



MANAV RACHNA
॥ vidyapariksha ॥

**MANAV RACHNA
UNIVERSITY** 

FORMERLY MANAV RACHNA COLLEGE OF ENGINEERING
NAAC ACCREDITED A GRADE INSTITUTION

Declared as State Private University under section 2f of the UGC act, 1956

MANAV RACHNA UNIVERSITY
DEPARTMENT OF MANAGEMENT AND COMMERCE
SYLLABUS- BBA-ENTREPRENEURSHIP AND FAMILY BUSINESS (EFB)
2019-2022

DEPARTMENT OF MANAGEMENT AND COMMERCE

SYLLABUS- BBA-ENTREPRENEURSHIP AND FAMILY BUSINESS (EFB)

2019-2022

SEMESTER - 1

SUBJECT CODES	SUBJECT NAME	**OF FERING DEPARTMENT	*COURSE NATURE (Hard/Soft/Workshop/NTC)	COURSE TYPE (Core/ Elective / University Compulsory)	L	T	P	O	NO. OF CONTACT HOURS PER WEEK	NO. OF CREDITS
MCH 101B	FUNDAMENTALS OF MANAGEMENT	DMC	HARD	CORE	3	0	0	0	3	3
MCH102B	MICRO ECONOMICS	DMC	HARD	CORE	3	0	0	0	3	3
MCH103B	ACCOUNTING FOR MANAGERS	DMC	HARD	CORE	3	0	0	0	3	3
MCH104B	ORGANIZATIONAL BEHAVIOUR	DMC	HARD	CORE	3	0	0	0	3	3
MCH105B	MARKETING MANAGEMENT	DMC	HARD	CORE	3	0	0	0	3	3
MCH 106B	BUSINESS STATISTICS	DMC	HARD	CORE	3	0	0	0	3	3
ECH104B	COMPUTERS AND INFORMATION SYSTEM LAB	ECE	HARD	CORE	2	0	2	0	4	3
MCH107B	BUSINESS COMMUNICATION – I	DMC	SOFT	CORE	3	0	0	0	3	3
MCH 108B	ENTREPRENEURSHIP: THEORY AND PRACTICES	DMC	HARD	ELECTIVE	3	0	0	0	3	3
TOTAL (L-T-P-O/CONTACT HOURS/CREDITS)					26	0	2	0	28	27

SEMESTER I

Course Title/Code	FUNDAMENTALS OF MANAGEMENT / MCH 101B
Course Type:	Core (Departmental)
Course Nature:	Hard
L-T-P-O Structure	3-0-0-0
Course Objectives	The course aims to help the student to acquire current and relevant management knowledge and understanding of managerial functions and principles in achieving organizational success.

	Sections	Weightage
Syllabus	A	25%
	B	25%
	C	25%
	D	25%
	TOTAL	100%

SECTION -A

Concept and Nature of Management:- Concept of Organization, Meaning and Definition of Management; Nature and Importance of Management, Management as Science, Art and Profession, Functions & Process of Management, Management and Administration, levels of management, Skills and roles of a manager, Social Responsibilities and Ethics.

SECTION -B

Development of Management Thought- Schools of Management Thought- F.W. Taylor's Scientific Management, Henry Fayol's Organizational Theory, Max Weber's Bureaucracy; Elton Mayo's Human Relations Approach , System Approach and Contingency Approach.

SECTION -C

Planning Organizing and Decision Making;- Concept, Nature and Elements of Planning, Types of Plans, Levels of Planning, Steps in Planning, Decision Making and Process of Rational Decision Making, Organizing-Nature Process

and Importance, Forms of Organizational Structure, Span of Management, Departmentation, Delegation and Decentralization of Authority.

