**Course**          Microeconomics
**Course Code**     BCOM 12214
**Credit value**    4
**Type/Status**     Compulsory
**Level**           1
**Semester**        2

**Overall Learning Outcomes:** At the end of the course students should be able to;
1. describe the nature of economics in dealing with the issue of scarcity
2. perform supply and demand analysis to analyze the impact of economic events on markets
3. analyze the behavior of consumers in terms of the demand for products
4. evaluate the factors affecting firm behavior, such as production and costs
5. analyze the performance of firms under different market structures
6. recognize market failure and the role of government in dealing with those failures

**Course Content**

| Topic | Learning outcomes | Teaching and Learning Methods | Methods of Assessment |
|---|---|---|---|
| 1. Introduction to Economics & Microeconomics | At the end of the session students should be able to; <br><br> 1. Define Economics and identify the nature of Economics. <br> 2. Illustrate key concepts of scarcity, opportunity cost and problems in a society and their applicability in decision making process. <br> 3. Outline the methodology of positive economics. <br> 4. Discuss the uses and limitations of microeconomic theories. <br> 5. Discuss how economic principles and analytical tools are important to the business world | Lessons Practical Questions Group Works | End Semester Examination Midterm Examination Group Discussion & Quizzes |
| 2. Demand & Supply | At the end of the session students should be able to; <br> 1. Illustrate the concept of market. <br> 2. Discuss key concepts and principles of the demand and supply side of the market. <br> 3. Identify equilibriums & disequilibrium's of government and market oriented economies. <br> 4. Define key concepts of the measurement of elasticities and discuss their | Lessons Practical Questions Tutorials Group Works | End Semester Examination Midterm Examination Group Discussion & Quizzes |

| | applicability in decision making process. | | |
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| 3.Theory of Consumer Behavior | At the end of the session students should be able to;<br>1. Describe the concept of cardinal and ordinal utility approach and their measurements.<br>2. Illustrate consumer equilibrium under cardinal and ordinal utility approach.<br>3. Discuss how the changes in price and income affect consumer behavior under ordinal utility approach.<br>4. Derivation of individual Demand Curve under cardinal and ordinal utility approach.<br>5. Distinguish the income and substitution effect of changes in price and income under ordinal utility approach.<br>6. Describe Practical importance & Limitations of Consumer Behavior Theories | Lessons Practical Questions Group Works | End Semester Examination Midterm Examination Group Discussion & Quizzes |
| 4.Theory of Production | At the end of the session students should be able to;<br>1. Define &distinguish basic concepts of theory of production.<br>2. Describe the production function under one variable input and two variable inputs.<br>3. Illustrate the Iso-quant & Iso-cost, Marginal Rate of Technical Substitution and determine the economic regions & the optimum output levels.<br>4. Discuss the applicability of production function and returns to scale in an organizational context.<br>5. Describe the practical validity of the law of Production to the current business domain | Lessons Review Questions Group works | End Semester Examination Group Discussion & Quizzes |
| 5. Theory of Cost of Production | At the end of the session students should be able to;<br>1. Define Cost concepts.<br>2. Describe the relationship of cost & output in short-run & Long-run<br>3. Distinguish Total, Average & Marginal Cost.<br>4. Recognize the Economies & diseconomies of scale of an organization | Lessons Review Questions Group works | End Semester Examination Group Discussion & Quizzes |
| 6. Theory of Firm: Price | At the end of the session students should be able to; | Lessons Review Question | End Semester Examination |

| and Output Determination | 1. Identify the main features and circumstances of various types of market structures.<br>2. Illustrate the industry and firm demand &supply curves of each market structure.<br>3. Explain how price and output are determined under each market structure.<br>4. The practical validity of each type of Market structure to the modern business world. | s & Tutorials Class Room Discussions | Assignments |
|---|---|---|---|

**Recommended Reading:**

- Salvatore D.,(2008), *Microeconomics Theory and Applications*, 5th Edition, Oxford University Press.
- Dwivedi D.N., (2011), *Microeconomics Theory and Applications*, 2nd Edition, Person education.
- Salvatore D., (2011), *Schaum's Outlines of Microeconomic*, 4th Edition, McGraw Hill Education.

