

St. Joseph's College of Commerce (Autonomous)

163, Brigade Road, Bangalore - 560 025

**Assessed and Re-Accredited with 'A' Grade by the National
Assessment and Accreditation Council (NAAC)**

**Recognized by the UGC as
College with Potential for Excellence**



**Bachelor of Business Administration
Entrepreneurship
Syllabus : 2018 - 2019**

Courses having focus on

**Employability/ Entrepreneurship/
Skill development**

SEMESTER I
M3 17 MC 101: PERSPECTIVES IN MANAGEMENT

Objective:

1. To provide a basis of understanding to the students with reference to working of Business Organization through the process of Management.
2. To understand the basic principles of management and become familiar with management process, functions and principles.
3. To get an idea about new developments in management.

Module 1- Forms of Organisation & Management

15 Hrs

Organisation: Meaning, Characteristics, Merits and Limitations of: Proprietary concerns, Partnership firms, Companies – Government undertakings– Non Business Organisation – Trusts – Cooperative Society – Clubs and Associations.

Introduction of Management – Meaning, Definition, Nature, Purpose, Importance & Functions, Management as Art, Science & Profession- Management as social system - Concepts of Management- Administration-Organisation

Evolution of Management Thought- Taylor’s Scientific Management – Fayol’s Principles of Management –Contribution of Elton Mayo, Chester Bernard and Peter Ducker to the management thought -various approaches to management (i.e. Schools of Management thought).

Indian Management Thought-Western/Eastern Business model, Concepts of Indian Management, Indian Management Practitioners, Functions of Management – Nature, Importance and Levels of Business Management – Need for Managers –Types of Managers – Managerial Roles

Module 2- Planning

10 Hrs

Planning: Nature – Planning Process – Objectives, Meaning – Need & Importance, Levels, Advantages and Limitations, Types of Plans.

Forecasting: Meaning and Purpose of forecasting – Techniques of forecasting – Qualitative and Quantitative.

Decision Making: Meaning – Steps in decision-making – Delegation and Principles of delegation- MBO & MBE.

Module 3- Organising and Staffing

8 Hrs

Organising: Nature and Purpose of organization, Elements of organizing & processes Principles of organisation – Organisation structure and types, Delegation of authority – Principles of Delegation, Importance and difficulties in delegation – Departmentation – Committees – Centralization vs. Decentralization of Authority –Span of Control.

Staffing: Nature -Process of staffing- Importance of staffing.

Module 4- Directing

12 Hrs

Directing: Meaning – Principles and techniques of directing. Leadership: Meaning – Leadership styles-Formal and Informal leadership.

Motivation: Introduction, Theories of motivation – [Maslow’s need hierarchy theory – Herzberg’s two factor theory – McGregor’s X and Y theory- Vroom’s valence theory] Alderfer’s Hierarchy of

Motivational Needs(ERG-Theory), McClelland's Theory of Needs, Expectancy Theory, Equity Theory.

Morale-Meaning, Features, Difference between Morale and Motivation, Significance, Morale and performance, Developing High Morale, Measurement of Morale

Communication: Principles and Process of communication – Barriers to effective communication.

Co-ordination: Meaning – Principles and process of co-ordination.

Module 5- **Controlling**

8

Hrs

Meaning & Definitions – Steps in controlling - Essentials of a Sound Control System – Methods of Establishing Control, Techniques of controlling – Budgetary and non-budgetary.

Module 6- Social Responsibility of Management and Contemporary Trends in Business

7 Hrs

Social Responsibilities of Management – Meaning, Social responsibilities of business towards various groups- Meaning of business ethics- need and importance – Profits and Ethics – factors affecting ethical practices in Business.

Recent Trends in Management: Management of Change, Management of Crisis, International Management, Indian Management Concepts-Indian Business Models and its Basic Features, Community involvement

Skill Development:

(These activities are only indicative, the Faculty member can innovate)

1. Different types of Organization Charts (structure).
2. Chart of Staffing.
3. Graphic representation of Maslow's Theory.
4. Chart on Media of Communication.
5. Draft a Control Chart of different industry/business groups.
6. Prepare a list of corporate strategies that are adopted by Indian Companies to face the challenges of competition.
7. Select a successful retail store and give details of factor leading to its success.
8. Select a failed venture, if any known to you, and bring out reasons for its failure (Note what we learn from these success & failure stories).
9. Select a company and prepare a SWOT analysis for the same.
10. Mention the characteristics and skills of managers in the 21st century.
11. List out some unethical practices prevailing in an organization.
12. Undertake a study of some ethical practices followed by an organization.

Books for Reference:

- ❖ *J.S. Chanda: Management Concepts and Strategies.*
- ❖ *L. M Prasad: Principles of Management.*
- ❖ *S.V.S Murthy: Essentials of Management.*
- ❖ *Sharma & Gupta: Principles of Management.*
- ❖ *Srinivasan&Chunawalla: Management Principles and Practice.*
- ❖ *Tripathi& Reddy: Principles of Management.*
- ❖ *Y.K. Bhushan: Business Management.*
- ❖ *Ricky W.Griffin, Cengage: Management Principles and Applications.*
- ❖ *P.Kanagasabapathi PHI Learning: Indian Models of Economy, Business and Management.*

- ❖ *Anil Bhat, Aryakumar, Oxford University Publishers: Learning Management Principles Processes and Practices.*
- ❖ *Koontz & O'Donnell : Essentials of Management.*

SEMESTER I

M3 17 MC 102: ORGANIZATIONAL BEHAVIOUR

Objective:

To develop the people skills of students and to give guidance in creating an ethically healthy work climate in any organization.

Module 1- Introduction to Organizational Behaviour

6 Hrs

The concept of organization, organization goals- Determinants of goals - Goal displacement- goal distortion. **The study of Organizational behaviour** - Definition - Scope and application in management - Contributions of other disciplines - Organizational structure-Learning organizations-Models of OB - Hawthorne studies- Challenges and opportunities in OB.

BEHAVIOUR WITHIN ORGANISATIONS: THE INDIVIDUAL

Module 2- Personality, Perception & Motivation

18 Hrs

Personality- Determinants of personality - biological factors - cultural factors - family and social factors - situational factors - personality attributes influencing OB.

Perception-Meaning - Need - Perceptual process -Perceptual mechanism - Factors influencing perception - interpersonal perception - self concept and self esteem.

Motivation - Meaning - Characteristics - Role of Motivation -Motivation and Behaviour - Motivation and Performance - Financial and Non-financial incentives.

Module 3- Learning and Behaviour Modification

10 Hrs

Concept of attitude - Attitude, opinions and beliefs, attitudes and behaviour - Formation of attitudes - Factors determining formation of attitudes - Attitude measurement - Attitude change.

Learning - Principles, process, organizational reinforcement systems - cognitive learning

BEHAVIOUR WITHIN ORGANISATIONS: GROUPS AND INTERPERSONAL INFLUENCE:

Module 4- Group Dynamics and Leadership

12 Hrs

Importance of teams - Formation of teams and team work.

The concept of groups - kinds and functions of groups - formal and informal groups - group cohesiveness - group think - group norms- process of group formation.

Leadership - formal and informal leadership - characteristics - Leadership theories [Trait, Behavioural and Contingency] - Power - Sources of power

Module 5- Organization Culture and Climate

4 Hrs

Organization culture - organization climate and organizational effectiveness

Module 6- Conflict and Organizational Change

10 Hrs

A. **Conflict** - meaning - process - causes - sources - types of conflict - consequences of conflict - conflict resolution strategies.

