **PART – A ENTREPRENEURSHIP**

#### **Chapter – 1 Conceptual Framework 20%**

- Definition, functions & qualities of entrepreneur
- Difference between Entrepreneur & Manager
- Definition of Entrepreneurship and barriers
- Development of Entrepreneurship
- Conceptual & training model
- Rural Entrepreneurship
- CED & EDII

#### **Chapter – 2 Motivating the entrepreneurship 20%**

- Definition & process of Motivation (Khanka)
- Implication of Maslow's & McClelland's theory (Khanka)
- Motivating factors (Khanka)
- Cultural & social factors

#### **Chapter – 3 Promoting Small Scale Units 10%**

- Concept of SSI
- Whom to approach
- Facilities to technocrats
- Special assistance to SC/ST
- Registration procedure

### **PART – B PROJECT MANAGEMENT**

#### **Chapter – 4 Project Management 10%**

- Definition, meaning, characteristics & Phases of project management
- Sources & Preliminary screening Of Project ideas
- General format – (A) Scope (B) Feasibility report setting (C) Contents (D) Performa

#### **Chapter – 5 Project Appraisal 10%**

- Definition, Meaning & scope -

##### **A Market Analysis**

- Information required for market analysis
- Definition of situational analysis
- Sources of market information( primary & secondary)
- Demand Forecasting( Qualitative – Jury & Delphi) (Quantitative – Exponential & Leading indicator)

##### **B Technical Analysis**

- Location & site
- Raw Material
- Product technology

- Site preparation
- Project engineering
- Factors affecting Man Power Planning (MPP)

**Chapter – 6 Financial Projections** **10%**

- Preparation of projected financial statement
- Projected cashflow & fundflow
- Debt services coverage ratio

**Chapter – 7 Financing the project** **10%**

- Types of financial assistance
- Procedure for project loan

**Chapter – 8 Project Monitoring & Control** **10%**

- Warning signals & remedies required

**Rehabilitation of sick project:**

- Definition of sick unit & causes
- Rehabilitation package by financial institutions for sick projects

**References:**

1. Entrepreneurship Development - By: Vasant Desai
2. Entrepreneurship Development - By: C. B. Gupta & Khanka (s. Chand)
3. Business Environment (For chapter-8) - By: Aswathappa (Himalaya)
4. Project Planning to Implementation - By: Prasanna Chandra

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2003

Paper - XIX

## Research Methodology (Survey Methods)

**Objective:** To expose the students with the process of conducting scientific enquiries starting with searching a problem, identifying the sources of data, collecting the required data, analyzing the collected data, interpreting the data & results and writing a report.

1. **Scientific Methods and Research Design:** 5 %  
Methods of knowing, Scientific methods, Research Design, Types of research Design, Criteria for Research Design, Sources of Experimental, Errors, Variables, Relations & hypothesis.
2. **The Research Process:** 10 %  
Formulating Research Problem, Choice of Research Design, Determining Sources of Data, Data collection methods, sampling Design and sample size, Organizing & conducting field surveys. Processing & analyzing the collected data.
3. **Secondary data:** 10 %  
Evaluating secondary data, Sources of secondary data.
4. **Collection of Primary Data:** 10 %  
Information and data, Methods of data collecting : (i) Observation Method (ii) Laboratory Experiments (iii) Field Experiments (iv) Survey Methods.
5. **Scaling Techniques:** 5 %  
The concept of attitude and general procedure in attitude scaling, Types of scales and Attitude scales, Limitation of attitude measurements.
6. **Survey Method:** 20 %  
Census Vs Example survey, The Method and its' stages, The Mail questionnaire, The personal interview, The telephonic interview, Comparison of three surveys.
7. **Questionnaire construction:** 10 %  
The questions & concept of questions, Types of questions, Question format & sequence, Print jobs in Questionnaire construction, Cover letter & instructions, A case study- construction of questionnaire.
8. **Sampling:** 10 %  
Aim and purpose of sampling, The population, Sample size, Sample design, Sampling & non-sampling errors.
9. **Data processing:** 5 %  
Constructing covering scheme, Codebook construction, Manual & automatic data processing, Computer data processing, Data processing cycle.
10. **Data Analysis:** 5 %  
Measures of Central Tendencies, Dispersion and Statistical Estimation.

## **11. Report writing:**

**10 %**

Need for Report writing, the audience for whom the report is written, the language, the format of report writing and the art and ethics of report writing.

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### **References:**

1. Marketing Research : Beri G.G  
Tata Mcgraw Hill
2. Formulation of behavioral Research : Kerlinger, Fred N.  
Surjeet Publications, Delhi.
3. Survey Methods for social : Moses

# VEER NARMAD SOUTH GUJARAT UNIVERSITY

**T.Y.B.B.A.**

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**Paper - XX**

## **Business Environment**

- **Concepts and Importance of Business Environment** **15%**
  - Business- Definition
  - Environment – Definition
  - Business Environment –Definitions, Objectives
  - Internal Environment
  - External Environment
  - Environmental Analysis – Definitions, Uses and Limitations
  
- **Economic Environment** **20%**
  - Nature of Economic Environment
  - Components of Economic Environment
    - Economic System – Capitalism, Socialism, mixed Economy Present scenario in India.
    - Privatization- Means, ways of / Roots to Privatizations, Obstacles in Privatization, advantages and limitations.
    - Monetary policy- Meaning, Overview of tools like general Credit Controls – Bank Rates, CRR, SLR and Open Market Operations. Selective Credit Controls, Fiscal Policy – Overview, Budget.
    - Role of Government – Four Roles of Government.
  
- **Technological Environment** **15%**
  - Meaning and Features
  - Impact of technological environment on society, Economy and Organization.
  - Management of Technology – Management, transfer of technology and appropriateness.
  
- **Legal and Political Environment** **15%**
  - Meaning of Legal Environment
  - Classification of Legal Rules
  - Scope of Legal Environment
  - FEMA
  - Trade and Merchandise Marks Act.
  - Essential Commodities Act
  - Three Political Institutions – Judiciary, Legislature, Executive
  
- **Social Environment** **20%**
  - Concept and Significance of Socio – Cultural Environment
  - Social Responsibilities of Business – Responsibilities towards shareholders, Employees, Consumers, Community, Government and Environment
  - Social Responsibility Models – Ackerman’s Model, Carroll’s four Part model
  - Arguments for and against social responsibility
  - Business Ethics- Meaning, Importance, Sources of ethics
  - Ethical dilemmas

- Managing Ethics
- Consumerism – Meaning, Utility, Consumer Rights
- Consumer Protection Act, 1986

- **International Environment**

**15%**

- Characteristics of international Environment
- Impact of International Environment on Indian Business
- WTO- Functions of WTO, Final act of WTO, Implications of WTO on India, (Arguments for and against joining WTO)

**References:**

1. Essentials of Business Environment - By: K. Aswathappa (HPH), Millennium Edition.
2. Business Environment - By: Francis Cherunillam (HPH)
3. Legal Environment - BY: K. Aswathappa (HPH)
4. Business Environment - By: Parag Diwan & Agrawal