

CMJ UNIVERSITY, SHILLONG

REGULATION FOR BBA

Duration – Three Years

Eligibility - 10+2 or its equivalent

Scheme of Distribution of Marks

Sr. No.	First Year	Internal Assessment Marks	Term End Examination	Total Marks	Passing Marks
1	Organization Behaviour	30	70	100	40
2	IT Tools And Applications	30	70	100	40
3	Business Communication	30	70	100	40
4	Marketing Management	30	70	100	40
5	Management Information Systems	30	70	100	40
6	Financial And Cost Accounting	30	70	100	40
7	Principles Of Management	30	70	100	40
Sr. No.	Second Year	Internal Assessment Marks	Term End Examination	Total Marks	Passing Marks
1	Money And Banking	30	70	100	40
2	Travel And Tourism Management	30	70	100	40
3	Managerial Economics	30	70	100	40
4	Introduction To Internet	30	70	100	40
5	Human Resource Management	30	70	100	40

6	E-Commerce	30	70	100	40
Sr. No.	Third Year	Internal Assessment Marks	Term End Examination	Total Marks	Passing Marks
1	Financial Management	30	70	100	40
2	Business Ethics And Law	30	70	100	40
3	Product Management	30	70	100	40
4	Relational Database Management System	30	70	100	40
5	Sales Management	30	70	100	40
6	Entrepreneurship Development	30	70	100	40

BBA (First Year)

ORGANIZATION BEHAVIOUR BBA 101

SYLLABUS

UNIT-I

Meaning, Nature and Scope of Organizational Behaviour - Need for studying Organizational Behaviour - Disciplines contributing to Organizational Behaviour Organizational Behaviour process - Approaches to the study of Organizational Behaviour - Hawthorne's experiments and its implications.

UNIT- II

Personality - Types of Personality - Theories of Personality - Perception - Perceptual Process - Perception and its application in Organizations - Attitude - Formation of Attitude Measurement of Attitude - Values - Types of Values.
Organization Effectiveness - Factors influencing organization effectiveness

UNIT-III

Motivation - Meaning - Nature of Motivation - Theories of Motivation and Techniques - Motivation Process- Job satisfaction - Measuring Job satisfaction – Meaning - Morale and Productivity.

UNIT-IV

Group Dynamics - Why do people form and join the Groups - Theories of Groups - Group cohesiveness - Group role - Group decision making techniques - Different models of Group decision making - Group conflict - Types of conflict - Conflict process.

UNIT-V

Leadership - Leadership styles - Theories - Leadership styles in Indian Organizations - Power - Sources of Power - Organization Culture - Types of Culture- Function of Culture

IT TOOLS AND APPLICATIONS

BBA – 102

SYLLABUS

Unit I

INTRODUCTION TO COMPUTERS

Definition-Characteristics-Historical Evolution of Computers-Classification of Computers-Digital Computers-Generations of Computers-Model of Digital Computer-Functioning of a Digital Computer-Why Computers are Useful?-Human VS Computer-Applications-Input /Output Devices-Hard Copy Devices - Soft Copy Devices - Video Graphics Array (VGA) - Super VGA - Monitor

Unit II

NUMBER SYSTEMS AND BOOLEAN ALGEBRA

Number System-Conversions-Decimal to Binary Conversion-Decimal to Octal-Decimal to Hexadecimal-Binary System to Other Number Systems-Binary to Hexadecimal-Octal Number System to Other Systems-Hexadecimal System to Other Systems-Character Codes-Concept and Requirement of Boolean algebra

Unit III

SOFTWARE CONCEPTS, SOCIAL CONCERNS AND APPLICATIONS OF COMPUTERS

Types of Software-Assembler-Compilers-Loaders and Linkage Editors-Functions of Operating System-Types of Operating Systems-What is an Operating System? -Functions of Operating System-Operating System as Resource Manager-BIOS-Positive and Negative Impacts of Computer Technology-Viruses and their Types-Classification of Virus-Effects of Viruses-Computer Crimes-Business Education-Science Engineering

Unit IV

INTRODUCTION TO MICROSOFT WORD 2000

Introduction to Microsoft Word 2000-Standard Toolbar-Appling Wordwrap-File Menu-Edit Menu-View Menu-Insert Menu-Format Menu-Tools Menu-Table Menu-Macro-Editing of Word Document-Text Formatting-Paragraphs Formatting-Text Animation-Tables in Microsoft Word 2000