SECTION -D

Leading & Control:- Meaning and Significance of Leadership, Leadership Styles, Essentials of Successful Leadership, Communication- Importance, Process and Barriers to Communications and Overcoming these Barriers, Principles of Effective Communication. Motivation- Definition, Motives and Motivation, Theories of Motivation. Controlling- Definition and Elements of Control Process, Types of Control System; Pre-Requisites of Effective Control System, An Overview of Budgetary And Non-Budgetary Control Devices.

References;

1. Essentials of Management – Harold, Koontz and Cyril O’ Donnell Heinz WehrichKoontz . 9thed, (Mc.Graw Hill Publishers), 2006
2. Fundamentals of Management, Essential Concepts and Applications, Robbins &DeCenzo, 9thed, Pearson, 2000
3. Vasishth, Neeru, Principles of Management, Taxmann, New Delhi.
4. L.M. Prasad , Principles & Practices of Management, Sultan Chand & Sons), 2015

Course Title/Code	MICRO ECONOMICS/ MCH 102B
Course Type:	Core (Departmental)
Course Nature:	Hard
L-T-P-O Structure	3-0-0-0
Prerequisites	NIL
Course Objectives	The objective of this course is to familiarize the students with concepts and techniques used in Micro-Economic theory and to develop their capability to apply these concepts and techniques in making decisions pertaining to different business situations.

	Sections	Weightage
	A	25%
	B	25%

Syllabus	C	25%
	D	25%
	TOTAL	100%

SECTION A

Microeconomics: meaning nature and scope. Basic concepts of economics: Static and dynamic approaches, equilibrium, utility, opportunity cost, marginal and incremental principles. Microeconomics and Business, Utility analysis.

SECTION B

Theory of demand: Nature of demand for a product, individual demand, market demand, determinants of demand. Elasticity of demand and its determinants, demand as multivariate function.

SECTION C

Theory of production and costs: The concept of production function, production with one and two variable inputs, optimal input combination, theory of cost in short run and long run, revenue function.

SECTION D

Theory of firm and market organization: Breakeven analysis, pricing under perfect competition, pricing under monopoly, price discrimination, pricing under monopolistic competition, selling cost, pricing under oligopoly: cournot model, kinked demand curve and price leadership.

References

1. D N Dwivdi, Micro Economics: Theory and Applications, 1sted, Sultan Chand & Co., New Delhi, 2018
2. N Gregory Mankiw, Principles of Micro Economics, 6thed, Cengage India, 2006
3. Salvatore, Dominick, Principles of Microeconomics, 5thed, Oxford University Press, 2009
4. Samuelson, Micro-Economics;19thed, McGraw-Hill International Edition, 2010

Course Title/Code	ACCOUNTING FOR MANAGERS / MCH 103B
Course Type:	Core
Course Nature:	Hard
L-T-P-O Structure	3-0-0-0
Pre-requisites	None
Course Objectives	The primary objective of the course is to familiarize the professional under graduate students with the basic accounting principles and techniques of preparing and presenting the accounts for user of accounting information.

	Sections	Weightage
Syllabus	A	25%
	B	25%
	C	25%
	D	25%
	TOTAL	100%

SECTION A

Introduction: Financial Accounting-definition and Scope, objectives of Financial Accounting, Accounting v/s Book Keeping Terms used in accounting, users of accounting information and limitations of Financial Accounting. Conceptual Frame work: Accounting Concepts, Principles and Conventions, Accounting Standards-concept, objectives, benefits, brief review of Accounting Standards in India.

SECTION B

Recording of transactions: Voucher system; Accounting Process, Journals, Subsidiary Books, Ledger, Cash Book, Bank Reconciliation Statement, Trial Balance, Depreciation: Meaning, need & importance of depreciation, methods of charging depreciation.(WDV & SLM)

SECTION C

Cost Accounting - Elements of Cost, Types of Costs, Preparation of Cost Sheet, Standard Costing: Variance Analysis – Material Variances – Labor Variances – Simple Problems Related to Material and Labor Variances only.