B. **Stress**- Understanding Stress - causes, consequences and Stress management

C. **Organisational Change** - kinds of change - identification of the problems and implementation of change - resistance to change - overcoming resistance to change

Skill Development:

(These activities are only indicative, the Faculty member can innovate)

1. Conduct a Survey on resistance to changing policies in The Banking Sector/ The IT Sector.
2. Undertake a study to find out the various non-financial incentives used to motivate employees
3. A study in job enrichment and factors contributing to absenteeism and employee turnover in any industry of your choice
4. Analyze the characteristics and components of attitudes
5. Perform a study on the determinants of personality of a group of individuals
6. Analyze the organizational culture and climate in the BPO industry
7. Conduct a study on the reasons for attrition in the BPO industry

Books for Reference:

- ❖ *Stephen Robins – Organizational Behaviour.*
- ❖ *Keith Davis – Human Behaviour at work.*
- ❖ *Fred Luthons – Organizational Behaviour.*
- ❖ *Reddy and Appaniah - Organizational Behaviour.*
- ❖ *Subha Rao - Organizational Behaviour.*
- ❖ *Ashwathappa - Organizational Behaviour.*

SEMESTER I
M3 17 AR 103: BUSINESS MATHEMATICS & STATISTICS

Objective:

To enable students to understand simple arithmetical calculations relating to topics on Commerce and Economics. To enable students to grasp the fundamentals of Statistics for interpreting business data.

PART A - BUSINESS MATHEMATICS

Module 1- Theories of Equations **10 Hrs**

Theory of equations: Linear, Quadratic, and Simultaneous - Application of equations in business and commerce.

Module 2- Interest and Annuities **10 Hrs**

Laws of indices and logarithms - **Simple interest - Compound Interest - Annuities:** Meaning - Types - Present Value and Future Value of annuity - Applied Problems on Perpetuity - Loans - Sinking fund - Endowment fund using Annuity Tables.

PART B - BUSINESS STATISTICS

Module 3- Introduction to Statistics **8 Hrs**

Meaning and Definition of Statistics - Characteristic of Statistics - Functions, Scope and Limitations of Statistics - **Classification and Tabulation of Data - Diagrammatic and Graphic Representation of Data using Excel.**

Module 4- Measures of Central Tendency and Dispersion **14 Hrs**

Meaning - Arithmetic Mean - Weighted Mean - Combined Mean - Median - Mode - Empirical Relationship. Dispersion - Meaning - Range - Quartile Deviation - Mean Deviation - Standard deviation and their Coefficients.

Module 5- Time series **6 Hrs**

Components of time series - Trend analysis by Moving Averages and Least Squares Method (linear).

Module 6- Correlation and Regression **12 Hrs**

Correlation: Meaning, **Karl Pearson's Coefficient of Correlation, Spearman's Correlation Coefficient.**
Regression: Concept, the two Regression Equations.

Skill Development:

(These activities are only indicative, the Faculty member can innovate)

1. Develop an Amortization Table for Loan Amount - EMI Calculation.
2. Prepare a Bank Statement using SI and CI.
3. Prepare a Case Study on application of Calculus to business.
4. Collection of Data and computation of various averages
5. Analysis of data by computing standard deviation and coefficient of variation
6. Comparing and correlating data
7. Presentation of data in graphs and diagrams

Books for Reference:

- ❖ *Goel Ajay & Goel Alka: Mathematics and Statistics.*
- ❖ *Akhilesh K B & Balasubrahmanyam S: Mathematics and statistics for Management.*
- ❖ *Dorai Raj: Business Mathematics.*
- ❖ *Dr. A K Arte & R V Prabhakar: A Textbook of Business Mathematics.*

- ❖ *Saha: Mathematics for Cost Accountants.*
- ❖ *Sanchethi & Kapoor: Business Mathematics.*
- ❖ *Soni: Business Mathematics.*
- ❖ *Zamirudding Khanna: Business Mathematics.*
- ❖ *Chikkodi & BG Satya Prasad: Business Statistics, Himalaya Publications.*
- ❖ *Dr.Asthana: Elements of Statistics, Chaitanya.*
- ❖ *Dr. B N Gupta: Statistics (Sahitya Bhavan), Agra.*
- ❖ *Dr.Sancheti & Kapoor: Statistics Theory, Methods and Application.*
- ❖ *Ellahance: Statistical Methods.*
- ❖ *S P Gupta: Statistical Methods, Sultan.*

SEMESTER I

M3 17 AR 104: FUNDAMENTALS OF ENTREPRENEURSHIP

Objective:

This course gives an introduction to the basic concepts of enterprise building and equips the students with the skills and competency to create a successful enterprise. It also emphasizes the role and importance of business opportunity identification and assessment – business planning process and funding issues.

Module 1- Introduction to Entrepreneurship

10 Hrs

Meaning- Definition- **Impact of Entrepreneurship on the world- Entrepreneurial Success Stories** -Entrepreneurial-Communities-Entrepreneurial Process-Theories of entrepreneurship-Myths of entrepreneurship- Traits of a successful Entrepreneur-how to continue being a successful Entrepreneur- Rewards of being an Entrepreneur.

Module 2- Entrepreneurship Environment

10 Hrs

Industrial environment- **Industry options available**-Role of Entrepreneurs- Productivity- Job Creation- Transfer of Technology-Entrepreneurial Firms- Advantages of Small & Medium Enterprises- The Indian SME Sector-Entrepreneurship and the Environment- Societal Factors-Women as Entrepreneurs- Education - **Government Policies - Economic Infrastructure and Societal Overheads -Changes Taking Place. Entrepreneurship on Campus (E-cell).**

Module 3- The Core Entrepreneur

10 Hrs

Introduction to Entrepreneurial styles- concepts-behaviour and entrepreneurial motivation- achievement and management success, **entrepreneurial success in rural areas**; innovation and entrepreneur; establishing entrepreneurs system-the skills required to be an entrepreneur, the entrepreneurial decision process, and role models, mentors and support system. Distinguish between entrepreneurship and intrapreneurship - **identify potential mistakes/pitfalls of entrepreneurship.**

Module 4- Entrepreneurial Motivation

10 Hrs

Understanding self- Self disclosure-Personal Effectiveness- advantages to self-exploration- **Barriers to Communication- body language**- sales skills to become an Entrepreneurs- customer profiling-customer acquisition- personal selling-elevator/sales pitch- Entrepreneurship, training Preparation and Development Programmes. Evaluating entrepreneurial development program. Developing support system.

Module 5- Entrepreneurial Revolution and Process

10 Hrs

The entrepreneurial process-Start-up ecosystems-Impact of entrepreneurship on the economy-**Alternative start-up business models** -The lean start-up-process of new venture creation-Innovation and creativity- **Design thinking-Business structures and intellectual property.** Financing and investment- venture capital- Concept of social entrepreneurship.

Module 6- Entrepreneurial Competencies

10 Hrs

Introduction - **competencies of entrepreneurs**-(1) Decision Making (2) Problem Solving (3) Risk Taking (4) Leadership(5) Communication(5) Dealing with customers, Entrepreneurial Values and attitude motivation- Need Hierarchy Theory of Motivation - David McClelland Need Theory of Motivation- Life Skills - Managing Self and Others, Positive Attitude Creativity, Team Building and motivation- Concept of Risk Taking- Types of Risk Taking: **Entrepreneurship Development Club - Entrepreneur Support Scheme(ESS).** - Business incubation.

Skill Development:

(These activities are only indicative, the Faculty member can innovate)

1. Convert your business ideas by drafting a business plan and carefully evaluate the possible business opportunities.
2. Prepare a brief case study based on any successful local entrepreneur by analyzing the failures and success factors. (Interview an Entrepreneur)
3. List out and analyze the profiles of any three new age Entrepreneurs. (research and observe the communication style of an entrepreneur)
4. Apply the design thinking process by conducting an activity outside class room and solve a real world problem.
5. Visit the DIC and make list of the various existing institutions supporting Entrepreneurs in Karnataka and analyze the facilities provided by them.
6. Arrange for a guest lecture by an entrepreneur.
7. Analyze the scope of Angel Investing and Venture Capital in India.