Unit V

MICROSOFT EXCEL 2000

Introduction to Microsoft Excel 2000-Edit Menu-View Menu-Insert Menu-Format Menu-Tools Menu-Data Menu-Excel Short Cut Keys-Working with Toolbar -Formulas-Insert Chart-Formatting-Data Management

BUSINESS COMMUNICATION

BBA 103

SYLLABUS

Unit I

Communication: Meaning & Definition-Role of communication in business-Main forms of communication in business-Communication process-Inference model-Modes of Non-Verbal communication-Communicating across cultures

Unit II

Active Listening : Introduction-Anatomy of poor listening-Factors contributing to poor listening-Anatomy of poor speaking-Good listening-Telephoning -Mobile Phones-Teleconferencing

Unit III

Presentation Skills:Introduction- Features of a good presentation- Handling questions-Meeting

Unit IV

Business Letters:Introduction- Format and Layout- E-Mail- Report Writing- Writing Skills

Unit V

Recruitment Correspondence: -Definition- Application letter- Contents of resume and CV- Interview letter- Offer of Employment- Letter of Acceptance- Resignation Letter- Letter of recommendation

MARKETING MANAGEMENT

BBA-104

SYLLABUS

UNIT – I

Marketing Concepts: Meaning – Evolution – Purpose of marketing – Components & basic characteristics of marketing – Implementation of marketing concepts – The marketing system – Marketing mix. – Elements of marketing mix.

UNIT – II

Marketing Functions: Marketing process – Concentration – Dispersion – Buying – Selling – Financing – Risk bearing – Market information – Standardization – Transportation – Storage.

UNIT – III

Market Segmentation: Definition & Importance – Bases of market segmentation – Consumer market segmentation in India - Buying Behaviour – Buying motives – Pattern of buying behaviour – Determinants of buyer behaviour.

UNIT - IV

Product: Product Life Cycle – Pricing – Importance – Methods of pricing.

UNIT – V

Marketing Channels: Definition – Types of Channels of distribution – Factors affecting the choice – Wholesaler, Agent, Middlemen, and Retailer – Organization of Wholesaler business.

MANAGEMENT INFORMATION SYSTEMS

BBA -105

SYLLABUS

UNIT 1

DATA AND INFORMATION

Overview-Forms of Data-Generation of Data-Data Capturing-Editing of Data-Recording of Data-Classification of Data-Retrieval of Data-Presentation of Data-Processing of Data

UNIT 2

INFORMATION AND INFORMATION SYSTEM

Overview-Need for Information-types of Systems-What is an Information System?- Business Processes V/s Information Systems-Enterprise Wide Information System- Expert Systems-What is a Computer Based Information System?-Capabilities of Information Systems

UNIT 3

OFFICE AUTOMATION SYSTEMS, ROLE AND IMPORTANCE OF MIS

Overview-Definition of Office Automation-Needs for Office Automation-Office Functions needed to be Automated-Classification Office Automation Systems-Document Management Systems-Communication Systems-Teleconferencing Systems-Office Support Systems-Advantages of Office Automation-Disadvantages of -office Automation

ROLE AND IMPORTANCE OF MIS

Overview-Role of Management Information Systems at Different Organizational Levels-Role of MIS in Society-Role of MIS in Government-Using Information System as a Cost Reduction Measure-Financial Planning and Budgeting-Logistics and Materials Management

UNIT 4

TYPICAL INFORMATION SYSTEMS

Overview-Micro Level Information Systems-Human Resource Development System-Macro Level Information Systems

UNIT 5

COMPUTER: A POWERFUL TOOL IN MIS

Overview-Significance of Computer Hardware-Computer Software-Software Fundamentals; Application Software-Application Software Packages-Automated Design work and Manufacturing-Computers and MIS-Scope of Transaction Processing-End User Computing-Decision Support Packages

FINANCIAL AND COST ACCOUNTING

BBA -106

SYLLABUS

UNIT-I

Accounting and finance for managers

Accounting, basic accounting concepts, double entry accounting, The accounting trial, Preparation of vouchers, financial statements & their nature, sample of balance sheet, income statement, cash flow statement, the accounting equation,

UNIT-II

Journalizing and bank reconciliation statement

meaning of an account, definitions of accounts, traditional classification of accounts, classification of accounts as per the accounting approach, meaning of rules of debit and credit, ground rules of normalization, basics of journal entries, examples of journal entries, bank reconciliation statement

UNIT-III

Basic Accounting Terms; Final accounts trading and profit and loss account

Basic accounting terms -trading account, profit and loss account with example.