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| **Course** | Business Statistics |
| **Course Code** | BCOM 12224 |
| **Type/Status** | Compulsory |
| **Level** | 1 |
| **Semester** | 2 |

**Overall Learning Outcomes:** At the end of course units students should be able to :
1. Use statistics as a tool  to collect, analyze and interpret data related to business
2. Apply statistical methods to business situations
3. Use statistical software to analyze  data  and interpret results

**Course Content**

| Topic | Learning outcomes | Teaching and Learning Method | Method of assessment |
|---|---|---|---|
| 1. Introduction to statistics | At the end of session students should be able to :<br>1.Define statistics and discuss the overall role of the statistics in the field of business<br>2.Describe the important concepts in statistics as a major field in decision making<br>3.Explain what is meant by Descriptive statistics and Inferential Statistics | Lectures Group Work And Class Room Discussions | End Semester Examination Class Room Assignments |
| 2. Describing data | At the end of session students should be able to:<br>1.Distinguish among nominal, ordinal, and ration levels of measurements<br>2.Organize data into a frequency distribution<br>3.Potrays a frequency distribution in a histogram, frequency polygon, and cumulative frequency polygon<br>4.Develop a stem and leaf display<br>5.Present data using such graphic techniques as line charts, bar charts, and pie charts | Lectures Class Room Discussions Presentations And Practical Classes | Class Room Assignments End Semester Examination |
| 3. Describing Data: Measures of Location | At the end of session students should be able to:<br>1.Calculate arithmetic mean, mode, weighted mean and geometric mean<br>2.Explain the characteristics ,uses, advantages and disadvantages of each measures of location | Lectures Class Room Discussions Presentations And Practical Classes | Tutorials Class Room Asignments End Semester Examination |

| | 3.Identify the measures of location in symmetric and skewed distributions | | |
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| 4. Describing Data: Measures of Dispersion | At the end of session students should be able to: 1.Compute and interpret the range ,the Mean deviation, the variance, and the standard deviation from raw data 2. Compute and interpret the range, the Mean deviation, the variance, and the standard deviation from grouped data 3. Compute and interpret quartiles and inter quartiles range, boxplots, and coefficient of variation. | Lectures Group Works | Tutorials Assignments End Semester Examination |
| 5. Probability and probability distributions: | At the end of session students should be able to : 1.Define and relate the terms experiment, sample space and event 2.Distinguish between simple and composite events ,objective and subjective probability and ,classical and relative frequency probability 3.State the elementary poperies of probability 4.Understand the addition rule, the multiplication rule, conditional probability and Bayes' Theorem 5.Compute the probability of various kinds of events in a number of different settings 6. Describe the uses of some selected useful probability distributions (Binomial. Poisson and Normal). | Lectures Group Works Class Room Discussions | Tutorials Assignments Mid Semester Examination End Semester Examination |
| 6. Sampling Methods and Sampling from the Normal distribution. | At the end of session students should be able to : 1.Explain why a sample is the only feasible way to learn about a population 2.Explain methods for selecting a sample 3.Define and construct a sampling distribution of the sample means, confidence intervals | Lectures Group Work Class Room Discussions Presentations | Field Survey Individual Assignment End Semester Examination |

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| | and proportions by using the Normal Distribution | | | |
| 7. Statistical Estimation | At the end of session students should be able to 1. Present the basic concepts involve in using sample data to estimate population parameters 2. Use appropriate estimators to compute point estimates and interval estimates of a number of population parameters | Lectures Group Work Class Room Discussion Presentations | Assignments End Semester Examination | |
| 8. Testing Hypothesis | At the end of session students should be able to: 1.Discuss the role of statistical hypothesis testing as an aid to the decision maker 2.State the steps involved in conducting a statistical test of a hypothesis 3.Distinguish between a one tailed test and two-tailed test of hypothesis 3. Formulate the hypotheses required for a hypothesis test 4.Conduct test of hypothesis about a population means and population proportions 5.Define and compute type one error and type two error | Lectures Group Work Class Room Discussion Presentations | Assignments End Semester Examination | |
| 9. Linear Regression and Correlation analysis with business applications | At the end of session students should be able to: 1.Understand the scatter diagram and interpret important concepts 2.Calculate the least squares regression line 3.Conduct a test of hypothesis to determine whether the population correlation is different from zero 4.Costruct and interpret confidence intervals for the dependent variable 5.Set up and interpret ANOVA table | Lectures Group Work Class Room Discussions Presentations | | |
| 10. Multiple Regression and Correlation | At the end of session students should be able to: 1.Describe the relationship between several independent | Lectures Group Work Class Room Discussion | Assignments End Semester Examination | |