Books for Reference:

- ❖ *Colin Coulson Thomas: The Knowledge Entrepreneur, Kogan Page Publications.*
- ❖ *Donald F. Kuratko & Richard M. Hodgetts: Entrepreneurship Theory Process and Practice, Sixth Edition, Thomson South Western Publications.*
- ❖ *Dr.Sudhir Sharma, Balraj Singh & SandeepSinghal: Entrepreneurship Development, Wisdom Publications, New Delhi.*
- ❖ *Government of India: Report of the Committee on Development of Small and Medium Entrepreneurs, 1975.*
- ❖ *Mark. J. Dollinger: Entrepreneurship, Strategies and Resources, Pearson Edition.*
- ❖ *P. C. Jain: Handbook for Entrepreneurs, Entrepreneurship Development of India, Oxford Publications.*
- ❖ *Robert D. Hisrich, Michael P. Peters & Dean A. Shepherd: Entrepreneurship, Sixth edition, Tata McGraw Hill Publications.*
- ❖ *S. S. Khanka: Entrepreneurship Development, S. Chand Publications.*
- ❖ *S. V. S. Sharma: Developing Entrepreneurship - Issues and Problems.*
- ❖ *Udai Pareek & T. V. Rao : Developing Entrepreneurship.*

SEMESTER II
M3 17 MC 201: BUSINESS ENVIRONMENT

Objective:

To familiarize the student regarding business environment, impart of economic policies on decisions of any organization.

PART-A: ECONOMIC ENVIRONMENT

Module 1- An Overview of Business Environment **10 Hrs**

Meaning and definition, Objectives, Importance and Uses of Study of business environment.
Environmental analysis - Meaning, Process of Environmental Analysis, Limitations of environmental analysis, environmental factors - The Micro environment of business and the macro environment of business.

Module 2- Economic Environment **12 Hrs**

Meaning - Characteristics of Indian Economy - Features Affecting Economy - Impact of Liberalization Privatization & Globalization of Indian Business.

Monetary policy - Meaning, objectives

Fiscal policy - Meaning, objectives, budget and its importance

EXIM policy - Meaning, objectives

Industrial policy - Meaning, objectives (Latest Policy Measures.)

Module 3- Global Environment **8 Hrs**

Meaning, nature of globalisation, causes of globalization, strategies for globalisation, Challenges of International Business, GATT and WTO and its implications on Indian economy.

PART-B: LEGAL ENVIRONMENT

Module 4- Political Environment **10 Hrs**

Meaning, Political institutions, The Constitution of India, The Preamble, The fundamental rights, The relationship between business and government, Responsibilities of business towards government, Responsibilities of government towards business, Extent of state intervention in business.

Module 5- Technological, Social and Natural Environment **12 Hrs**

Technological Environment - Meaning and definition, components of technology, features of technology, Impact of Technology, Limitations in technological development, Current trends in technological environment.

Social and cultural Environment- Meaning and definition of society, Culture - elements of culture, business and culture,

Natural Environment - Meaning of Natural Environment, Natural Environment and its impact on business

Module 6- Legal Environment **8 Hrs**

Committee on Competition Law and Policy 2000 - Competition Commission of India - Competition Act 2000 - Comparison with MRTP Act - Information technology act 2000 - Cyber Regulations Appellate Tribunal - Cyber Offences.

Skill Development:

(These activities are only indicative, the Faculty member can innovate)

1. List out the various cyber offences and the penalties for the same.
2. List at least 3 MNCs of G-8 Countries operating in India along with products they manufacture.
3. Collect the latest Fiscal, Monetary Policies on business

Books for Reference:

- ❖ *Chidamb K: Business Environment.*
- ❖ *Dr. K. Aswathappa: Business Environment.*
- ❖ *Francis, Cherunilam: Business Environment.*
- ❖ *Misra & Puri: Economic Development.*
- ❖ *Rosy Wali: Business Environment.*
- ❖ *S. Adhikari: Business Environment.*

SEMESTER II
M3 17 MC 202: MARKETING MANAGEMENT

Objective:

1. To familiarize students with basic concepts of marketing and the 4P's with special emphasis on the upcoming trends in the market.
2. To nurture the capacity to translate marketing ideas and concepts into marketing materials
3. To try one's hand at the art of marketing in the context of pricing, positioning and promoting products and services at an auction event

Module 1- Introduction and Marketing Environment **16 Hrs**

Marketing: Definition, scope and importance of marketing, Functions of marketing- understanding the market place and consumer needs, marketing offers – marketing concepts, the growth of not-for profit marketing.

Marketing Environment: Meaning, Analyzing the needs & trends in the Micro & Macro environment – Marketing Mix - The elements of marketing mix, Monitoring and responding to environmental change using SWOT analysis.

Types of Market-Tele Marketing, E-Marketing-Service Marketing, Rural Marketing.

Module 2- Market Segments and Consumer Behavior Analysis **10 Hrs** **Market**

Segmentation -Bases for segmenting consumer markets – Approaches to segmentation – Target marketing – Product positioning – Factors influencing buyer Behavior- Buying Decision Process. Market targeting strategies -Positioning – Undifferentiated marketing -Concentrated marketing.

Module 3- Product Strategy and Price Strategy **16 Hrs** **Product**

differentiation - Product life cycle strategies and life cycle extensions - New product development process – **Product mix -Product line** – Analysis - Line modernization – Branding – Building an identity – Brand equity - Brand name decision – Brand building tools – Repositioning – **Packaging and labeling.** **Pricing objectives and importance** – Factors influencing price –Pricing Methods/Strategies – Product mix pricing – Price wars and reaction to price challenges.

Module 4- Promotion Strategy **8 Hrs** **Elements**

of Promotion Mix - Sales Promotion Tools to consumers and dealers - meaning, nature and functions; limitations. **Sales promotion schemes**-sample- coupon-price off-premium plan-consumer contests and sweep stakes-POP displays-demonstration-trade fairs and exhibitions

Role and importance of Advertising – **Advertising** - Advertising: functions of advertising; advertising media; different types of media-relative merits and demerits- Agency, **Personal selling and sales force management.**

Module 5- Distribution Strategy **4 Hrs**

Marketing channel system – Traditional and modern – Factors affecting choice of channel – retail formats- supermarkets, hyper markets, chain stores, department stores, discount stores, margin free markets, electronic retailing. **Upcoming trends in Retail Management.**

Module 6- Recent Trends in Marketing **6 Hrs** **E-**

Business using the Internet domains **B2C, B2B, C2C, C2B** –Placing ads and promotion online – Use of blogs as a promotion tool – Telemarketing – Retailing - Niche Marketing - Kiosk marketing - Catalog marketing - Relationship marketing and contextual marketing (concepts only).

Skill Development:

(These activities are only indicative, the Faculty member can innovate)

1. Visit any website and list the promotion strategy of a sponsoring company.

2. Find out the promotion tools of any company.
3. Observe the Distribution Network of a Company.
4. List out Product Line of a company and note line modernization or deletion.
5. Draw a Product Life Cycle with regard to a particular product of a company and observe its extension.

Books for Reference:

- ❖ *Adrian Palmer: Introduction to Marketing, Theory and Practice, Oxford University Press, 2004, New York.*
- ❖ *Armstrong & Kotler: Principles of Marketing, Tenth Edition, Prentice Hall, India.*
- ❖ *Czinkota & Kotabe: Marketing Management, Second Edition, Thomas South Western, Vikas Publishing House.*
- ❖ *Kotler Philip: Marketing Management, Eleventh Edition, Pearson.*

SEMESTER II
M3 17AR 203: MANAGERIAL ECONOMICS

Objective:

To familiarize the students with the basic theories, concepts, methodologies and terminologies used in economics and to understand its application in modern business ventures.