UNIT-IV

Introduction to ratio analysis

Ratio analysis, classification of ratios-profitability ratio, turnover ratio, financial ratio

UNIT-V

Funds flow & cash flow statement and Financial management

Fund flow –introduction, meaning of fund flow statement, importance of funds flow statement, preparation of fund flow statement, cash flow statement, points to remember
Finance-introduction ,business finance , financial services, financial management, organization of finance, aim of financial management, difference between financial management and accounts, approaches to finance function, the financial management process, role of a financial manager, goals of financial manager, core concepts in finance

PRINCIPLES OF MANAGEMENT

BBA -107

SYLLABUS

UNIT – I

Management – Meaning and Definition – Management and Administration – Evolution of Management - Contributions of Henry Fayol, F.W. Taylor and Elton Mayo – Levels of Management – Is management a science or an Art or Profession? – Functions of Management.

UNIT – II

Planning: Objectives, Importance, Types, Advantages and Limitations. Methods of Planning: Objectives, Policies, Procedures, Strategies, Programmes, Budgets – Decision Making – Forecasting.

UNIT – III

Organising: Meaning, Objectives and principles of organization – Types of organization – Authority and Responsibility – Delegation – Departmentation – Decentralisation – Span of Management – Organisation chart and manual.

UNIT – IV

Directing – Meaning – Communication – Methods of Communication – Communication Barriers – Leadership – Types of Leaders – Qualities of a good leader – Motivation – Importance of motivation – Maslow’s Need Hierarchy and Herzberg’s two Factor Theory.

UNIT – V

Co-ordination: Concept – Principles – Need-Controlling – Need for control – steps in control process – Features of a Good control system – Types of control – Control techniques – Traditional control techniques – Modern control techniques.

BBA Second year
MONEY AND BANKING

BBA - 201

UNIT – I

Money: Evolution and functions of money – Significance of money – Quantity theory of money (Fishers and Cambridge) – Demand for and supply of money

UNIT – II

Commercial Banking: Functions and kinds – Balance sheet of a commercial bank – Investment policy – commercial bank in economic development – Branch Banking and Unit Banking – Deposit Banking Vs Mixed Banking - credit creation of Commercial Banks.

UNIT – III

Central Banking: Functions of a central bank – credit control – quantitative controls – selective controls - RBI and economic development

UNIT - IV

Money market: Structure – organized and unorganized money market – Development of money market – Indian Money Market – London and Newyork Money Markets – Capital Market in India

UNIT - V

Inflation: Meaning and definition – Kinds of inflation – causes and consequences of inflation – Deflation – Inflation in a developing economy

TRAVEL AND TOURISM MANAGEMENT

BBA 202

Unit – I

TOURISM PLANNING AND DEVELOPMENT

Tourism planning, Steps in planning, Destination Planning, Improper tourism planning, Tourism policy formation, National action plan, Tourism policy of India, Role of international Organization in planning, Agencies in tourism planning.

Unit – II

MARKETING FOR TOURISM

Introduction, Marketing for tourism, Marketing Management, Marketing Mix, The Future of tourism, Marketing Organization, Types of Marketing, Merits and demerits of marketing, marketing cycle.

Unit – III

INCENTIVES AND SUBSIDIES OF STATE AND CENTRAL GOVERNMENT TO PROMOTE TOURISM

Tourism in state and its policies, a core study and subsidy of state and central government, New schemes in tourism, Special tourism area.

Unit – IV

TOURISM ORGANIZATIONS

TAAI, FHRAI, IATO, ASTA, WATA, PATA, IUOTO, ICCA, UFTAA.

Unit – V

ADVERTISING AND SALES IN TOURISM

Advertising and Advertisement, Advertising and Publicity, Objectives of Advertisement, Advertisement in Tourism promotion, Sales definition, Aims of sales supports techniques, Sales forecasting.

MANAGERIAL ECONOMICS

BBA 203

Unit I

The economics background to management. The nature and scope of managerial economics and its relationship with other disciplines. Its significance in decision making. Five fundamental concepts.

Unit II

Demand Analysis

Demand theory. Objectives of demand analysis. Determinants of demand. Elasticity of demand and demand estimates. Its importance in decision making. Demand forecasting methods.

Unit III

Production and Cost Analysis

Production concepts and analysis. Production function. Laws of production Cost concepts and analysis. Empirical estimates of production and costs. Break-even analysis, Production function and its managerial use.