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| | variables and a dependent variable using a multiple regression equation<br>2.Compute and interpret the multiple standard error of estimate and the coefficient of determination, correlation matrix, ANOVA table<br>3.Condusct test of hypothesis to determine whether regression coefficients differ from zero and to test regression coefficients | | |
| 11. Non Parametric Methods | At the end of session students should be able to:<br>1.List the characteristics of the Chi-Square distribution and conduct hypothesis test to compare observed and expected frequencies<br>2.Conduct hypothesis test for normality and to determine whether the two classification criteria are related<br>3.Conduct test for hypothesis dependent samples using Binomial and Normal distributions, Wilcoxon signed-rank test, Kruskal-Wallis test | Lectures<br>Group Work<br>Class Room Discussion | Class Room Assignments<br>End Semester Examination |
| 12. Time Series and Forecasting | At the end of session students should be able to:<br>1. Define the four components of a Time Series<br>2. Determine a linear trend equation<br>3. Compute moving average and trend equation for a non-linear trend<br>4. Use trend equations to forecast future time periods | Lectures<br>Class Room Discussions | Class Room Assignment<br>End Semester Examination |
| 13. Multivariate Methods: Principal Component Analysis and Factor Analysis | At the end of session students should be able to:<br>1. Perform exploratory analysis of multivariate data<br>2.Test for multivariate normality of the data.<br>3.Apply multivariate statistical methods via hypothesis testing, point estimation and confidence interval estimation; | Lectures<br>Class Room Discussions<br>Group Work | Class Room Assignment<br>End Semester Examination |

| | 4. Apply multivariate techniques to principal component analysis;<br><br>5. Apply multivariate techniques to factor analysis. | | |
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| 14. Introduction to Statistical Software, Data entry and Editing | At the end of the session students should be able to<br>1. Understand the importance of data analysis and presentation of results in the field of business<br>2. Use statistical software (SPSS/MINITAB/SAS) for analysis | Lectures<br>Group work<br>Presentations and practical classes | Class room assignment<br>Individual Assignment<br>End semester examination |
| 15. Procedures use for Categorical data analysis and Multivariate Analysis. Presentation of results | At the end of the session students should be able to:<br>1. Identify the Procedures use for Categorical data analysis and Multivariate Analysis.<br>Presentation of results | Lectures<br>Group work<br>Presentations and practical classes | Class room assignment<br>Individual Assignment<br>End semester examination |

**Recommended Readings:**

- Bergi G.C. (2005),Business Statistics,2nd Edition, Tata McGraw-Hill, New Delhi
- David R. Anderson, Dennis J. Sweeney, and Thomas A. Williams,(2004),Essential of Modern Business Statistics with Microsoft Excel, South Western College publishing, Mason OH.
- David Moore ,George Mc Cabe , and William Duckworth,(2003),The Practice of Business Statistics using Data for Decisions, W.H. Freeman & Company
- Gupta S.C. and Gupta I.,(2005),Business Statistics,5th Edition, Himalaya Publishing House Delhi
- Mario F. Triola, (2007 ),Elementary Statistics,10th Edition, Wesley
- Lind D.A. Mason R.D.,Marchal W.G.(2000),Basic Statistics for Business and Economics,3rd Edition, Irwin McGraw-Hill, New York
- Carver R.H and Nash J.G. (2007),Doing Data Analysis with SPSS,2nd Edition, Akash Press, New Delhi.
- Anderson D.R., Sweeney D.J and William T.A,(2011),Quantitative Methods for Business ,11th Edition, Thomson South Western, United State

| **Course** | Cost & Management Accounting |
|---|---|
| **Course Code** | BCOM 12234 |
| **Credit value** | 4 |
| **Type/Status** | Compulsory |
| **Level** | 1 |
| **Semester** | 2 |

**Overall Learning Outcomes:** At the end of the course students should be able to;

1. Describe the role of cost & management accounting within an organization.
2. Utilize the various cost concepts that are fundamental to the language of management accounting
3. Critically evaluate how costs behave and utilize this information in a range of decision contexts
4. Identify and apply various specific order and process costing methods
5. Discuss the features of different budgeting systems and be able to construct appropriate budgets and undertake budget variance analysis
6. Differentiate budgeting and standard costing
7. Describe standard costing from standards setting and variance calculations
8. identify and apply various methods to assess divisional performance measurement
9. Critically evaluate the traditional and contemporary approach to divisional performance measurement

