

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WEST BENGAL
(Formerly West Bengal University of Technology)
Syllabus of BBA Entrepreneurship
(Effective from 2023-24 Academic Sessions)
SEMESTER- 5

Paper: Financial Management

Code: ENTC 501

Contacts Hours / Week: 5L

Credits: 5

Aim of the Course: The aim of this course is to provide students with a strong foundation in financial concepts related to entrepreneurship. Its main goal is to give students the tools they need to manage capital, assess funding options, and analyze financial performance. Students who complete the course will be equipped to launch and expand their businesses with strong financial judgment.

Course Objectives: The objective of the course is to give students a thorough understanding of entrepreneurial finance and how it functions in the management and expansion of new businesses. It presents a number of funding options, such as government funding programs, angel investment, and venture capital. Students will gain knowledge in working capital management, financial performance evaluation, and strategic financing decision-making. Additionally, the course gives students an understanding of the institutional financial backing those Indian businesses can access.

COURSE OUTCOME	
CO1	Remember the time value of money, capital structure, and financial management functions, among other important ideas in entrepreneurial finance.
CO2	Understand the different sources of startup funding and explain the distinctions between corporate and entrepreneurial finance.
CO3	Apply financial methods including working capital computation, cash flow forecasts, and ratio analysis to assess business performance
CO4	Analyze investment decisions for entrepreneurial endeavors and examine the cost of capital and capital budgeting options.
CO5	Evaluate projected statements and feasibility analysis to determine the financial viability of entrepreneurial endeavors.
CO6	Create financial plans for new businesses by combining government programs, venture financing, crowdsourcing, and bootstrapping.

DETAILED SYLLABUS:

Sl.	Topic/ Module	Hours
1	Module 1 Introduction to Entrepreneurial finance: Concept, Scope, Importance; Entrepreneurial finance vis-a-vis Corporate Finance; feasibility analysis, Concept of Financial Management; Functions, Profit Maximization and Wealth Maximization. Time Value of Money Compounding and Discounting.	7

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2	Module 2 Sources of Finance Various sources of Investment - Basics of Venture Capital and Angel Investment - Start-up Culture - Various measures of encouragement and support being provided by the State and Central Government for strengthening the Entrepreneurial Culture	5
3	Module 3 Financing Decisions Basics of Capital structure, Cost of Capital – Concept, Classification; Weighted average cost.	10
4	Module 4 Measuring & evaluating financial performance: Financial Statement analysis, Projected cash flow Statement, Ratio analysis and Capital budgeting techniques. Working Capital management; Concepts, components, determinants, and need of working capital, computation of working capital for a startup company, case study application.	15
5	Module 5 Institutional Financial Support Schemes and functions of rate of Industries - District Industries Centres (DICs) - Industrial Development Corporation (IDC) - State Financial Corporation (SFCs) - Small Scale Industries Development Corporations (SSIDCs) - Khadi and Village Industries Commission (KVIC) - Technical Consultancy Organization (TCO) - Small Industries Service Institute (SISI) - National Small Industries Corporation (NSIC) - Small Industries Development Bank of India (SIDBI).	8
6	Module 6 Organizing and operating ventures; Financing a new venture, seed startup and first round financing sources; Financial Bootstrapping, Business Angel funding, Venture capital, Crowd funding, Private equity and Government Schemes for financing the startups.	5

Module No	Content	Total Hours	% of questions	Bloom Level (applicable)	Remarks, if any
Theory					
M1	Introduction to Entrepreneurial finance	7	15	1,2	NA
M2	Sources of Finance	5	15	1,2	NA
M3	Financing Decisions	10	20	1,2,3,4,5	NA
M4	Measuring & evaluating financial performance	15	20	1,2,3,4,5	NA
M5	Institutional Financial Support Schemes and functions of rate of Industries	8	15	1,2	NA
M6	Organizing and operating ventures	5	15	1,2,6	NA
Total Hours		50	100		

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References:

1. Khan, M. Y., & Jain, P. K. Financial Management: Text, Problems and Cases. McGraw-Hill Education.
2. IM Pandey. Financial Management- By Pearson
3. Chandra, P. Financial management. Tata McGraw-Hill Education.
4. Charantimath, Poornima Entrepreneurship Development and Small Business Enterprises 2nd Pearson Education 2012
5. Khan, M. Y., Financial Services, McGraw Hill, New Delhi.
6. Rogers, S., Entrepreneurial Finance, McGrawHill, New York.
7. Adelman, P. J. and Marks, A. M., Entrepreneurial Finance, Pearson, Boston.