Unit IV: Pricing decision and Profit:

Pricing under different market structures- perfect, imperfect-monopoly, monopolistic, oligopoly and duopoly. Factors affecting pricing decisions. Pricing strategies and tactics in practice. Behavioural aspect of pricing. Nature of profit. Measuring Accounting profit. Profit Planning and Forecasting, Concept of profit maximization.

Unit V: National Income analysis and Accounting for Managers:

Business Cycle-Phases, Theories of Business cycle and control Economic. Forecasting for Business.

INTRODUCTION TO INTERNET

BBA - 204

UNIT 1

Introduction-Brief History of Internet-Present Scenario of Internet-Future of Internet-Internet Structure-Hardware and Software Requirements For –Internet-Tour of Internet-Accessing the Internet-Protocols Used For –Internet-Internet Service Providers-Internet Accounts-Host and Terminals-ISDN-Home-Page-URL-Web-Browsers-Internet Explorer-Surfing the Net-Applications of Internet-Security threat on Web-Internet Authorities

UNIT 2

World Wide Web (WWW)-Web Browsers-Web Pages in Other Languages-Browsing the Web-Downloading Information Using Internet-Web Search Engines-Search -Engine (ALTA VISTA)-Gopher-Veronica-MOSAIC-WAIS-Internet Relay Chat (IRC)-Web-Chat

UNIT-3

E-Mails-E-mail Packages-Pine-Eudora-Outlook-Mailing Lists-Usenet Newsgroup-Talk –Facilities-Types of Internet Talk Facilities -Using Talk from Shell Account-

UNIT-4

Introduction-TCP/IP Reference Model-Internet Protocol (IP)-Internet Addressing-Subnets and Subnet Masks-IP Addressing Terminology-IP Version 6 (IPv6)

UNIT -5

Files and File Types-Internet Media Types-File Extensions-Shell Account-Capabilities and Limitations of a Shell Account-Using Mail From Shell Account-Telnet-File Transfer Protocol-Types of FTP Servers-Working With FTP server-Domain Name Service

HUMAN RESOURCE MANAGEMENT

BBA 205

UNIT – I

Role of Human resource in Management Evolution of Human Resource Management Human Relations Theory – Distinction between Personnel Management and Human resource Management – Organisational setup of the Personnel department – Position of Human Relation in India.

UNIT – II

Man Power planning – its process – Recruitment Selection – Placement Training and its objectives – Methods – Types – Process – TWI – Induction Promotion & Demotion – Transfer.

UNIT – III

Human Resources Development (HRD) – Concept – Meaning – Objectives Training and Development Programmes – Human Resources Development for Managers and Workers – HRD Movement in India – HRD or HRM? – HRD for Total Quality Management – HRD experience of different Companies. Performance appraisal – techniques – Evaluation of performance appraisal – Distinction between merit rating and performance appraisal. Wage and Salary administration – principles of Wage fixation.

UNIT – IV

Discipline – Objectives – Procedure for effective Discipline – Penalties Grievance handling and its importance. Communication. Importance – Suggestion schemes – Brain Storming.

UNIT – V

Job evaluation – methods Advantages – Limitations. Incentive Schemes. Trade Unions – Structure, objectives, policies, method, membership, finance etc, growth of trade union in India – Joint consultation and employee participation in Management – Collective bargaining and CASE STUDIES.

E-COMMERCE

BBA- 206

UNIT – I :

Electronic Commerce: Electronic Commerce - Electronic Data Interchange - Value Added Networks – Electronic Commerce Over the Internet – Internet Commerce Examples – CommerceNet. PCs and Networking: Networking – Communication Media. Electronic Mail: Computer Communication Systems – ISO’s Open System Interconnection Model – Electronic Mail – The X.400 Message Handling System – Internet Mail – E-Mail Security – X.500 Directory Services – Mail User Agent.

UNIT – II :

The Internet: The Internet : A Brief Introduction – Internet Communication Protocols – Internet Services and Resources – Internet Mail – Internet Search – Concerns About The Internet – Browsers – Hypertext Markup Language – Java- The Java Electronic Commerce Framework – Internet 2. Intranets: Intranet – Intranet services – Intranet Implementation – The Webmaster – Electronic Data Interchange: Electronic Data Interchange – Costs and Benefits – components of EDI Systems – EDI Implementation Issues – Legal Aspects.