**Course Content**

| Topic | Learning outcomes | Teaching and Learning Methods | Methods of Assessment |
|---|---|---|---|
| 1. Overview of Management Accounting | At the end of the session students should be able to;<br>1. Understand the term management accounting and its role in the organization<br>2. Understand the role of the management accountant in the global business environment<br>3. Realize the functions and uses of management accounting information<br>4. Distinguish between management and financial accounting information<br>5. Identify the relationship between cost accounting and management accounting | Lectures<br>Class Room Discussions | End Semester Examination |
| 2. Introduction to Cost Accounting Fundamentals | At the end of the session students should be able to;<br>1. Identify the basic cost terms in cost accounting (including; cost center, cost unit and basic elements of costs)<br>2. Recognize different cost classifications (including; direct cost & indirect cost, production & non-production cost, Fixed & | Lectures<br>Class Room Discussions | Mid Semester Examination<br>End Semester Examination |

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| | variable cost, product & period cost, relevant & irrelevant) and their purposes.<br>3. Discuss relating overheads to end products or services using absorption costing, marginal costing and activity based costing | | |
| 3. Costing Methods | At the end of the session students should be able to;<br>1. Distinguish between specific order costing and continuous operations costing<br>2. Understand the nature and the calculations involved in job costing<br>3. Understand the nature and the calculations involved in batch costing<br>4. Application of contract costing including the overall compilation of contract accounts<br>5. Distinguish and understand the main principles of service costing<br>6. Obtain knowledge about the nature of process costs and the concepts involved | Lectures<br>Class Room Discussions | Mid Semester Examination<br>End Semester Examination |
| 4. Short Term Decision Making | At the end of the session students should be able to;<br>1. Apply a mathematical approach to CVP analysis<br>2. Draw up various break even charts, PV charts, contribution charts<br>3. Discuss limiting factors and determine the optimal production schedule | Lectures<br>Class Room Discussions | Mid Semester Examination<br>End Semester Examination |
| 5. Budgetary Planning & Control | At the end of the session students should be able to;<br>1. Identify the purpose of budgeting (including; planning, control, performance evaluation, motivation, communication and coordination)<br>2. Discuss the different planning options of budgeting (top-down, bottom-up, incremental, zero based, rolling)<br>3. Recognized the normal budgetary planning process of an organization.<br>4. Explain the use of regression and time series for forecasting figures for budgets.<br>5. Prepare basic budgets of sales, production, material, labour, overheads and cash<br>6. Prepare budgetary control statements (including; original budget, flexed budget, actual and variances. | Lectures<br>Group Assignment In Recognizing Industry Practices | Group Assignment<br>End Semester Examination |

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| 6. Standard Costing | At the end of the session students should be able to;<br>1. Describe standard costing and differentiate standard costing and budgeting<br>2. Identify information to be recognized in setting standard (including; price or quantity standard)<br>3. Recognized the challenges in the modern business environment in setting standards and achieving them<br>4. Analyze end period price and quantity variance calculations (including; material, labour, overheads and sales)<br>5. Prepare an operating statement of reconciliation planned performance with actual performance using variances. | Lectures<br>Group Assignment In Recognizing Industry Practices | Group Assignment<br>End Semester Examination |
| 7. Performance Measurement Systems | At the end of the session students should be able to;<br>1. Identify the importance of performance evaluation in organizations<br>2. Assess divisional performance using Return on Investment (ROI), Residual Income (RI) and Economic Value Added (EVA)<br>3. Recognized the drawbacks of the traditional performance measurement systems.<br>4. Identify modern business performance techniques (Balanced Scorecard) | Lectures<br>Class Room Discussions | End Semester Examination |

**Recommended Reading:**

- Atkinson, A., Kaplan, R.S. and Young, S.M. (2011), "Management Accounting", 6th edition, Prentice Hall.
- Horngren, C. T, Sundem, G. L and Stratton, W. O. (2010), "Introduction to management accounting". New Delhi: Prentice Hall.
- Drury, C. (2007), "Management and Cost Accounting", 7th edition, Cengagae Lrng Business Press.
- Hilton, R. (2010), "Management Accounting", 9th edition, McGraw Hill Publications.
- Scarlett, B. "Management Accounting: Performance evaluation", Elsevier publications.

