



Name of the Program: - BACHELOR OF BUSINESS ADMINISTRATION (BBA), BACHELOR OF BUSINESS STUDIES (BBS), BACHELOR OF BUSINESS MANAGEMENT (BBM), BACHELOR OF COMMERCE (B. COM.) (HONORS).

Program Duration: 1.5 Year Full Time study in three semesters or 2 Years Part Time Study.

Credits of the Program: Total 120 GEPEA Credits. **Exemption:** Course exemption will be accepted if any student studied exact or similar courses in their previous studies.

What is Business Administration, Business Studies, Business Management?

Globally recognized degree, Business Administration/ Studies, Business Management majors study how businesses function. BBA, BBS, BBM or B.COM qualified will learn business principles while strengthening their management and leadership skills, and they have a flexible curriculum that allows them to pursue a variety of careers. Broadly, Business Management is that branch of education which provides knowledge and training pertaining to planning, execution, supervision and analysis of a business enterprise. In this field of education, one learns about the establishment of a company or an organization, and various functional levels such as production, financial, administrative, human resources, sales & marketing and others.

Pursue your study whether in Business Administration or Business Studies, how should you decide?

Business administration tends to be a better fit if you are looking to start an entry-level business career but here isn't limited its benefits. If your career plans include management or operations — or if you're already fairly well-established in your career — you may be better suited for business studies or management.

Career Options in Business Administration

Here is a sample list of some future choices to explore following studies in Business Administration. This list is not exhaustive but it provides a solid idea of what fellow graduates have gone on to do and what potential careers Business Administration degree can offer. Some options are more directly associated with specific areas of Business Administration than others. The sample list includes such as Author, Auditor, Administrative Associate, Accountant, Banker, Business Editor, Blogger, Brand Strategist, Broker, Business Ethics Advocate, Charity Coordinator, Community Developer, Corporate Trainer, Corporate Financier, Economist, Entrepreneur, Event Coordinator, Executive Assistant, Fundraising Planner, Financial Advisor, Financial Analyst, Industrial Relations Consultant, Journalist/Business Writer, Legal Assistant, Lobbyist, Marketing Director, Market Researcher/Analyst, Media Correspondent, Non-Profit Organization Director, Public Relations Representative, Recruiter, Retail Strategist, Risk Analyst, Social Program Director, Trader, Underwriter etc.



**BBA, BBS
,BBM**

Syllabus Outline

Serial No.	<u>Syllabus component</u> BACHELOR OF BUSINESS ADMINISTRATION (BBA), BACHELOR OF BUSINESS STUDIES (BBS), BACHELOR OF BUSINESS MANAGEMENT (BBM), BACHELOR OF COMMERCE (B. COM.) (HONORS).	Assignment TMA (Tutor Mark Assignment) or Case Study	Board Questions (OBS = Open Book System) Exam.	MCQ (Multiple Choice Questions) 10 Questions (each @ 2 marks)
	Marks 100 Per Subject	45	35	20
1	<u>SEMESTER: 1</u> Principles & Practice of Management	<i>6 Credits</i>		
	i) The Role of Management ii) Functions of Managers iii) Levels of Management iv) Management Skills and Organizational Hierarchy v) Approaches to Management vi) Management Planning vii) Organizing, Staffing and Controlling Suggested Videos to train in this subject: <ol style="list-style-type: none"> Principles and Practice of Management- Introduction Organization Management Mod 1 Part 1 https://www.youtube.com/watch?v=d3YgvEqheSc Functions of Management and the Roles of Managers PPM MOD-1 (Part-2) https://www.youtube.com/watch?v=TZIk_k5pS5A Managerial roles and managerial skill sets PPM MOD-1 (Part-3) https://www.youtube.com/watch?v=R3aonvQQ0r8&list=PLJumA3phskPH2W7feinH3IIIjKIORxTz&index=4 History of Management, Evolution of Management Theory PPM Mod-2 (Part-1) https://www.youtube.com/watch?v=tCEuJxJH4qA&list=PLJumA3phskPH2W7feinH3IIIjKIORxTz&index=5 Administrative Theory - Henri Fayol PPM Mod 2 Part 3 https://www.youtube.com/watch?v=Ch8IrfYlu8&list=PLJumA3phskPH2W7feinH3IIIjKIORxTz&index=7 Decision Making Steps To Rational Decision Making https://www.youtube.com/watch?v=R-v9xrDwmZY&list=PLJumA3phskPH2W7feinH3IIIjKIORxTz&index=18 	45	35	20
2	Business Ethics	<i>6 Credits</i>		
	<u>Part One Theoretical studies</u> <ol style="list-style-type: none"> Introduction <ol style="list-style-type: none"> 1.1 The basic question of ethics 1.2 Why we have to study ethics 1.3 Other reasons for studying ethics 1.4 The reasons for studying business ethics Introduction to Ethics <ol style="list-style-type: none"> 2.1 The meaning of the word 'ethics' 	45	35	20