UNIT – III :

The UN/EDIFACT Standard: Introduction – An EDIFACT Message – Interchange structure – UN/EDIFACT Message Directories. The Internet and Extranets for Electronic Commerce: E-Commerce – Commerce over the Internet – Commerce over Extranets. Identification and Tracking Tolls for Electronic Commerce: The EAN System – EANCOM – Article. Numbering – Bar Coding – The serial shipping container code and the EAN label – EAN Location Numbers – How It Works: Warehousing Example. Internet Bandwidth and Technology Issues: Bandwidth Issues – Technology Issue for The Internet/NII – NII Standards – NII services – Actors in the NII – NII Agenda – GII.

UNIT – IV :

Security Issues: Security Concerns – Security solutions – Electronic Cash Over the Internet – Security and UN/EDIFACT Messages – Internet Security – Guidelines for Cryptography Policy. Business Process Reengineering: Introduction – Approach to BPR – Strategic Alignment Model – BPR Methodology. Management of Change: Change Management – Change Management in Public Administration – The Implementation Plan.

UNIT – V :

Legal Issues: Legal Issues – Risks: Paper Document Versus Electronic Document – Technology for Authenticating an Electronic Document – Laws for E-Commerce – EDI Interchange Agreement – Legal Issues fro Internet Commerce. E-commerce in India: EDI in India – The internet in India – Laws For E-Commerce in India. Getting Started: Getting Connected: What Do You Need? – Setting Up a Website – Web Servers – Business-to-Business EC – Payment for Goods and Services – Bottlenecks.

BBA (Third year)

FINANCIAL MANAGEMENT BBA 301

UNIT- I

Management Accounting-Nature And Scope- Meaning- Definitions- Objects Of Management Accounting And Financial Accounting –Management Accounting And Cost Accounting.

UNIT-II

Analysis And interpretation Of Financial statements- The Concept Of Financial Statement- Limitations Of Financial Statements-Analysis And Interpretation- Tools-comparative Financial Statements- Common Size Financial Statements And Trend Percentages.

UNIT- III

Ratio Analysis-Nature, Interpretation and Limitations of ratios- Short-term and Long-term financial ratios-Profitability. Efficiency, proprietary and yielding ratios.

UNIT-IV:

Fund Flow Analysis-Concept of funds-Sources and uses of funds-Concept of Fund Flow Statement-Managerial uses of Fund Analysis-Construction of fund flow Statement- Distinction of Cash from funds- Utility of cash flow statement-Construction of cash flow statement.

UNIT-V:

Marginal Costing And Break - Even Analysis For Profit Management and Control. Capital Budgeting - Nature of Capital expenses - Concept Of Capital Budgeting- Capital Budgeting Procedures- Methods Of Ranking Investment Proposals- Simple Problems Involving Payback Method- Average Rate Method And Discounted Cash Flow Methods.

BUSINESS ETHICS AND LAW

BBA 302

UNIT – 1

Ethics-Social Responsibility of business-Relativism-Stakeholder Analysis-The Sarbanes –Oxley Act 2002

UNIT – II

Indian Contract Act 1872 – Meaning and Nature of Law – Offer and Acceptance – Consideration - Contractual Capacity of Parties – Free Consent – Legality of Object and Consideration – Agreements Expressly Declared Void – Contingent Contract – Performance of Contract – Quasi Contracts – Discharge of Contract – Remedies for Breach of Contract.

UNIT – III

Contracts of Indemnity and Guarantee – Contract of Bailment and Pledge – Contract of Agency

Sale of Goods Act, 1939 – Conditions and Warranties – Transfer of Ownership or Property in Goods – Performance of the Contract of Sale – Remedial Measures

UNIT – IV

Indian Partnership Act – Nature of Partnership – The Negotiable Instruments Act, 1881, Insolvency Act – Objects and Scope of the Insolvency Law – Procedure for Insolvency – Property and Debts of Insolvent – Discharge of Insolvent

UNIT – V

Indian Companies Act, 1956 – Kinds of Companies – Formation – Memorandum of Association – Articles of Association – Prospectus – Statement in lieu of Prospectus – Misstatements in prospectus – Shares – Debentures – Shareholders' Right – Company Management – Meetings and Resolutions –Winding up – Modes of Winding up

PRODUCT MANAGEMENT

BBA 303

UNIT – I

Product – characteristics – classification of products line – product mix strategies – product – diversification – product differentiation – product elimination – role of product managers – product positioning.