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| **Course** | Managing Information Systems | | |
| **Course Code** | BCOM 12242 | | |
| **Credit Value** | 2 | | |
| **Type/Status** | Compulsory | | |
| **Level** | 1 | | |
| **Semester** | 2 | | |

**Overall Learning Outcomes:** At the end of the course students should be able to;
1. Describe Management Information Systems (MIS) and their role in today's organizations.
2. Evaluate the role of each triers of information systems in a business
3. Design appropriate information systems for business organizations
4. Revise the information systems to compete with the technology

**Course content**

| Topic | Learning Outcome | Teaching & Learning Method | Method Of Assessment |
|---|---|---|---|
| 1.Imporatnce of Information Systems | At the end of the session students should be able to;<br>1. Explain the necessity of information systems for today's organizations<br>2. Recognize how information systems transforming business<br>3. Illustrate the different approaches of information systems | Lectures<br>Self-Study<br>Case Study<br>Discussions In Groups | End Semester Examination Assignment |
| 2.Business Processes and Information Systems | At the end of the session students should be able to;<br>1. Identify the relationship between business process and information systems<br>2. Explain the different types of information systems used by different management groups<br>3. Discuss how information systems are linked within a business<br>4. Define the role of information systems function in a business | Lectures<br><br>Self Study<br><br>Small Group Discussions | End Semester Examination<br><br>Assignment |
| 3.Information Systems and Organizational Strategy | At the end of the session students should be able to;<br>1. Outline the impact of information systems on organization<br>2. Use different tools to assess the opportunities of strategic information system applications | Lectures<br><br>Self Study<br><br>Small Group Discussions | End Semester Examination<br><br>Assignment |

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| | 3. Formulate organsatioal strategies to gain competitive advantages using information systems | | |
| 4.Ethical & Social Issues of Information Systems | At the end of the session students should be able to;<br>1. Identify how information systems can change everyday life.<br>2. Analyze the possible ethical and social issues raised by information system<br>3. Propose alternative solutions to overcome the ethical and social issues | Lectures<br>Self Study<br><br>Small Group Discussions | End Semester Examination<br><br>Assignment |
| 5.IT Infrastructure | At the end of the session students should be able to;<br>1. Describe the components related to IT infrastructure<br>2. Identify the stages of evolution of IT infrastructure<br>3. Analyze the current trends in IT infrastructure<br>4. Develop solutions to overcome the challenges faced by the mangers regarding managing IT infrastructure | Lectures<br>Self Study<br><br>Small Group Discussions | End Semester Examination<br><br>Assignment |
| 6.Telecommucation Networks | At the end of the session students should be able to;<br>1. Describe the components of networking technologies<br>2. Identify the different types of networks<br>3. Analyze how internet and internet technology works<br>4. Identify the standards for networking, communication and internet access | Lectures<br>Self Study<br><br>Small Group Discussions | End Semester Examination<br><br>Assignment |
| 7.Security in Information Systems | At the end of the session students should be able to;<br>1. Identify why information systems are vulnerable to destructions and errors<br>2. Identify the importance of security and control of information systems in business<br>3. Develop strategies to safeguard information resources of a business | Lectures<br>Self Study<br><br>Small Group Discussions | End Semester Examination<br><br>Assignment |
| 8.Enterprise Applications | At the end of the session students should be able to; | Lectures<br>Self Study | End Semester Examination |

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| | 1. Describe how enterprise systems help to achieve operational excellence in an organization<br>2. Identify different enterprise systems and its role in an organization<br>3. Integrate new technological developments in to enterprise systems | Small Group Discussions | Assignment |

**Recommended Readings:**

- Laudon K.C. & Laudon J.P., Management Information Systems: Managing the Digital Firm (14th edition), Pearson Higher Education
- James A.O'Brein, George M. Marakas, Management Information systems (10th edition), McGraw-Hill, India

| Course | Introduction to Entrepreneurship |
|---|---|
| **Course Code** | BCOM 12252 |
| **Credit Value** | 2 |
| **Type/Status** | Compulsory |
| **Level** | 1 |
| **Semester** | 2 |

**Overall Learning Outcome**: At the end of this course unit students should be able to:
1. Identify the notion of Entrepreneurship and its significance
2. Identify the entrepreneurial process
3. Examine financial analysis for Entrepreneurial ventures
4. Explain entrepreneurship in Sri Lankan perspective