	<p>2.2 Ethics in the ethos</p> <p>2.3 Ethics in morality</p> <p>2.4 Autonomous, heteronomous, theonomous</p> <p>2.5 Definition of ethics</p> <p>2.6 Goals of ethical study</p> <p><u>Business Ethics: Introduction to the Ethics of Values</u></p> <p>3 Ethics by Recognition Aims</p> <p>3.1 System classification of ethics</p> <p>3.2 Descriptive ethics</p> <p>3.3 Normative ethics</p> <p>3.4 Meta-ethics</p> <p>3.5 Graphical depiction</p> <p>4 Normative Ethics Schools</p> <p>4.1 Ancient hedonism</p> <p>4.2 Utilitarianism</p> <p>4.3 Empiristic ethics</p> <p>4.4 Ethics by norms or principles</p> <p>4.5 Casuistic ethics</p> <p>4.6 Situation ethics</p> <p>4.7 Ethics of reckoning</p> <p>4.8 Deontological ethics</p> <p>4.9 Ethics of responsibility</p> <p>Suggested Videos to train in this subject:</p> <ol style="list-style-type: none"> Business Ethics The Kew Gardens Principles https://www.youtube.com/watch?v=fRc0SeLN_C0&list=PLJumA3phskPH2W7feinH3IIJkI0RxTz&index=12 What is Business Ethics? https://www.youtube.com/watch?v=sFICEA-UUs Business Ethics https://www.youtube.com/watch?v=PTp08MeQCoU The Importance of Business Ethics https://www.youtube.com/watch?v=pHrDUu4Ritg Business Ethics - Sustainability Short https://www.youtube.com/watch?v=Sx4laIJkCVY 			
3	Business Communication	<i>6 Credits</i>		
	<p>Chapter I: Concept of Communication</p> <p>Chapter II: Channels and Objectives of Communication</p> <p>Chapter III: Methods & Modes of Communication</p> <p>Chapter IV: Barriers to communication</p> <p>Chapter V: Listening</p> <p>Chapter VI: Ethics – Different Types of Ethics</p> <p>Suggested Videos to train in this subject:</p> <ol style="list-style-type: none"> Business Communication https://www.youtube.com/watch?v=NcDNH0JLjKw 	45	35	20

	<ol style="list-style-type: none"> 2. Business Communication Essentials - Video Training Course https://www.youtube.com/watch?v=HO5J62RwFVw 3. Effective Communication in the Workplace https://www.youtube.com/watch?v=P8WduZuYILk 4. business communication skills basics, and best practices https://www.youtube.com/watch?v=h1fCJM1LMaY 5. Professional Communication Skills https://www.youtube.com/watch?v=WESGDi_ajUU 6. Office Etiquette Business Etiquettes Business Communication - https://www.youtube.com/watch?v=Wkssx8jWLPI 7. How to write professional emails in English https://www.youtube.com/watch?v=3Tu1jN65slw 			
4	Human Resource Management (HRM)	<i>6 Credits</i>		
	<p>Human Resources Management an Introduction 7 History of Human Resources Management 10 Functions of Human Resources Management 15 HR Policies and Procedures 24 Role of HR Executives 28 Challenges to HR Professionals 30 Strategic Human Resources Management 37 Introduction to International Human Resources Management 39</p> <p>Suggested Videos to train in this subject:</p> <ol style="list-style-type: none"> 1. Introduction into Human Resources Management https://www.youtube.com/watch?v=c8_avX9miaq 2. HR Basics: Human Resource Management https://www.youtube.com/watch?v=A2HFusWQIeE 3. Introduction to Human Resource Management https://www.youtube.com/watch?v=qWv570bxjdU 4. What is HR? Importance of HR. What is Human Resource? https://www.youtube.com/watch?v=0UHTgJcT6jc 5. Importance of Human Resources Management https://www.youtube.com/watch?v=doi5_E96Cgk 6. Objectives and Functions of HRM https://www.youtube.com/watch?v=yxsjrDbb0eU 7. Training & Development in Human Resource Management Definition Process Evaluation https://www.youtube.com/watch?v=RQIOmcYdmh4 8. 5 Functions of Human Resource Management HRM https://www.youtube.com/watch?v=ts3P0pBSBD0 9. What is HRM? Function of HR https://www.youtube.com/watch?v=aLtnStCXys 10. Duties of HR Manager https://www.youtube.com/watch?v=3sQBqEjLLgM 11. Complete Human Resource Management https://www.youtube.com/watch?v=28prUYy_oqQ 			
5	<p style="text-align: center;"><u>SEMESTER: 2</u></p> <p>Financial Management</p> <p>Chapter-1: Introduction to Financial Management 5 Chapter-2: Cost of Capital 25 Chapter-3: Operating and Financial Leverage 77 Chapter-4: Capital Budgeting 94 Chapter-5: Capital Budgeting Evaluation Techniques 112 Chapter-6: Capital Budgeting under Risk and Uncertainties 130 Chapter-7: Working Capital Management 165 Chapter-8: Cash Management and Marketable Securities 196 Chapter-9: Management of Receivables 223 Chapter-10: Inventory Management 244 Chapter-11: Capital Structure</p>	<i>6 Credits</i>		