SECTION D

Management Accounting: Ratio Analysis: Uses and Limitations, Classification of Ratios – Liquidity, Profitability, Financial and Turnover Ratios, Simple Problems Only. Cash Flow Analysis: Uses and Limitations. Budgets: cash budget, purchase budget, sales budget, fixed and flexible budget. Break-Even Analysis - Cost Volume Profit

References:

1. R.L. Gupta – Advanced Accounting, 13th ed, Sultan Chand and Sons, 2018
2. Shah: Basic Financial Accounting, 4th ed, Oxford University Press. 2017
3. Maheshwari and Maheshwari – An Introduction to Accountancy 12ed – Vikas Publishing House, 2018
4. Bhattacharya/financial Accounting for business Managers, 3rd ed, Prentice Hall of India, 2006.
5. Khan and Jain, Financial Accounting, 5th ed, Tata McGraw-Hill Education,2007

Course Title/Code	BUSINESS STATISTICS / MCH 106B
Course Type:	Core (Departmental)
Course Nature:	Hard
L-T-P-O Structure	3-0-0-0
Prerequisites	Nil
Course Objectives	Learning important statistical techniques required for performing data analysis and its interpretation, as it further assists in managerial decision-making..

	Sections	Weightage
Syllabus	A	25%
	B	25%
	C	25%
	D	25%
	TOTAL	100%

SECTION A

Introduction: Meaning and definitions of Statistical Data; Applications of Statistics in Managerial Decision-Making; Frequency Distributions. Measures of Central Tendency: Mean, Geometric mean, Harmonic mean, Median, Mode and their implications. Partition Values: Quartiles, Deciles and Percentiles. Measures of Dispersion: Range, Quartile Deviation, Mean Deviation and Standard Deviation.

SECTION B

Probability: Concept, Uses of Probability in Business Decision-Making, Addition and Multiplication Theorem of Probability.

SECTION C

Correlation, Karl Pearson Correlation Coefficient, Scatter Diagram, Regression Analysis, Regression Equation, Skewness and Kurtosis.

SECTION D

Meaning, Importance and Component of Time Series, Additive Model, Multiplication Model, Measurement of Trend: Semi Average Method, Moving Average Method and Methods of Least Squares.

References:

1. Levin, Richard, David S. Rubin, Rastogi, and Siddiqui. Statistics for Management, 10th ed., Pearson Education, 2016.
2. Siegel Andrew F. Practical Business Statistics, 6th ed, McGraw Hill, 2012.
3. Quantitative Techniques For Managerial Decision Making: Srivastava, Shenoy, Sharma, New Age Pub.
4. Statistical Methods: S P Gupta, Sultan Chand Publication.
5. Vohra N. D., Business Statistics, McGraw Hill.

Course Title/Code	ORGANIZATIONAL BEHAVIOUR/MCH 104B
Course Type:	Core
Course Nature:	Hard
L-T-P-O Structure	3-0-0-0
Prerequisites	NIL
Course Objectives	The course aims to provide an understanding of the basic concepts, theories and techniques in the field of human behaviour at the individual, group and organizational levels

	Sections	Weightage
Syllabus	A	25%
	B	25%
	C	25%
	D	25%
	TOTAL	100%

SECTION A

Introduction to Organizational Behaviour: - Meaning and Importance of Organizational Behaviour, Need for Organizational Behavior, Role of Managers in OB- Interpersonal Roles-Informational Roles- Decisional Roles, Challenges and Opportunities for OB, Models of OB.

SECTION B

Foundation of individual behavior- Perception – nature, importance, perceptual selectivity, stereotyping, halo effect, **Learning** and its theories, behavior modification, **Attitudes:** importance, components and major job attitude. **Personality-** meaning, self-concept, self-esteem, major determinants of personality, **Motivation-** types of motivation, theories of work motivation given by Maslow, Herzberg, McGregor, Vroom and Porter – Lawler. Nature and meaning of Interpersonal Behavior, and Transactional Analysis; Benefits and uses of Transactional Analysis, Johari Window Model

SECTION C

Group Behavior & Team development

Group dynamics, Types of groups, Group norms and roles, Group cohesiveness, Group development and facilitation, Understanding work Teams and types of team, Creating effective team. Dynamics of managerial leadership: nature, leadership styles, trait, behavioral, contingency theories, and managerial grid.