Module 1- Introduction to Economics

4 Hrs

Nature and Significance of Managerial Economics, Basic concepts, Micro and Macro Economics, Difference between plant, Firm and Industry, Economic Growth and Development.

Module 2- Demand Analysis and Demand forecasting

10 Hrs

Meaning of Demand, Demand determinants, Law of Demand, Elasticity of Demand - Types, Degrees and Measurement of Elasticity- Methods of Demand Forecasting.

Module 3- Production and Cost Analysis

10 Hrs

Law of Production - law of Variable proportion- Producers equilibrium through Isocost and Isoquant curves. Cost Analysis - Types of costs, calculation of Cost, Relationship between Short curves & Long curves, Cost curves, Relationship between AC and MC-With Mathematical Problems.

Module 4- Pricing Methods

6 Hrs

Pricing - Factors influencing Pricing, Aims and objectives of Pricing- Types of Pricing Strategies adopted by Firms- Pricing a New Product, Multiple Products, Product-Line Pricing, Pricing over the Life Cycle of a Product, Cyclical Pricing, Transfer Pricing, Differential Pricing, Cost-Plus or Full-Cost Pricing- Price Discovery.

Module 5- Market Structure

14 Hrs

Revenue analysis - Revenue curves under different market competition, Perfect competition - Meaning, Equilibrium of firm and industry under perfect competition, Output price determination under imperfect competition - monopoly and monopolistic competition.

Module 6- Macro Economic Indicators for Business Operations

16 Hrs

Business Cycle-Meaning, Phases, Features of Business Cycles- Causes-Remedial measures. Inflation-Meaning- Types, Cause, Effects, Remedies. , Economic aggregates - National Income: Basic Concepts of National income, Mathematical Problems on National Income.

Skill Development:

(These activities are only indicative, the Faculty member can innovate)

1. To do a survey on the practical application of laws of economics.
2. To collect data on sales of consumer durable goods and predict the sales for a later year.
3. To find different case studies relating to different market conditions and to do an analysis.
4. To find out low demand differentiates between normal and inferior goods.
5. To analyze the role of a business economist in the everyday functioning of an organization taking live examples.

Books for Reference:

- ❖ *D. M. Mithani: Business Economics.*
- ❖ *Dr. P. N. Reddy & H. R. Appanaiah: Essentials of Business Economics.*
- ❖ *H. Craig Petersen & W. Cris Lewis: Managerial Economics, PHI.*
- ❖ *Joel Dean: Managerial Economics.*
- ❖ *K. Dewett: Economic Theory.*
- ❖ *M. L. Seth: Test Book of Economic Theory.*
- ❖ *Mote V. L. Peul. S & G. S. Gupta: Managerial Economics, TMH.*
- ❖ *Petersen & Lewis: Managerial Economics.*
- ❖ *Sankaran: Business Economics.*
- ❖ *Varsheney & Maheswari: Managerial Economics.*

SEMESTER II
M3 17 AR 204: BUSINESS OPPORTUNITY IDENTIFICATION

Objective:

The entrepreneurship process occurs when individuals (or teams) identify opportunities, evaluate whether these opportunities are viable, and then assemble the resources needed to build a new venture. This paper provides an intensive overview of the first step in this process. The primary goal of this paper is to help students generate potential ideas for a business. Through a combination of readings, videos, brainstorming sessions, presentations, and on-line discussions, we will learn how to search for and identify entrepreneurial opportunities.

Module 1- Self-Discovery **10 Hrs** Types of entrepreneurs -Nascent-Novice-Habitual-Serial-Portfolio-Traits of entrepreneurs-**SWOT analysis** (understanding strength and weakness of an individual)-Building your entrepreneurship CV-Building your action plan-entrepreneurial vision and mission, entrepreneurial leadership, qualities of successful entrepreneur, entrepreneurs entrepreneur, entrepreneurs vs. Professional managers.

Module 2- Idea Generation **10 Hrs** What is **Idea Generation**-How do you generate Ideas (D.I.S.R.U.P.T- derive, include, separate, repurpose, unite, personalize, transplant) – Mind mapping -What is Mind Mapping and how does it help you take your ideas to the next level- Brainstorming to generate Ideas- Understanding the framework that fits well for your idea.

Module 3- Idea Evaluation **10 Hrs** What is **Idea Evaluation- Components of Idea Evaluation**- How do evaluate different ideas, 5Q technique- Decision Making Analysis- Paired comparison Analysis- Elevators Pitch (one minute pitch presentation).

Module 4- Entrepreneurial Outlook and Customer Discovery **10 Hrs** What are the different entrepreneurship Outlook- Effectuation-Lean Startup-Team Formation- Market Segmentation and Targeting- Customer Analysis- Who is my Customer- Customer Insights- Presentation of your customer profile.

Module 5- Value Proposition Design **10 Hrs** What is Value Proposition-importance of Value Proposition-Customer Profile (Gains and Pains)- understanding the Value Map- Developing the Value Map- Industry Analysis- Blue Ocean Strategy (Industry analysis).

Module 6- Prototyping and Life Skills in Entrepreneurship **10 Hrs** What is Prototyping- How do you develop/design a prototype- Building of a MVP (market Viable Product) – Presentation of Prototype, **Different Life Skills to become a better entrepreneur** (Values-Integrity, Time Management, Result Orientation, Dealing Effectively with Criticism).

Skill Development:

(These activities are only indicative, the Faculty member can innovate)

1. Use various theories and tested techniques to come up with business ideas in groups or individually.
2. Use various idea generation techniques that utilize action verbs as stimuli, like mind mapping or Syntectics or Morphological analysis, reverse thinking, accidental genius or brain writing.
3. Analyze the value Proposition of the Idea/product proto type.
4. Designing customer profile.

Books for reference:

- ❖ *Blank, Steve, Four Steps to the Epiphany, 2e, K&S Ranch, 2013 (ISBN: 978-0989200509).*

- ❖ *Osterwalder, Alexander, and Yves Pigneur, Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers, John Wiley and Sons, 2010 (ISBN: 978-0470876411).*
- ❖ *Kalyana (2015); "Soft Skill for Managers"; First Edition; Wiley Publishing Ltd.*
- ❖ *Larry James (2016); "The First Book of Life Skills"; First Edition; Embassy Books.*
- ❖ *Shalini Verma (2014); "Development of Life Skills and Professional Practice"; First Edition; Sultan Chand (G/L) & Company.*
- ❖ *John C. Maxwell (2014); "The 5 Levels of Leadership", Centre Street, A division of Hachette Book Group Inc.*
- ❖ *Baumgartner, J. (2016); How to Evaluate Ideas -Innovation Management. Innovationmanagement.se. Retrieved 17 November 2016.*

SEMESTER III

M3 17 MC 301: FINANCIAL ACCOUNTING

Objective:

To provide knowledge & understanding of the basic framework of financial statements and their preparation & reporting requirements

Module 1 - Introduction to Accounting 6 Hrs

Basic Financial Statements (Balance sheet, Profit or loss statement, cash flow statement) - Meaning of Accounting - Objectives of Financial Accounting and Reporting - Users of Financial Accounting Information - Limitations of Accounting - Qualitative characteristics of financial statements: Understandability, Relevance, Reliability and Comparability (Four Pillars of Accounting)