	<p>Theories 262 Chapter-12: Dividend Decisions 330 Chapter-13: Working Capital Financing 346</p> <p>Suggested Videos to train in this subject:</p> <ol style="list-style-type: none"> 1. Introduction to Financial Management https://www.youtube.com/watch?v=U4LXk5lbTPI 2. Key Financial Statements https://www.youtube.com/watch?v=4glOULBRRyk 3. What do financial managers do? https://www.youtube.com/watch?v=B4XVb36nls0 4. 5 Principles of Finance https://www.youtube.com/watch?v=WxXCPmKkfUI 5. Financial Management Lecture Series: chapter 2 https://www.youtube.com/watch?v=JeDizVXtmZE 6. Fundamentals of Financial Management https://www.youtube.com/watch?v=dvWiXUBcY_E 7. Brief lecture Financial Management https://www.youtube.com/watch?v=-QBBZYf1B9E 			
6	<p>Organizational Behavior (OB)</p> <p>Chapter: Organizational Behavior What Is Organizational Behavior? Why Organizational Behavior Matters? Chapter: Understanding people at work</p> <p>Chapter: Individual Attitudes and Behaviors Chapter: Theories of Motivation Chapter: Managing Stress & Emotions Chapter: Managing Groups and Teams Chapter: Conflict and Negotiations Chapter: Organizational Structure and Change Chapter: Organizational Culture</p> <p>Suggested Videos to train in this subject:</p> <ol style="list-style-type: none"> 1. What is Organizational Behavior? https://www.youtube.com/watch?v=hDxp8n4Ryas 2. Organizational Behavior, Topic - Stress Management https://www.youtube.com/watch?v=uSSHDCgq-4k 3. ORGANISATIONAL BEHAVIOUR- Definition, Nature, Elements & Approaches https://www.youtube.com/watch?v=UcKkDhJzlg 4. Organizational Behavior Essentials https://www.youtube.com/watch?v=Q_Wj-tJ0ZPc 5. Work behaviors - what factors influence our behaviors at work? https://www.youtube.com/watch?v=UrssbFe4upU 6. Perception and Individual Decision Making https://www.youtube.com/watch?v=rkpOkeocsO8 7. OB- Leadership https://www.youtube.com/watch?v=XziIJetNbmQ 8. Motivation Concepts https://www.youtube.com/watch?v=b8urBnq9_m8 9. Personality and Values https://www.youtube.com/watch?v=B7UTXYSXcZM 10. Moods and emotions https://www.youtube.com/watch?v=Ilofri0z7iY 	6 Credits		
7	<p>Business Law</p> <p>UNIT I Law: Rights, Duties and Liabilities – Legal Personality – Law and Fact – Cases and Legislation Mercantile Law and commercial Law – Sources. UNIT – II Law of Contracts – Contracts – Essentials of a valid Contract – Proposal – Acceptance Communication Revocation – Consideration –</p>	6 Credits		

	<p>Capacity of Parties – Consent – Misrepresentation – Fraud – Undue Influence – Coercion – Mistake – Void and Voidable Contract – Discharge of Contract – Breach. UNIT – III Special Contracts – Indemnity and Guarantee – Rights and Liabilities of Surety – Bailment and Pledge – Duties of Bailor and Bailee – Bailer’s Lien – Pledge – Pawner and Pawnee. UNIT – IV Agency – Contract of Agency – Kinds of Agency – Duties and Rights of the Agent – Scope of Agent’s Authority - liabilities of Principal and Agent to Third Parties – Termination of Agency. UNIT – V Law of Sales of Goods – Contract of Sale – Conditions and Warranties – Transfer of Property and Title to Goods – Rights and Duties of Seller and Buyer – Rights of Unpaid seller. Law relating to Negotiable Instruments: Important Provisions regarding Cheque – bill of exchange and Promissory Note. UNIT – VI Evolution of Companies Act, 1956 – Forms of Companies – Characteristics of Company – Advantages of incorporation – Conversion of Private Company into Public Company Formation of Company – Promotion – Incorporation – Registration – Inviting Subscriptions – Commencement of Business UNIT – VII Memorandum, Articles of Association and Prospectus – Contents of Memorandum – Doctrine of ultra-vires – Contents of Articles of Association – Difference between Articles and Memorandum – Prospectus – Need – Issue of Prospectus – Contents – Exemptions from disclosure – Liability for misstatement – Civil Liability – Rights of Indemnity – Criminal Liability for misrepresentation. UNIT – VIII Dividends, Bonus and Interest: Payment of dividends – Interim Dividends – Payment of Interest on Capital – Capitalisation of Profits.</p> <p>Suggested Videos to train in this subject:</p> <ol style="list-style-type: none"> 1. What is Business Law: Definition and Overview https://www.youtube.com/watch?v=Ch9LPtIwaI 2. Business Law –Long Lecture https://www.youtube.com/watch?v=O8_7Fiu-OKI 3. Introduction and Expectations https://www.youtube.com/watch?v=JTATG19KdAg&list=PLwGz0NLHzFgDHx9KwwPOaqqVwnPgSlzDT 4. Commercial Law https://www.youtube.com/watch?v= ueKZvB_ZXM 5. Legal Forms of Business Organization https://www.youtube.com/watch?v=v3m35D2lcgs 6. Ethics and Business Decision Making https://www.youtube.com/watch?v=fK7ijuKgReY 7. Business Law on Partnerships https://www.youtube.com/watch?v=zR0o65kjT8&list=PLiM0ZwmEYv-3mrqvn2y4EDlqrxBi2ZgJR 8. Offer and Acceptance https://www.youtube.com/watch?v=B8jObx5H5cQ 			
8	<p style="text-align: center;"><u>SEMESTER: 3</u></p> <p>Marketing Management</p> <p>Marketing -An Introduction 7</p> <p>Evolution Of Marketing 12</p> <p>Marketing Myopia 18</p> <p>Marketing Dynamics 21</p> <p>Significance Of Marketing 26</p> <p>Delivering Customer Values And Satisfaction 31</p> <p>Business Components 33</p>	6 Credits		