UNIT – II

Product research – areas of product research – new product development – importance – steps in new product development – generation of ideas – screening – concept development and testing – business analysis – product development – test marketing – commercialization – reasons for the failure of products.

UNIT – III

Product innovation – product life cycle – strategies followed in different stages – product management organization structure – product policies – recent trends in product management – application of computers in product development.

UNIT – IV

Branding – importance – requisities of a good brand – types – advantages – branding image – brand loyalty – brand equity – brand of positioning strategies.

UNIT – V

Packing – function – advantages – packing materials – recent trends in packaging – labeling – types – advantages – total product personality.

RELATIONAL DATABASE MANAGEMENT SYSTEM

BBA 304

Unit – I

Introduction: Purpose of Database Systems - View of Data -Data Models - Database Languages - Transaction Management - Storage Management - Database Administrator - Database Users - Overall System Structure. Entity-Relationship Model: Basic Concepts -Keys - Entity-Relationship Diagram - Weak Entity Sets - Extended ER Features – Specialization - Generalization - Relational Model: Structure of Relational Databases: The Relational Algebra – Views

Unit – II

SQL: Background - Basic Structure - Set Operations - Aggregate Functions - Null Values - Nested Sub queries - Derived Relations – Views - Modification of Database - Joined Relations - Data Definition Languages - Embedded SQL - Other SQL Features.

Unit – III

Integrity Constraints: Domain Constraints - Referential Integrity – Assertions – Triggers - Functional Dependencies - Relational Database Design: Pitfalls in Relational Database Design – Decomposition - Normalization Using Functional Dependencies - Normalization Using Multivalued Dependencies - Normalization Using Join Dependencies. Object Oriented Databases: New Database Applications - The Object Oriented Data Model - Object Oriented Languages - Persistent Programming Languages.

Unit – IV

Object Relational Databases: Nested Relations-Complex types and Object Orientation-querying with complex data types-Creation of complex values and objects-Comparison of Object-oriented relational databases.

Unit – V

New Applications: Decision support systems-Data analysis-Data mining-Data warehousing-Spatial and Geographic Databases-Multimedia Databases-Mobility and personal Databases-Information-retrieval systems-distributed information systems-The World wide Web.

SALES MANAGEMENT

BBA 305

UNIT – I

Evolution of sales management, meaning – scope – objectives. Relationship between sales and other disciplines – functions of sales management : Sales forecasting, sales planning, organizing, selection of sales force and controlling.

UNIT – II

Personal selling – nature – scope – merits – sales jobs – distinction – changing patterns in personal selling. Qualities of sales personnel – personal selling process.

UNIT – III

Organizing the sales effort – types of sales organization – sales department and its coordination with other departments – external relationship of sales department – setting sales objectives, policies and strategies.

UNIT – IV

Sales force management – recruitment, selection, training, motivation, incentive schemes, compensation – performance appraisal.

UNIT –V

Controlling the sales efforts – sales quotas – types – territory management – sales audit and sales control.

ENTREPRENEURSHIP DEVELOPMENT

BBA 306

Unit – I:

Entrepreneurial culture and structure – competing theories of entrepreneurship – entrepreneurial traits – types – behavioural patterns of entrepreneurs – entrepreneurial motivation – establishing entrepreneurial systems – idea processing, personnel – financial – information and intelligence, rewards and motivation – concept bank, role of industrial fairs.

Unit – II:

Search for a business idea, sources and selection – project classification and identification – constraints – features of ancillary units, consumer products, feasibility prospects, project objectives design and appraisal format far report – network analysis – activity performance – time schedules – factory design – design requirements – applicability of the factories act.

Unit – III:

Financial analysis – capital cost, operating cost estimating and budgeting under uncertainty – risk and inflation – Performa profit and loss, balance sheet – cash flow statement – social cost benefit analysis, project sources of project finance, credit facilities – types – evaluation by the financial institutions – role of consultancy organization uses of leasing arrangements – institutions providing technical, financial and marketing assistance.

Unit –IV:

Marketing channel – selecting channel members – setting quantity standards – requirements strategies. Types of relevant institutions – entrepreneurship development programme in India – prospects.

Unit – V:

Steps for starting a small industries – selection of types of organizations – incentives and subsidies – central government scheme and state government schemes, incentives to SSI – registration, registration licensing requirements for sales tax. CST, exercise duty, power, exploring the export possibilities – incentives for exports – import of capital goods and raw materials.