Module - 2: Conceptual Basis of Accounting 6 Hrs Understanding the Concepts of Equity, Assets, Liabilities, Income, Expense and Revenue vs. Capital - Accounting Concepts & Conventions, GAAP: Assumption of Going Concern - Concepts of Accrual, Materiality, Double Entry - Substance over Form - Basic Accounting Equation and representation in Balance Sheet

Module-3: Framework of Accounting 14 Hrs Accounting Cycle - Classification of Accounts (based on Accounting Equation Method) - Process of Journalising - Posting to Ledgers - Preparation of Trial Balance - Preparation of Subsidiary Books: Purchases, Sales, Purchases Returns, Sales Returns, Triple Column Cash Books and Journal Proper - Rectification of Errors as per Ind AS 8 and 10

Module - 4: Final Accounts of a Sole Proprietor Business 14 Hrs **Preparation of Trading Account, Profit & Loss Account, and Balance Sheet of Sole Proprietary Business** - Treatment of Special Items: Adjustments relating to Closing Stock; Outstanding Expenses; Prepaid Expenses; Accrued Income; Income received in advance, provision for discount on debtors, provision for discount on creditors; goods distributed as free samples, goods taken by the owner for personal use, Abnormal loss of stock by fire, theft and accident (insured goods and uninsured goods), Manager's Commission

Module - 5: - Company Final Accounts 16 Hrs
Meaning - Preparation of Financial Statement as per Division 1 (applicable for Companies that does not follow Ind AS) of Schedule III of the Companies Act 2013 (excluding Cash Flow Statement and Consolidated Financial Statements).

Treatment of Special Items: Depreciation - Interest on Debentures - Dividends - Interim Dividend - Corporate dividend tax- Unclaimed Dividend - Debit balance in the Profit and loss account - Preliminary Expenses.

Module - 6: Accounting Standards and IFRS 4 Hrs

Meaning and Objectives of Accounting Standards - Procedure for issuing Accounting Standards in India - International Financial Reporting Standards - Need for IFRS Convergence - Ind AS - Introduction to Financial Statements as per Ind AS Schedule III

Skill Development:

(These activities are only indicative, the Faculty member can innovate)

1. Contact an NGO and find out their system of accounting.
2. Collect information with regard to the practical reasons for charging
3. Depreciation and the methods adopted for calculating the same.
4. Generate different types of financial and cost related reports using Excel and Tally.
5. Find out the accounting system adopted by a Sole Proprietor.
6. Differences between Double Entry and Single Entry systems of Book-keeping.
7. Analyse the differences between Profit & Loss Account and Income & Expenditure Account/ Receipts & Payments Account.
8. Study of published financial statements of firms (to interpret the financial statements & assess performance).
9. Study the accounting software such as Microsoft dynamics, SAP & Oracle.

Books for Reference:

- ❖ Jain S P & Narang: *Basic Financial Accounting*.
- ❖ R. S. N. Pillai, Bagavathi & S. Uma: *Fundamentals of Advanced Accounting*.
- ❖ S. Anil Kumar, Mariappa & V Rajesh Kumar: *Financial Accounting*.
- ❖ S. N. Maheshwari & S. K. Maheshwari: *Fundamentals of Accounting*.
- ❖ S. Sudalaimuthu & S. Anthony Raj: *Computer Applications in Business*.
- ❖ Bhushan Kumar Goyal & H.N. Tiwari.
- ❖ *Fundamentals of Accounting & Financial Analysis: Anil Chowdhry (Pearson Education)*
- ❖ *Financial Accounting: Jane Reimers (Pearson Education)*
- ❖ *Accounting Made Easy: Rajesh Agarwal & R. Srinivasan (Tata McGraw-Hill)*
- ❖ *Financial Accounting for Management: Amrish Gupta (Pearson Education)*

SEMESTER - III

M3 17 MC 302: FINANCIAL MANAGEMENT

Objective:

To acquaint the students with the basic financial functions of a firm and importance of various financial decisions.

Module 1 - Financial Management 5 Hrs

Meaning - Nature and Scope of Financial Management - Goals of Financial Management -Concept of time value of money - Financial Decisions.

Module 2 - Financing Decision - Cost of Capital 10 Hrs

Sources of Capital for a Company - Computation of Cost of Specific Sources of Capital -Cost of Equity - Preference - Debt - Cost of Retained Earnings - Weighted Average Cost of Capital - Marginal cost of Capital.

Module 3 - Financing Decision - Capital Structure 10 Hrs

Meaning of Capital Structure - Trading on Equity- Capital Gearing - Optimum Capital Structure - Factors determining Capital Structure- Leverages - Operating leverage - Financial leverage and combined leverage - Problems.

Module 4 - Investment Decision 15 Hrs

Capital Budgeting - Meaning - Significance - Capital Budgeting Process - Payback period - ARR - Net Present Value- IRR Method - Profitability Index - Concept of Capital Rationing.

Module 5 - Dividend Decision 8 Hrs

Meaning - Types of Dividend policies - Factors influencing dividend policy - Forms of Dividends - Relevance and Irrelevance Theories of Dividend (concept only)

Meaning – Introduction – Circulating Capital – Factors influencing working capital requirement – Types of working capital – Profitability/ Liquidity trade off - Cash management – Receivables Management and Inventory Management (Importance and Tools) –Simple Problems on estimation of working capital requirements.

Skill Development:

(These activities are only indicative, the Faculty member can innovate)

1. To collect and scrutinize share application forms of IPOs.
2. To calculate the EPS of various companies.
3. To determine the operating cycle for a manufacturing and non- manufacturing firm.
4. To visit banks and collect information regarding short term and medium term finance offered by them.
5. To track the dividend policies of some well known companies.

Books for Reference:

- ❖ *Ravi M. Kishore: Financial Management*
- ❖ *Dr. S. N. Maheswari&Dr. C B. Gupta: Financial Management*
- ❖ *Dr.Sathya Prasad & P. V. Kulkarni: Financial Management*
- ❖ *M. Pandey: Financial Management*
- ❖ *Prasanna Chandra: Financial Management & Practice*
- ❖ *Sharma & Gupta: Financial Management*

SEMESTER - III

M3 17 MC 303: HUMAN RESOURCE MANAGEMENT

Objective:

The objective of the course is to teach the basic principles of Human Resource Management – how an organization acquires, rewards, motivates, uses, and generally manages its people effectively.

Module - 1: Brief Introduction to Human Resource Management

(HRM)

8 Hrs

HRM - Meaning, Importance, Objectives, Functions, Processes Systems Approach to HRM - Structure of the HR department, Meaning and reasons for Attrition, Merits and De-merits of Attrition.

Module - 2: HR Planning, Recruitment, Selection and Induction

14 Hrs

HRP: Objectives, Need and Benefits, Process of HRP, Challenges in HRP.

Recruitment: Definition, Objectives, factors affecting recruitment, sources and techniques, modern recruitment practices.

Selection: Meaning and definition, significance, selection procedures, recent trends in selection.

Placement: Meaning and definition.

Induction: Meaning, definition, process and importance.

Module 3 - Training & Development

10 Hrs

Meaning, Importance, Benefits, Need, Objectives.

Identification of Training Needs, Training Methods & Techniques, Evaluation of Training Programmes, Training Management Systems & Processes.

Module 4- Performance Appraisals and Career Management 10Hrs

Performance Appraisal: Meaning, need, objectives, uses, process, methods (Traditional and Modern methods), essentials of a sound appraisal system, problems of performance appraisal.

Career Planning & Development: Definition, need and importance, career stages, process of career planning and development. Establishing a career development system – actions and pre-requisites.

Succession planning: Meaning and importance, Differences in HRP and Succession Planning.

Module 5- Compensation and Reward Management 8 Hrs

Job Evaluation: Meaning, Importance and Techniques,

Compensation: Meaning, definition, concepts and objectives, Importance of an ideal compensation plan, recent trends in compensation management, Principles and methods of compensation fixation.