	<p>Achieving Customer Satisfaction 37 Concept Of Value 40 Attracting, Acquiring And Retaining Your Customers 44 Marketing Management Brief</p> <p>Suggested Videos to train in this subject:</p> <ol style="list-style-type: none"> 1. Marketing Management Introduction https://www.youtube.com/watch?v=TL0K0AhI7kE 2. Understanding marketing management, marketing planning, branding key points https://www.youtube.com/watch?v=KKY4OAETD04 3. Marketing Strategy 2021: Philip Kotler on Marketing Strategy https://www.youtube.com/watch?v=ghFwpoH71NM 4. Understanding marketing basics, and fundamentals https://www.youtube.com/watch?v=A2t-yhFaUC0 5. Marketing Management By Philip Kotler L Full Audiobook – Edition15 https://www.youtube.com/watch?v=iMmqUrPJ9iY 6. Defining Marketing for the 21st Century Marketing Management https://www.youtube.com/watch?v=O86FYTUMugQ&list=PLHQnrE-onX8UtuBmpxeNzbBEUSe_SUi8D 			
9	<p>Accounting Information Systems (AIS) Part-1: Overview of Accounting Information Systems: Chapter 1 The Information System: An Accountant's Perspective 3 Chapter 2 Introduction to Transaction Processing 41 Chapter 3 Ethics, Fraud, and Internal Control 111</p> <p>Part-2: Chapter 4 The Revenue Cycle 153 Chapter 5 The Expenditure Cycle Part I: Purchases and Cash Disbursements Procedures 217 Chapter 6 The Expenditure Cycle Part II: Payroll Processing and Fixed Asset Procedures 265 Chapter 7 The Conversion Cycle 305 Chapter 8 Financial Reporting and Management Reporting Systems 349 Chapter 11 Enterprise Resource Planning Systems 489</p> <p>Suggested Videos to train in this subject:</p> <ol style="list-style-type: none"> 1. Overview of Accounting Information System (AIS) https://www.youtube.com/watch?v=b7LEAigeudQ 2. Understanding the Basic Concepts of AIS https://www.youtube.com/watch?v=Jvz8jtsO9P0 3. Accounting Information system https://www.youtube.com/watch?v=-66K064L0rI 4. Introduction to Accounting Information System https://www.youtube.com/watch?v=z26LieCUVOo 	6 Credits		
10	<p>Introductory Economics (Micro & Macro) PART A INTRODUCTORY MICROECONOMICS</p>	6 Credits		

	<p>Introduction To Microeconomics Problems Of An Economy Consumer Behaviour Demand And Law Of Demand Elasticity Of Demand Supply And Its Determinants Concepts Of Cost Concepts Of Revenue Forms Of Market And Price Determination Factor Prices, Comparative Advantage And International Trade</p> <p>PART B INTRODUCTORY MACROECONOMICS Introduction To Macroeconomics National Income And Related Aggregates Measurement Of National Income—Income Method Measurement Of National Income—Expenditure Method Aggregate Demand And Aggregate Supply Determination Of Income And Employment Consumption Function Excess And Deficient Demand Money—Meaning And Functions Foreign Exchange Rate—Meaning And Determination Balance Of Payments Account—Meaning And Components</p> <p>Suggested Videos to train in this subject:</p> <ol style="list-style-type: none"> 1. Micro and Macroeconomics https://www.youtube.com/watch?v=4MJD9vquAXE 2. Microeconomics & Macroeconomics https://www.youtube.com/watch?v=DpgWj7_1l2I 3. Microeconomics & Macroeconomics Definitions, Differences and Uses https://www.youtube.com/watch?v=nJbWj_kHCJQ 4. What is Macroeconomics https://www.youtube.com/watch?v=PCTw1bxu8Y 5. Microeconomics- Everything You Need to Know https://www.youtube.com/watch?v=1UxA6JzoT-4 			
11	<p>International Business Management Overview of International Business Modes of International Business Theories of International Trade Balance of Payments National Regulation of International Business Political and Legal Environment International Financial Environment: Exchange Rate International Financial Markets Strategy, Planning, Organisation and Control</p> <p>Suggested Videos to train in this subject:</p> <ol style="list-style-type: none"> 1. Introduction to International Business https://www.youtube.com/watch?v=wFd8EgVNIJE 2. Introduction to International Business https://www.youtube.com/watch?v=8V-vz7a22lc 3. International Business Management https://www.youtube.com/watch?v=5LesUrmxDH4 4. Strategy of International Business https://www.youtube.com/watch?v=Y_b0hg-3vuA 	<i>6 Credits</i>		
12	Auditing	<i>6 Credits</i>		