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Paper: Services Marketing

Course Code: ENTC 502

Contacts Hours / Week: 5L

Aim of the Course:

This course covers the explanations about the fundamentals of service marketing in entrepreneurship. It explains the different aspects of service marketing and the relevance of service marketing in pursuing entrepreneurial activities. The course intends to discuss the impact of service marketing for achieving success in business enterprises.

Objectives:

1. To know the service concept, its evolution and growth.
2. To understand Marketing Mix in service marketing and its effective management in entrepreneurship.
3. To know the service marketing techniques applied in operating a business enterprise.

COURSE OUTCOME	
CO1	Explain the importance of service in marketing of a product and its various characteristics affecting the marketing of a product.
CO2	Understand the 7Ps of service marketing and its application in business enterprises.
CO3	Understand segmenting, targeting and positioning in the context of service marketing.
CO4	Explain the concept of quality service and the causes of gap in quality service.
CO5	Understand the importance of service marketing in entrepreneurship.

Module Number	Content	Total Hours	% of questions	Bloom Level (applicable)	Remarks, if any
M1	Introduction to Service Marketing	5	20	1,2	NA
M2	Marketing Mix in Service Marketing	10	20	1,2,3	NA
M3	Segmentation, Targeting and Positioning	10	30	1,2	NA
M4	Delivering Quality Service	15	20	1,2,3	NA
M5	Marketing of services with reference to entrepreneurship in India	10	10	1,2,3	NA
Total		50	100		

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Syllabus

Module 1

Introduction to Service Marketing: Meaning, Definition, Characteristics, Components, Classification of Service Marketing, Factors Leading to a Service Economy.

Total Hours: 5

Module 2

Marketing Mix in Service Marketing: The seven Ps: product decision, pricing strategies and tactics, promotion of service and distribution methods for services. Additional dimension in services marketing- people, physical evidence and process.

Total Hours: 10

Module 3

Segmentation, Targeting and Positioning: Strategic Aspects of Services Marketing, Segment Selection or targeting a few Segments, Positioning a Service in the Marketplace, Targeting Customers and Building Relationships, Importance of Services Marketing in Indian Economy, Growth of service sector in Indian Economy.

Total Hours: 10

Module 4

Delivering Quality Service: Causes of service - quality gaps. The customer expectations versus perceived service gap. Factors and techniques to resolve this gap. Customer relationship management. Gaps in services - quality standards, factors and solutions – the service performance gap - key factors and strategies for closing the gap. External communication to the customers- the promise versus delivery gap - developing appropriate and effective communication about service quality.

Total Hours: 15

Module 5

Marketing of services with reference to entrepreneurship in India: Role of services in entrepreneurship, Impact of service marketing on entrepreneurship.

Total Hours: 10

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1. S M Jha , Services Marketing, Himalaya Publishing House , Mumbai 2000.
2. Rampal. M.K & Gupta S. L , Service marketing , Galgotia Publishing, New Delhi 2000.
3. Valarie A Zeithaml , Services Marketing: Integrating Customer Focus Across the Firm, Second Edition, McGraw-Hill 2003.
4. Christopher Lovelock , Services Marketing : People, Technology & Strategy, Seventh Edition, Pearson Education, New Delhi 2011.
5. Ravi Shanker , Services Marketing, First Edition, Excel Books, New Delhi 2008
6. Bryson, J. M., Strategic Planning for Public Service and non-profit organizations, First Edition, Pergamon Press 1993.