Rewards: Meaning and Importance, Types of Rewards – monetary and non-monetary rewards.

Module 6 - Human Resource Auditing 10 Hrs

Need and Purpose, benefits, process, approaches to HR Audit, phases involved in HR Audit, Audit Reports – meaning.

Skill Development:

(These activities are only indicative, the Faculty member can innovate)

1. Chart out the methods of appraising employees of any (one) organization of your choice.
2. List out the HR policies of any one company.
3. Select any two companies of your choice and write its HR policies.

4. List out any 5 (five) welfare techniques for employees.
5. Draft the executive development plan of any company.
6. A study of different recruitment models in companies can be made.

Books for Reference:

- ❖ *C. B. Memoria: Personnel Management.*
- ❖ *David Bell: Personnel Management.*
- ❖ *David R Hampton: Modern Management issues and Ideas.*
- ❖ *Deepak Kumar Bhattacharya: Human Research Management*
- ❖ *K. Aswathappa: Human Resource & Personnel Management.*
- ❖ *K. K. Aheja: Personnel Management.*
- ❖ *Michael Porter: HRM and Human Relations.*
- ❖ *T. N. Chhabra& K. K. Aheja: Managing People at Work.*
- ❖ *AmandeepKaur, PunamAgarwal – Industrial Relations*
- ❖ *A. M. Sarma – Aspects of labour welfare and social security.*

SEMESTER - III

M3 17 MC 304: PRODUCTION AND OPERATIONS MANAGEMENT

Objective:

Production/operations management deals with the integration of numerous activities and processes to produce products and services in a highly competitive global environment. At the end of the course students will have a fair understanding of the role Production Management plays in business processes. Emphasis is given both to familiarization of various production processes and service systems.

Module 1 - Introduction

8 Hrs

Meaning, Scope, & Functions- Historical development - Functions & responsibilities of a production manager- relationship of production with other functions & problems-Systems or types of Production.

Module 2 - Plant Location & Layout

10 Hrs

Factors affecting location, theory -plant layout principles-types of layout-advantages and disadvantages of plant layouts-techniques of plant layout, organization of physical facilities - Building, lighting, safety etc-protection measures and importance.

Module 3 - Materials Management

12 Hrs

Meaning, Objectives, Material Control -Types, concept of EOQ, systems and techniques, Purchasing - Objectives, Categories of purchasing needs, advantages and disadvantages of centralized and decentralized buying, selection of suppliers, purchasing policies, vendor rating techniques, Value analysis- value engineering, Stores layout system, material handling.

Module 4 - Production Planning & Control**16 Hrs**

Production planning: Estimating, Routing, Scheduling & Loading

- Production Control: Dispatching, Follow up, Inspection & Evaluating & corrective action Quality Control.

Objectives, Statistical Quality Control (SQC), Statistical Process Control (SPC), Total Quality Management (TQM), Quality Control (QC), Six sigma- Meaning and significance, Lean Management.

Module 5 - Time & Motion Study**8 Hrs**

Concepts of standard time, method study, work study, time & motion study, charts, diagrams, work measurements.

Module 6 - Maintenance Management & Waste Management**6 Hrs**

Types of maintenance – merits & demerits, maintenance scheduling, procedure & tools, scrap & surplus disposal, Automation – meaning, considerations, advantages & forms of automation.

Skill Development:

(These activities are only indicative, the Faculty member can innovate)

1. Visit any factory and list out the physical facilities and protection measures taken for employees.
2. List out the functions of materials management in an organization.
3. Visit a company and draw a chart on plant layout.
4. Describe the functions of quality circles in an industry.
5. Visit any industry and list out the various waste management methods used.
6. Draw a ISO specification chart.

Books for Reference:

- ❖ *Wiley Eastern Ltd Buffa, Modern Production and Operations Management.*
- ❖ *Richard D. Irwin Inc Brown, Production Management.*
- ❖ *K.N Sontakki, Kalyani Publishers, Production and Operations Management*
- ❖ *C.S.V Murthy, Production and Operations Management, Himalaya Publishers*
- ❖ *K. Aswathappa, G. Sudarsana Reddy, M Krishna Reddy, Production and Operations Management, Himalaya Publishers.*

SEMESTER III

M3 17 AR 305: BUSINESS MODELING AND PLANNING

Objective: This subject introduces the digital presence and develops customer channels by equipping the students to develop a go-to Market Plan.

Module 1 - Entrepreneurship Ventures and Social Entrepreneurship

10 Hrs

Shared Leadership and its importance in an entrepreneurial venture- building a team-Importance of a co-founder in entrepreneurial venture-hiring team- Shared Leadership approach- Leadership roles - Creation of Job Description templates.

Social Entrepreneurship - difference between Non-profit and Not for Profit-Business- opportunities and challenges.

Module 2 - Business Modelling

10 Hrs

Business Model- Meaning – purpose, Designing a Business Model Canvas - blocks of the Business Model Canvas - interconnectivity - the nine blocks of the Business Model Canvas - first cut of the filled Business Model Canvas to present the Business Model.

Module 3 - Iterating the MVP

10 Hrs

Concepts: Iterating the Minimum Viable Product (MVP) at regular intervals-significance of the MVP Board -Analysing the test/experiment results to refine MVP- Process and timing to pivot in order to ensure success for business.

Practical Application- Role of MVP Board in iterating the MVP at regular intervals - experiment results to refine the MVP - tracking all iterations.

Module 4 - Digital Presence for Ventures and Customer Development

14 Hrs

Need for building a digital presence- types of digital channels- digital channel reliability to business- Identifying the digital channel that is suitable for business-Creating a social media plan for business.

Customer Development - Importance of Customer Acquisition-Creation of a Customer Acquisition plan- Creating a Customer Relationship -building strong relationships with customers- - role of

media channels in promotions-Creation of a media planner for venture- role of sales and distribution channels in a product's journey to its customers-Designing a distribution strategy for a venture.

Module 5 - Operations Management

10 Hrs Key Activities in business- types of

Key Activities - Key Resources - different categories of Key Resources as per the business type- Key Partners in a business- Key Partners/Partnerships that a business can engage with- need to have a formal legal business structure- need for compliance while launching business- compliance norms of the country.

Module 6 - Lean Business Financing

6 Hrs Estimated costs, revenues, and

pricing for determination of business feasibility/profitability- Bootstrapping – functioning of a lean business- sources and uses of funds raised through bootstrapping.

Skill Development

(These activities are as per the practical requirement of NEN, the Faculty member can innovate)

1. Entrepreneurial Style Quiz
2. Investor Hunt.
3. Investor Score card

Books for Reference:-

- ❖ *The New Business Road Test: What Entrepreneurs and Executives Should Do ...* by John Mulling
- ❖ *Getting to Plan B: Breaking Through to a Better Business Model-* Randy Komisar, John Mullins
- ❖ *The New Business Road Test: What Entrepreneurs and Executives Should Do Before Writing a Business Plan-*John Mullins
- ❖ *S. V. S. Sharma: Developing Entrepreneurship - Issues and Problems.*
- ❖ *UdaiPareek& T. V. Rao: Developing Entrepreneurship.*
- ❖ *P. C. Jain: Handbook for Entrepreneurs, Entrepreneurship Development of India, Oxford Publications.*

SEMESTER -IV

M3 17 MC 401: COST ACCOUNTING

Objective:

To familiarize the students with the basic cost concepts required for effective decision making in firms.