	<p>1. AUDITING 1.1 Origin of Auditing 1.2 Definition of Auditing 1.3 Scope of Auditing 1.4 Objects of an Audit 1.5 Difference between Accounting and Auditing 1.6 Advantages of Audit. 1.7 Self-Assessment Questions. No.1</p> <p>2. QUALITIES OF AN AUDITOR 2.1 Professional Competence 2.2 Enquiring Mind 2.3 Integrity 2.4 Vigilance 2.5 Prudence 2.6 Ethics 2.7 Independent Outlook 2.8 Consistency 2.9 General 2.10 Self-Assessment Questions No. 2 3. TECHNIQUES OF AUDITING 3.1 Main Techniques of Auditing. 3.1.1 Vouching /Examination of original document 3.1.2 Physical verification. 3.1.3 Confirmation 3.1.4 Scanning 3.1.5 Inquiry 3.1.6 Correlation with information 3.1.7 Retracing Bookkeeping procedure 3.1.8 Re-computation 3.1.9 Examination of the subsidiary ledger 3.1.10 Observation 3.1.11 Flowcharting</p> <p>Suggested Videos to train in this subject:</p> <ol style="list-style-type: none"> 1. Introduction to Auditing https://www.youtube.com/watch?v=p8OUAE71C7k 2. Types of Audit Objectives of Auditing https://www.youtube.com/watch?v=tVN2-dDUF4A 3. The Audit Process https://www.youtube.com/watch?v=cODdJvE1RCE 4. How to learn the auditing standards EASILY https://www.youtube.com/watch?v=6d4f4lOG08E 5. How to Conduct an Internal Audit https://www.youtube.com/watch?v=-p8Ms1tEd0 			
13	<p style="text-align: center;"><u>SEMESTER: 4</u></p> <p>Business Taxation/International Business Taxation</p> <p>Introduction- Objectives of Taxation - Canons of Taxation - Tax system in India - Direct and Indirect Taxes - Meaning and Types - Powers of Union and States to levy taxes</p> <p>CENTRAL EXCISE DUTY Classification - Levy and Collection of Excise Duty - Clearance of Excisable goods - Exemption from Excise Duty - Excise and Small Scale Industries - Excise and Exports - Demand, Refund, Rebate of Central Excise Duty - Offences and Penalties - Settlement - Appellate Provisions.</p> <p>CUSTOMS DUTY Meaning - Levy and Collection of Customs Duty - Organization of the Customs Department - Officers of the Customs - Powers - Appellate machinery - Infringement of the law - Offences and Penalties - Exemption from Duty - Customs Duty Drawback - Duty Free Zones.</p> <p>GST - Background behind implementing GST - The need for GST- Business impact - Benefits of GST-SGST-CGST and IGST - Taxes covered by GST- Definitions - Scope and Coverage Scope of supply-Levy of tax - Rate Structure - Taxable Events.</p>	6 Credits		