**Course content**

| Topic | Learning Outcome | Teaching & Learning Methods | Methods of Assessment |
|---|---|---|---|
| 1. Decision to Become an Entrepreneur | At the end of the session, students should be able to, <br> 1. Explain entrepreneurship and discuss its importance. <br> 2. Describe corporate entrepreneurship and its use in established firms. <br> 3. Discuss three main reasons people decide to become entrepreneurs. <br> 4. Identify four main characteristics of successful entrepreneurs. <br> 5. Explain the five common myths regarding entrepreneurship. <br> 6. Explain the entrepreneurial process. | Lectures <br><br> Class Room Activities <br><br> Homework Activities | End Semester Examination <br><br> MCQ |
| 2. Recognizing Opportunities and Generating Ideas | At the end of the session, students should be able to, <br> 1. Explain why it's important to start a new firm when its "window of opportunity" is open. <br> 2. Explain the difference between an opportunity and an idea. <br> 3. Describe the three general approaches entrepreneurs use to identify opportunities. <br> 4. Identify the four environmental trends that are most instrumental in creating business opportunities. <br> 5. List the personal characteristics | Lectures <br><br> Class Room Activities <br><br> Homework Activities | End Semester Examination <br><br> MCQ |

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| | that make some people better at recognizing business opportunities than others.<br>6. Identify the five steps in the creative process. | | | |
| 3. Feasibility Analysis | At the end of the session, students should be able to,<br>1. Explain what a feasibility analysis is and why it's important.<br>2. Discuss the proper time to complete a feasibility analysis when developing an entrepreneurial venture.<br>3. Describe the purpose of a product/service feasibility analysis and the two primary issues that a proposed business should consider in this area.<br>4. Explain a concept statement and its contents.<br>5. Explain the importance of library, Internet, and gumshoe research.<br>6. Discuss the characteristics of an attractive industry. | Lectures | End Semester Examination<br><br>MCQ | |
| 4. Industry and Competitor Analysis | At the end of the session, students should be able to,<br>1. Explain the purpose of an industry analysis.<br>2. Identify the five competitive forces that determine industry profitability.<br>3. Explain the role of "barriers to entry" in creating disincentives for firms to enter an industry.<br>4. Identify the nontraditional barriers to entry that are especially associated with entrepreneurial firms.<br>5. List the four industry-related questions to ask before pursuing the idea for a firm.<br>6. Identify the five primary | Lectures<br><br>Presentations<br><br>Class Room Discussions | End Semester Examination | |

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| | industry types and the opportunities they offer. 7. Explain the purpose of a competitor analysis. 8. Identify the three groups of competitors a new firm will face. 9. Describe the reasons for completing a competitive analysis grid. | | |
| 5. Writing a Business Plan | At the end of the session, students should be able to, 1. Explain the purpose of a business plan. 2. Describe the two primary reasons for writing a business plan. 3. Describe who reads a business plan and what they're looking for. 4. Explain the difference between a summary business plan, a full business plan, and an operational business plan. 5. Explain why the executive summary may be the most important section of a business plan. 6. Describe a milestone and how milestones are used in business plans. | Lectures Presentations Class Room Discussions | End Semester Examination MCQ |
| 6. Developing an Effective Business Model | At the end of the session, students should be able to, 1. Describe a business model. 2. Explain business model innovation. 3. Discuss the importance of having a clearly articulated business model. 4. Discuss the concept of the value chain. 5. Identify a business model's two potential fatal flaws. 6. Identify a business model's four major components. | Lectures Presentations Class Room Activities | End Semester Examination |

| | 7. Explain the meaning of the term *business concept blind spot*.<br>8. Define *core competency* and describe its importance.<br>9. Explain the concept of supply chain management. | | |
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**Recommended Readings**

- Barringer B. R. and Ireland R. D. (2008). *Entrepreneurship: Successfully Launching New Ventures*, 4th ed. Prentice Hall.
- David, H.H. (2005). *Entrepreneurship: New Venture Creation*. Prentice-Hall, New Delhi.
- Hisrich, R., Peters, M., & Shepherd, D. (2006). *Entrepreneurship*. 6th ed. McGraw Hill.
- Kuratko, D. F. and Hodgetts, R. M., (2004), *Entrepreneurship: Theory, Process and Practice*. 6thed. Thomson, South-Western.
- Timmons, J. A. and Spinelli, S. (2003) *New Venture Creation - Entrepreneurship for the 21st Century*. 8th ed. New York: Irwin/McGraw-Hill.