Module - 1: Basic Concepts

8 Hrs

Meaning - Cost accounting - Cost accountancy - Costing - Cost Accounting and Management - Objectives of Cost Accounting

- Cost Accounting Vs Financial Accounting - Cost Accounting Vs Management Accounting - Advantages of Cost Accounting - Methods of Costing - Techniques (Types) of Costing - Difficulties in installation of a Costing System - Arguments against Cost Accounting - Cost Centers - Cost Units - Cost Accounting Departments.

Module - 2: Cost, Concepts and Classification

10 Hrs

Cost - Expenses - Losses - Classification of Costs - Natural Classification of Costs - Cost Behaviour (in Relation to changes in output or activity or Volume - Degree of Traceability to the Product - Association with the Product - Functional Classification of Costs - Costs of Control other Costs - Cost Statement or Cost Sheet - Tender and Quotation-Job Cost Sheet.

Module - 3: Material Control and Material Costing

10 Hrs

Materials - Concepts and objectives of Material Control - Organization for Material Control - Purchasing and Receiving Procedure - Some issues in Materials Procurement - Stores Organization.

Costing Material Received - Costing material issues (FIFO, LIFO, simple and weighted average method only).

Module - 4: Labour Costs: Accounting and Control 10 Hrs

Introduction – Direct Labour and Indirect Labour – Organization for Labour Control – Wage Systems – Incentives Wage Plans – Labour Turnover – Treatment of Labour Cost Related Items – Methods of Remunerating Labour – Time and Piece Rate System

- Halsey and Rowan Premium Systems - Taylor and Merricks differential piece rate system.

Module - 5: Overheads Distribution 12 Hrs

Concept – Classification of Overheads – Factory Overhead – Fixed, Semi – Variable and Variable – Factory Overheads – Accounting and Distribution – Collection and Codification of Factory Overheads – Allocation and apportionment of factory overheads – Apportionment of service departments – Overheads to producing departments (Repeated and Simultaneous Equation Method) – Absorption of Factory Overhead (Machine Hour Rate).

Module - 6: Reconciliation of Cost and Financial Accounts

10 Hrs

Need for reconciliation- Reasons for difference in Profits - Method or procedure of Reconciliation- Problems on Reconciliation of cost and financial accounts.

Skill Development:

(These activities are only indicative, the Faculty member can innovate)

1. List methods of costing adopted by industries located in the region.
2. List materials consumed in any two organizations of your choice.
3. Draw a specimen of a bin-card.
4. Draw a specimen of stores ledger.
5. List out the various expenses of two companies and prepare the cost sheet.

Books for Reference:

- ❖ *Colin Drury: Management and Cost Accounting*
- ❖ *Dr. S. N. Maheshwari: Cost Accounting.*
- ❖ *JawaharLal: Cost Accounting.*
- ❖ *M. N. Arora: Cost Accounting.*
- ❖ *Nigam: Theory and Techniques of Cost Accounting.*
- ❖ *Ravi M Kishore: Cost Management.*
- ❖ *S. P. Jain & K. L. Narang: Cost and Management Accounting.*

Introduction, Methods of solving Assignment Problem-Enumeration, Simplex and Transportation (theoretical) Hungarian Method in detail.

Module 6 - Network Analysis

12 Hrs

Introduction – Network Analysis – Guidelines for construction of network diagram – Deterministic Time Estimates – Developing a Project Network – Project Duration & Critical Path - Forward Pass- Backward Pass – Float – Probabilistic Time Estimates – Difference between PERT & CPM

Skill Development:

(These activities are only indicative, the Faculty member can innovate)

1. Supply chain applications.
2. Job assignment.
3. Drawing network diagram for a project and identify the critical path.
4. Computation of earliest expected time and latest allowable time for events in a project.

Books for Reference:

- ❖ *Budnik, Frank S Dennis Mcleavey & Richard Mojena: Principles of Operation Research, AIT BS, New Delhi.*
- ❖ *Gould F J: Introduction to Management Science, Englewood Cliffs N J Prentice Hall.*
- ❖ *Kalavathy S: Operation Research, Vikas Pub Co.*
- ❖ *Naray J K: Operation Research, Theory and applications, McMillan, New Delhi.*

❖ *Richard, I. Levin & Charles A. Kirkpatrick: Quantitative Approaches to Management,*

❖ *McGraw Hill, Kogakusha Ltd.*

❖ *Sharma J K: Operation Research, Theory and Applications, McMillan, New Delhi.*

❖ *Srivastava V. K. etal: Quantitative Techniques for Managerial Decision Making, Wiley Eastern Ltd.*

❖ *Taha Hamdy: Operations Research, Prentice Hall of India.*

SEMESTER - IV

M3 17 MC 403: BUSINESS LAW

Objective:

To familiarize the student with Business Laws and its interpretation.

Module 1 - Jurisprudence and Introduction to Law 4 Hrs

Introduction to Law - Classification of Law - Hierarchy of Courts -Brief of Procedures in Courts.
Meaning and Scope of Business Law - Sources of Indian Business law.

Module 2- Indian Contract Act of 1872 18 Hrs

Definition - Types of Contracts - Essentials - Offer - Acceptance and consideration - Capacity of parties
- Free consent (meaning only) - Legality of object and consideration - Various modes of discharge of a
contract - Remedies for breach of contract.

Module 3- Consumer Protection Act 1986 8 hrs

Background - Definitions of 1) Consumer 2) Consumer Dispute

3) Complaint 4) Deficiency 5) Service - Consumer Protection Council - Consumer redressal agencies -
District Forum - State Commission and National Commission.

Module 4 - Intellectual Property Legislations 8 Hrs

Meaning and scope of intellectual properties -

Patent Act of 1970: Background - Objects - Definition - Inventions

- Patentee - True and first inventor - Procedure for grant of process and product patents - Rights to
patentee - Infringement - Remedies.

Copyrights - Meaning - Registration and Terms of Copyright - Meaning of Fair use -Infringement and
remedies

Trade Mark – Functions – types of trademarks.

Module 5 - Limited Liability Partnership

4 Hrs

Features, differences between partnership and LLP, designated partners, procedure to convert LLP to private company. Winding up and dissolution of LLP.

Module 6 - Company Act 2013

18 Hrs

Definition – Characteristics and kinds of companies, Steps in formation of a company.

Documents to commence business – Memorandum of Association, Articles of Association and Prospectus.

Directors – Appointment, Power, Duties and Liabilities of Directors.

Meetings and Resolutions – Types of meetings.

Winding up of a company – Modes of winding up of a company. **MCA 21**

Skill Development:

(These activities are only indicative, the Faculty member can innovate)

1. Draft a 'rent agreement' incorporating all the essential features of a valid agreement.
2. Draft the Memorandum of Association of a company.
3. Case laws 'involving points of law of contracts'.
4. Draft a complaint against 'unfair trade practice' adapted by a businessman – to the consumer forum.
5. List out the latest cases of both High Court and Supreme Court on Environmental issues with both facts and judgements. [Atleast 2 cases]

Books for Reference:

v Garg, Sareen, Sharma & Chawla: Business Law.

- v *K. Aswathappa&Ramachandra: Business Law, HPH, Mumbai.*
- v *M. C. Kuchhal: Business Law.*
- v *N. D. Kapoor: Business Law, Sultan Chand & Co.*
- v *Nabhi: Business Law: Indian Law House, Mumbai.*
- v *Tulsian: Business Law, Tata McGraw Hill, New Delhi.*
- v *Taxmann: Company Law.*
- v *A.K. Majumdar& G.K. Kapoor: Company Law and Practice.*

SEMESTER - IV

M1 15 MC 404: PROJECT MANAGEMENT

Objective:

- To give students a holistic, integrative overview of Project Management, the Concepts, the Tools and Techniques.
- To understand the concept of project and steps in project management
- To enable the students to prepare business proposals and
- To enable the students to evaluate the Project feasibility

Module - 1: Nature & Content of Project Management 10 Hrs

Project - Classification - Importance of Project Management - An Integrated Approach - Project Portfolio Management System - The Need - Choosing the appropriate Project Management Structure: Organizational considerations and project considerations - steps in defining the project - Project Rollup - Process breakdown structure

- Responsibility Matrices - External causes of delay and internal constraints.