	<p>GST - ASSESSMENT PROCEEDINGS - Return - Refunds - Input Tax Credit - Reverse charge Mechanism, Transitional Provisions composition under GST- Administrative structure of GST - Officers as per CGST Act - Officers as per SGST Act - Jurisdiction - Appointment Powers.</p> <p>Suggested Videos to train in this subject:</p> <ol style="list-style-type: none"> 1. Principles of International Taxation https://www.youtube.com/watch?v=3zjeAWVb-EM 2. International tax law https://www.youtube.com/watch?v=3MLpjTOZVsc 3. What is international taxation? https://www.youtube.com/watch?v=hW5GuWwnswc 4. International Taxation https://www.youtube.com/watch?v=XRwM93Xtl8g 5. Introduction to International Taxation https://www.youtube.com/watch?v=TVhn8OeTPg8 6. Business & Company Income Taxation https://www.youtube.com/watch?v=t9eSruNIALU 			
14	<p>Capital Market</p> <p>INTRODUCTION MEANING DEFINITION OBJECTIVES AND IMPORTANCE NATURE OR FEATURES OF CAPITAL MARKET FUNCTIONS OF CAPITAL MARKET TYPES OF CAPITAL MARKET Methods of floatation of securities in primary market SECONDARY MARKET (STOCK EXCHANGE) STOCK EXCHANGE TYPE OF OPERATION IN STOCK EXCHANGE Functions of Stock Exchange / Secondary Market Component of capital markets Capital Market Instrument Kinds of Ownership Securities or Shares Advantages & Disadvantages of Equity Shares Capital PREFERENCE SHARES Debentures</p> <p>Suggested Videos to train in this subject:</p> <ol style="list-style-type: none"> 1. What is Capital Market ? https://www.youtube.com/watch?v=BrAqcybA8KI 2. Capital Market:- Meaning, Features ,Role and Major Reforms in Capital Market https://www.youtube.com/watch?v=TLgPvXHvJA0 3. Intro to Capital Markets https://www.youtube.com/watch?v=SZZG9UIRaXs 4. Introduction to Capital Markets https://www.youtube.com/watch?v=ySyqazmSGSc 5. What are capital markets? https://www.youtube.com/watch?v=6MHpjow0WA 	<i>6 Credits</i>		
15	<p>Digital Entrepreneurship</p> <p>Characteristics of Digital Entrepreneurs Developing a Digital Entrepreneurial Mindset for Data-Driven, Cloud-Enabled, and Platform-Centric Business Activities: Practical Implications and the Impact on Society 3 Mariusz Soltanifar and Edin Smailhodžić Unleashing the Creativity of Entrepreneurs with Digital Technologies 23 Robert D. Hisrich and Mariusz Soltanifar Digital Entrepreneurship and Agile Methods—A Hackathon Case Study 51 Nancy Richter and Djanina Dragoeva Perspectives on Digital Business Models Business Model Development and Validation in Digital</p>	<i>6 Credits</i>		

	<p>Entrepreneurship 71 Lutz Göcke and Robin Weninger Development and Validation of Platform Businesses in Digital Entrepreneurship 87 Lutz Göcke and Philip Meier Blockchain as an Approach for Secure Data Storage on Digital Consulting Platforms 103 Sebastian Gerth and Lars Heim AI-Enhanced Business Models for Digital Entrepreneurship 121 Wolfgang Pfau and Philipp Rimpp Settings/Contexts of Mobilising Digital Entrepreneurship The Role of an Entrepreneurial Mindset in Digital Transformation-Case Study of the Estonian Business School 143 Mari Kooskora</p> <p>Digital Creativity: Upgrading Creativity in Digital Business 165 Edin Smailhodžić and Denis Berberović Corporate Digital Entrepreneurship: Leveraging Industrial Internet of Things and Emerging Technologies 183 Swapn Ghosh, Mathew Hughes, Paul Hughes, and Ian Hodgkinson New Sources of Entrepreneurial Finance 209 Theo Lynn and Pierangelo Rosati Digital Intrapreneurship: The Corporate Solution to a Rapid Digitalisation 233 Gifford Pinchot III and Mariusz Soltanifar Global Environments and Digital Entrepreneurship Pursuing International Opportunities in a Digitally Enabled World ... 265 Di Song and Aiqi Wu Challenges and Opportunities for Digital Entrepreneurship in Developing Countries 283 Georges Samara and Jessica Terzian Digital Entrepreneurship for the “Decade of Action” 303 Manouchehr Shamsrizi, Adalbert Pakura, Jens Wiechers, Stefanie Pakura,</p> <p>Suggested Videos to train in this subject:</p> <ol style="list-style-type: none"> 1. What is digital entrepreneurship? https://www.youtube.com/watch?v=rehj01WxaEc 2. Digital Entrepreneurship https://www.youtube.com/watch?v=AamO0yJJoIU 3. Digital entrepreneurship: what is it and how to get started https://www.youtube.com/watch?v=ivArSEoXAVA 4. What is Digital Business? + Digital Transformation Case Study https://www.youtube.com/watch?v=EmgbTFOtoW4 			
16	<p>Project Management</p> <p>What Is Project Management? 8 Organizational Influences and Project Lifecycle 12 Project Management Processes 15 Roles in Project Management 19 Scope Management 27 Time Management 42 Cost Management 57 Quality Management 65 Human Resources Management 77 Communications Management 90 Risk Management 98 Procurement Management 109 Stakeholder Management 125</p> <p>Suggested Videos to train in this subject:</p> <ol style="list-style-type: none"> 1. What is project management? https://www.youtube.com/watch?v=Jk-JwtScllw 2. Project Management Skills https://www.youtube.com/watch?v=gggYWDF-2G0 3. Learn Project Management in 8 Hours https://www.youtube.com/watch?v=uWPisaYpY7U 	6 Credits		