SECTION D

Organizational Culture-Concept, Functions, Socialization; Creating and sustaining culture; Managing Conflict – Sources, types, process and resolution of conflict; Managing Change; Managing across Cultures; Empowerment and Participation..

References:

1. Robins, Stephen P. - OrganizationalBehavior, 16thed, Pearson Education Asia, 2016
2. Peter Schen , Organizational Psychology and Leadership, 5thed, John Wiley and Sons, 2017
3. Parikh, Gupta, OrganizationalBehavior, 1sted, Tata McGraw Hill, 2010
4. Fred Luthans, Organization Behavior, 12thed, Tata McGraw Hill, 2010
5. Newstrom, Organizational Behaviour: Human Behaviour at Work, 12thed, Tata McGraw Hill, 2017.

Course Title/Code	MARKETING MANAGEMENT /MCH105B
Course Type:	Core
Course Nature:	Hard
L-T-P-O Structure	3-0-0-0
Prerequisites	Nil
Course Objectives	The objective of this paper is to identify and develop knowledge and skills in application of the fundamental terms and concepts that are commonly used in marketing. The course aims to develop competence in market analysis, and decision making relevant to marketing management required for effective marketing practice. This course attempts to develop relationship between marketing and other management functions

	Sections	Weightage
	A	25%
	B	25%
	C	25%
	D	25%

Syllabus	TOTAL	100%
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SECTION A

An Overview: Introduction, Definition of Market, Types of Markets, Meaning and Definition of Marketing, Origin of Marketing, Scope of Marketing, Importance of Marketing, Functions of Marketing, Difference between Marketing and Selling; Marketing Concepts: Introduction, Exchange concept, Production concept, Product concept, Sales/selling concept, Modern marketing concept, Societal marketing concept, Impact of marketing concepts and its applicability; Marketing Environment: Introduction, Need and Importance of Environmental Analysis, Methods of Analysis – SWOT, PEST, Internal Environment of the Organization, External Environment; Consumer Behaviour: Introduction, Important definitions, Evolution of the study of consumer behavior, Determinants of consumer behavior, Types of buying decisions, Stages of the buying process, Importance of consumer behaviour study

SECTION B

Marketing Planning and Strategies: Introduction, Management Processes in Marketing, Types of Marketing Plan, Competitive Marketing Strategies, Interactions between Marketing Mix and Marketing Environment , Control Mechanisms in Marketing; Market Segmentation: Introduction, Definition of market segmentation, Need for market segmentation, Criteria for effective segmentation, Bases for market segmentation, Benefits of market segmentation; Product Related Decisions: Introduction, Features of a Product and its Classifications, Product Plan and New Product Development, Product Mix and its Elements, Decisions related to Product Mix, Product Life Cycle

SECTION C

Introduction to branding: introduction, definition of a brand, development of a brand, types of brands, importance of brands and branding, merits and demerits of branding, brand equity – definition and benefits; Pricing decisions: introduction, price and its determinants, objectives of pricing decisions, factors affecting pricing decisions, pricing policies and strategies, pricing methods; distribution strategy: introduction, meaning, need for and importance of distribution channel, factors influencing channel decisions, types of channels, direct channel, indirect channel, functions of channel members

SECTION D

Promotion Mix: Introduction, Promotion mix and its components, Advertising, Sales Promotion, Personal selling, Direct marketing, Public Relations and publicity, Online marketing, Developing an integrated promotion mix; Promotion Mix Decisions: Introduction: Advertising decisions, Sales promotion decisions, Personal selling decisions, Public Relations

and Publicity decisions; Services Marketing: Introduction, Definition of services, Characteristics of services , Distinction between goods and services, Marketing mix for services, Types of services, Strategies for Services Marketing; Recent Trends in Marketing : Introduction, E-commerce, E-marketing, E-Retailing, Relationship marketing, Mobile marketing, Green marketing