Module -2: Project Identification, Feasibility & Formulation

8 Hrs

Project feasibility studies - Opportunity studies, General opportunity studies, specific opportunity studies, pre-feasibility studies, functional studies or support studies, feasibility study - components of project feasibility studies - Managing Project resources flow - project planning to project completion: Pre-investment phase, Investment Phase and operational phase - Project Life Cycle - Project constraints.

Module - 3 Project Evaluation

12 Hrs

Project Evaluation under certainty - Net Present Value (Problems - Case Study), Benefit Cost Ratio, Internal Rate of Return, Urgency, Payback Period, ARR - Project Evaluation under uncertainty - Methodology for project evaluation - Commercial vs. National Profitability - Social Cost Benefit Analysis, Commercial or National Profitability, social or national profitability.

Module - 4 Developing a Project Plan

12 Hrs

Developing a Project Plan - Developing the Project Network - Constructing a Project Network- PERT - CPM -(Problems) Crashing of Project Network (Concept only) - Resource Leveling and Resource Allocation - how to avoid cost and time overruns? - Steps in Project Appraisal Process - Project Control Process - Control Issues - Project Audits - the Project Audit Process - project closure - team, team member and project manager evaluations.

Module -5 Project Financing

8 Hrs

Project Financing-Financing of Projects - Financing of Infrastructure Projects - Venture Capital and Private Equity - Investment Banking

Module - 6 Project Management

10 Hrs

Managing versus leading a project - managing project stakeholders

- social network building (Including management by wandering around) - qualities of an effective project manager - managing project teams - Five Stage Team Development Model - Situational factors affecting team development - project team pitfalls.

Skill Development:

(These activities are only indicative, the Faculty member can innovate)

1. Prepare a Project Life Cycle.
2. Prepare a Project Life Cycle Chart.
3. Project analysis - Identify a major project and conduct its feasibility study.
4. Download a free application software for project evaluation and monitoring on open source and conduct a basic project evaluation on the same.

Book for Reference:

- ❖ *Project Management - K. Nagarajan (New age international publishers)*
- ❖ *Project Management - Sharma, Kaur, Singh (Kalyani Publishers)*
- ❖ *Projects- Planning, analysis, selection, implementation and review - Prasanna Chandra (Tata McGraw Hill Publications)*

- ❖ *Project Management – ICFAI*
- ❖ *Project Management – Sontaki*
- ❖ *Project Management Jump start – Kim Heldman- Wiley Publications
– 3rd Edition*
- ❖ *Project Management – Case studies – Harold R. Kerzner – Wiley publication*
- ❖ *Improving your project Management skills – Larry Richman – Amacom- 2011*
- ❖ *Arun Kanda, PROJECT MANAGEMENT, PHI, Delhi, 2011*
- ❖ *Panneerselvam&senthilkumar, PROJECT MANAGEMENT, PHI, Delhi, 2009*
- ❖ *Ramakrishna, ESSENTIALS OF PROJECT MANAGEMENT, PHI, Delhi, 2010*

SEMESTER IV

M3 17 AR 405: Venture Establishment I

Objective: To select a vertical and help the students launch their own venture. To equip the students with the verticals of Manufacturing; Retail; Ecommerce; Hospitality, etc.

Module 1 - Introduction to Venture Establishment 8 Hrs
Venture Establishment - Meaning-Types of Ventures - Verticals of a venture - Selecting the vertical. Market research concepts- primary and secondary information - Market survey- Interviews, survey, group survey - Identification of markets to operate in- Analyzing the political, economical, social environment.

Module 2 - Legal and regulatory aspects for starting up a venture.
12 Hrs

Regulatory framework for Starting a Business - Tax regulations (Taxes- central, state and local taxes) - Incorporation of a business - Obtaining necessary permits and licenses - Purpose of Intellectual Property (IP) laws- codes, designs or research, filing the right patent/trademark/copyright claim, Purpose of Information Technology law- Meaning of digital signatures and e-contracts.

Module 3 - Business model and plan. 10 Hrs

Industry and Market Analysis - Anatomy of a Business Plan- Business Description - Designing a Business Strategy and a Marketing Plan- Organization, Operations and Development Plans- Financial Plan- Assets and Risk Management- Preliminary Business Evaluation.

Module 4 - Entrepreneurial Financing and Investors pitch 10 Hrs

Managing start-up finance: sourcing of finance-Financing Decision - angel investors, VCs (venture capitals) and joint ventures,

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allocation of funds-Investments decisions; Unit economics; Concept of costs, profits, and losses; Managing cash flow; analyzing financial performance-Roadmap and trajectory- Investor pitch.

Module 5 - Product Metrics 10 Hrs

Launching the product or service into the market, Operational Metrics-value of operations, Key Performance Indicators (KPI), performance measurements, relationship between operational managers and revenue producers. Financial Metrics-Liquidity on Balance Sheet and return on assets, and Marketing Metrics-ROI, ROAS (Return On Advertising Spend), Customer Retention Rate. CLV (Customer Lifetime Value)

Module 6 - Organisation Operations 10 Hrs

Production operations- Production through separation- Production by modifying or improving, identifying the customer needs and convert that into a specific product or service.

Outsourcing- areas of outsourcing, maintaining control, hiring standards, rules and standards of outsourcing.

Banking- Lending of Funds-Investment Banking, technology- Communication, Marketing, Productivity, Customer Service.

Finalizing Financial Plan, Marketing Plan, Operational Plan

Skill Development:

(These activities are as per the practical requirement of NEN, the Faculty member can innovate)

1. Venture Voyage-Give the students business an identity – an name, and logo. Create a Business Essentials Checklist, Identify investment, regulatory tasks, marketing activities, and human resource needs
2. Prepare a Business Plan
3. Campus Company- this is an enterprise run by students on campus
4. Start-up internship

Books for Reference:

- ❖ *BreakIntoVC: How to Break Into Venture Capital and Think Like an Investor Whether You're a Student, Entrepreneur or Working Professional (Venture Capital - Bradley Miles*
- ❖ *Venture Capital Investing: The Complete Handbook for Investing in Private Businesses for Outstanding Profits- David Gladstone , Laura Gladstone*
- ❖ *The Little Book of Venture Capital Investing: Empowering Economic Growth and Investment Portfoliosby Louis C. Gerken (Author), Wesley A. Whittaker*
- ❖ *THE ENTREPRENEURIAL BIBLE TO VENTURE CAPITAL: Inside Secrets from the Leaders in the Startup Gameby Andrew Romans (Author)*
- ❖ *Venture Capital Deal Terms: A guide to negotiating and structuring venture capital transactions by Harm de Vries , Menno van Loon, SjoerdMol*
- ❖ *Founder's Pocket Guide: Startup Valuation by Stephen R. Poland (Author)*
- ❖ *Mastering the VC Game: A Venture Capital Insider Reveals How to Get from Start-up to IPO on Your Termsby Jeffrey Busgang (Author)*
- ❖ *Venture Deals: Be Smarter Than Your Lawyer and Venture Capitalist-by Brad Feld , Jason Mendelson Dick Costolo (Foreword)*
- ❖ *Term Sheets & Valuations - A Line by Line Look at the Intricacies of Term Sheets & Valuations (Bigwig Briefs) Fourth Printing Editionby Alex Wilmerding , Aspatore Books Staff, Aspatore.com.*