	<p>4. Project Management Tutorial (Complete Course) https://www.youtube.com/watch?v=t7EYicEBfdQ</p> <p>5. Top 10 Terms Project Managers Use https://www.youtube.com/watch?v=7c8xP1gRIWs&list=RDQM7oKpSXudQTA&start_radio=1</p> <p>6. Introduction to Project Management https://www.youtube.com/watch?v=rBSCvPYGnTc</p>			
17-18	<p>Specialization: From the below list of Specialization Subjects students should take at least 2 subjects for BBA/BBS/BBM/B.COM. (Honors) in order to complete his/her Bachelor of Business Administration Degree. For example: Banking/Finance/Accounting</p> <ul style="list-style-type: none"> • Banking Management • Foreign Exchange Management • Asset Management • Mutual Fund Management • Finance Management • Investment Analysis Management • Risk & Insurance Management • Taxation Management • Investment Management • International Finance Management • Takeover & Acquisition Management • Corporate and Finance Management • Equity Research Management • Audit Management • Cost and Management Accounting <p>Note: i) From the above Marketing subjects student should select at least 2 marketing related subjects for the completion of BBA Program. ii) Dual Major also can be taken if students would like to pursue his BBA in two major areas. For the below specialization areas students may choose his second major subject.</p>	<p>6 Credits each x 2 Subjects = 12 Credits</p>		
19	<p>Project/Thesis/Case Studies</p> <p>Student have to take a Project/Thesis/Case studies as per their major subject in order to complete his/her BBA/BBS/BBM/BCOM.</p> <ul style="list-style-type: none"> • In case Project/Thesis, respective students should submit 35 to 45 (A4 Size) pages long report. <i>Course Tutor or Concern Authority will assign/fix Project/Thesis Topic or Title with consultation with respective student.</i> • In Case Studies, respective students should submit case studies answer script in written form to the GEPEA within stipulated time 	12 Credits		

	frame. Concern Authority will assign case studies question paper in time.			
	TOTAL CREDITS FOR BBA/BBS/B.COM. (HONORS) PROGRAM = 16 Subjects @ 6 Credits each + Specialization 2 Subjects @ 6 Credits each + Project/Thesis/Case Studies @ 12 Credits (In Total 120 Credits for BBA/BBS/B.Com. (Honors) Program)			

LIST OF SPECIALIZATIONS

General

- General Management
- Business Administration

Economics

- Microeconomics
- Macroeconomics
- Managerial Economics

HR (Human Resources)

- Human Resource Management
- Personal Management
- Public Administration
- Corporate Law
- Corporate Training
- Labour Law

Industries/Production

- Operation Management
- Industrial Management
- Production Management
- Project Management
- Total Quality Management
- Plant Operations
- Inventory

Hotel/Tours & Travels

- Hotel Management
- Hospitality Management
- Travel & Tourism Management
- Transport Management
- Aviation

Purchase/Logistics

- Material Management
- Supply chain Management
- Logistics Management

Marketing

- Marketing Management
- Service Quality Management
- International Marketing
- Marketing Research
- Strategic Marketing
- Sales Management
- Export Management

- International Trade
- Foreign Trade
- Industrial Marketing
- Retail Management
- Business Marketing

BPO/Call center

- BPO Management
- Customer Relationship Management
- Customer Care Management
- Call center Management

Banking/Finance/Accounts

- Banking Management
- Foreign Exchange Management
- Asset Management
- Mutual Fund Management
- Finance Management
- Investment Analysis Management
- Risk & Insurance Management
- Taxation Management
- Investment Management
- International Finance Management
- Takeover & Acquisition Management
- Corporate and Finance Management
- Equity Research Management
- Audit Management
- Cost and Management Accounting

Advertising/Media/Communication

- Advertising Management
- Communication Management
- Information Management
- Mass Communication
- Media Management
- Portfolio Management
- Public Relationship Management
- Telecom Management

Architecture

- Architectural Management
- Construction Management
- Interior Management

Software/Hardware

- Software Project Management
- SAP Consultancy Management
- Software Management
- Information Technology
- E-Business System
- Cyber Law Management
- Hardware Management
- E-commerce
- Networking Management
- DBMS

Textiles

- Fashion Management
- Textile Management

Pharmaceuticals/Biotech/Health Care

- Pharmacology Management
- Bio-Technology Management
- Hospital Administration
- Health Care Management
- Pathology Lab Management
- Clinical Pharmacology
- Clinical Research
- Hospital Management

Exclusive

- Rural Management
- Environmental Management
- Family Business Management
- School Management
- Shipping Management
- Safety Management
- Event Management
- Packaging Management
- Entrepreneurship Management
- Agriculture Management
- Strategic Management
- Energy Management
- Risk Management
- Intellectual Property Rights
- Petroleum Management
- Library Management

COURSE MATERIAL

Besides using the traditional books GEPEA has also modernized the learning process by providing students with online portal consisting of –

- **Study Materials (Soft copies)** – PDF of books are provided to students making studies nomadic & convenient. GEPEA Department of Students Affairs will assign Study Materials via Email or other methods after registration and admission.
- The focal point of **GEPEA** study materials is enhancing Practical Education. **GEPEA** Kit provided to applicants is a world full of practical scenarios, explanation in terms of facts rather than theoretical phrases. Customized to be self-explanatory & easy to understand.
- **Faculty Guidance** – GEPEA panel of intellectuals guide students personally with regards to any query through email about any concept in the notes provided, being the author of the same.

EXAMINATION

GEPEA Professionals are given the privilege to answer exams from any examination center in the world along with the freedom to pick the exam schedule for the same, as time permits in the particular examination months of GEPEA. Students are allotted 2 modes of examinations – Home Based/Center Based.

- Question papers would be drafted by **GEPEA** panel of veteran professors which would be TMA (Tutor Mark Assignment), OBS (Open Book System) and MCQ study pattern. A single course will consist 100 marks based on these three pattern of exam types. In each program will consist a major (Thesis Research) course or theory in order to complete the respective Diploma Program.
- This unique & novel methodology teaches a student how to assess business situations and make decisions based upon those assessments, allowing

students to display their potential.

- In case of home based/distance learning exams question paper would be emailed to the students, which they would have to answer & courier back to GEPEA office or GEPEA directed authority in the respectable exam slab.
- Candidate also has the option of appearing for Center Based Examination wherein they would have to visit one of the many GEPEA exam centers & complete answering the exam in the duration of 3 hours which wouldn't be an open book examination.

CASE STUDY METHOD & STUDY MATERIAL:

Today communication systems have advanced so much that it is much easier, convenient and quicker to gain expertise via online distance learning. GEPEA offer potential students the opportunity to study through an autonomous online distance learning program. This means that people who can't get traditional further education can still achieve what they want and get their qualifications through Online Distance Learning. That gives the opportunity for a much wider range of people to get the qualifications that they want. Today, thanks to technological advances, higher education is more readily available to those who want it.

GEPEA is an institute of excellence offering widest range of autonomous programmes in the field of Business Management and different Professional Training education. In response to the rapidly changing economic environment and the process of globalization, the Academy has made sustained efforts to bring an international perspective to all its wide range of areas and activities.

BENEFITS AND FEATURES:

- (i) Flexible Programs & Curriculum:** You can earn and study at the same time! From GEPEA International Curriculum, Flexibility is the biggest advantage of distance learning courses. This stands true especially if you are a working professional. Not everyone has the luxury of taking their own time to finish their studies. For those who had to take a break from studies to start working, such courses are a boon and provide the opportunity to pursue higher education.
- (ii) Saves Time & Energy:** You save up a lot of time and energy on commuting. You can stay at any place and pursue a course that is available at GEPEA. Or you might be based out of a remote village or town which does not have enough options for higher studies. Distance learning courses eliminate these obstacles.
- (iii) MCQ, Case Based Learning:** MCQ, A Case-based approach engages students in discussion of specific situations, typically real-world examples of Africa Asia, Europe and International companies. Allowing the students to put their theoretical knowledge to practice.
- (iv) Study at your own Pace:** Not everyone has the same pace of learning. Some students pick up things fast, others need time to grasp a concept. One of the biggest advantages of distance learning is that you can study at a pace that is comfortable for you.
- (v) Saves Money:** These courses are almost always cheaper as compared to their on-campus counter-parts. You also cut down on the costs incurred while commuting etc.
- (vi) Personal Fulfillment:** An MBA is the key to unlocking both a professionally and personally rewarding future. Education is the foundation upon which you can build lifelong business and personal achievements. The GEPEA MBA program is designed to enrich your personal life, as well as to keep you informed about a constantly changing industry.
- (vii) Convenient:** You can submit your assignment with the click of a button or simply drop it off at a post-office! It's sometimes as simple as that!

- (viii) **24X7 Access to Study Material & fellow Students:** This is the best way to study if you are comfortable with internet and technology. You can access your study material online whenever you want and also clear doubts, exchange views and discuss with your virtual class-mates!
- (ix) **Study any Topic You Want:** Since you'd already have all your books/online study material with you, you can pick up any topic/chapter that interests you and tackle that first! This way your interest in the subject is sustained.
- (x) **Higher Level of Self-Confidence:** The knowledge gained through our Correspondence MBA program will enhance your effectiveness in your current position and help define your future career path. It will sharpen your skills in critical business areas, giving you the self-confidence you need to become a leader in your profession.
- (xi) **Specialization:** We provide more than 80 specializations which allow students to gain additional knowledge and background on specific business top.

ACCREDITATIONS AND RECOGNITIONS:

ITQSM Accredited & International Partnered Professional Academies.

GEPEA has proudly claimed the Excellence in Online Distance Learning Award presented by its Governing Body Really Matters as a token of appreciation for providing top notch education to professionals globally. This solely proclaims that GEPEA is one of the best Professional Academy in the field of online distance learning.

PROFESSIONAL FACULTIES:

GEPEA Faculty members are highly professional, qualified & experienced. Professors provide substantial assistance through 24*7 web support. Each & every query regarding studies, assignments, cases, projects, research are resolved on time & responded with clear, relevant answers on par with syllabus. They update themselves from time to time about the changing market scenario & syllabus. Thus working professionals have chance to get resourceful information by interacting with professors through web-support from time to time. Timely communication & assistance is key to our successful association with our students & our professors believe in same.

GEPEA (Global Educational & Professional Excellence Academy)

*In case any query, please feel free to contact us via E-Mail:
gepea.official@gmail.com , office@gepea.eu or visit Website: www.gepea.eu or
www.gepea.education*