References:

1. Philip Kotler and Kevin Lane Keller Marketing Management, Global Edition , 15 ed, Person, 2015
2. Michael J. Etzel Bruce J. Walker William J. Stanton ,Ajay Pandit,Marketing, 14thed, McGraw Hill Education, 2010
3. Lamb, W., Hair, J., McDaniel, C. (1998), Marketing, (4th edn), South-Western College Publishing, Cincinnati.
4. Gary Armstrong and Philip Kotler, Marketing: An Introduction, Pearson, 2017.
5. Kumar, Ramesh; “Application Exercises in Management,”Vikas Publishing House, 2004.

Course Title/Code	COMPUTERS AND INFORMATION SYSTEMS/ECH104B
Course Type:	Core
Course Nature:	Hard
L-T-P-O Structure	2-0-2-0
Course Objectives	This is a basic paper for Business Administration students to familiarize with the computer and its applications in the relevant fields and expose them to other related papers of IT.

	Sections	Weightage
	A	25%
	B	25%

Syllabus	C	25%
	D	25%
	TOTAL	100%

SECTION A

Evolution of Computer, Data, Instruction and Information, Characteristics of computers, Various fields of application of computers, Various fields of computer (Hardware, Software, Human ware and Firmware), Advantages and Limitations of computer, Block diagram of computer, Function of different units of computer, Classification of computers i) On the basis of Input (Digital, Analog and Hybrid) ii) On the basis of processing speed and storage capacity (Micro, Mini, Mainframe and Super), Different Generation of computers (I to V), Types of software (System and Application), Compiler and Interpreter, Generation of language (Machine Level, Assembly, High Level, 4GL)

SECTION B

Different Number System (Decimal, Binary, Octal and hexadecimal) and their interconversion (Fixed Point Only), Binary Arithmetic (Addition, Subtraction, Multiplication and Division); Keyboard, Mouse, Joystick, Digitizer, Scanner, MICR, OCR, OMR, Light Pen, Touch Screen, Bar Code Reader, Voice Input Device, Monitor and it's type (VGA, SVGA and XGA), Printer and it's type (Impact and Non-Impact with example), Plotter

SECTION C

Primary Memory (ROM and it's type – PROM, EPROM, EEPROM, RAM) Secondary memory- SASD, DASD Concept, Magnetic Disks – Floppy disks, Hard disks, Magnetic Tape, Optical disks – CD ROM and it's type (CD ROM, CD ROM-R, CD ROM-EO, DVD ROM.;; Introduction to operating system; Function of OS, Types of operating systems, Booting Procedure, Start-up sequence, Details of basic system configuration, Important terms like Directory, File, Volume, Label, Drive name, etc

SECTION D

Networking Concepts, Types of networking (LAN, MAN AND WAN), Communication Media, Mode of Transmission (Simplex, Half Duplex, Full Duplex), Synchronous and Asynchronous Transmission, Different Topologies; Introduction to Information System: system concepts- feedback and control, other system characteristics, components of an information system. . Overview of information systems, the expanding roles of information system, Systems-trends in information systems, types of information system.

COMPUTERS & INFORMATION SYSTEMS LAB

MS-DOS & MS-WINDOWS

Configuration of System in MS-DOS and MS-WINDOWS.;Environment Specifically – Role and Functions of Key files such as Batch files, SYS files etc. File creation, Edit and Directory Creation of MS-DOS.;Environment and Write, Paint Brush, File Manager, Print Manager, Control Panel etc. for Windows environment.

Working with MS- Office: MS-WORD: Word Basics, Commands, Formatting, Text and Documents, Sorting, Mail Merge etc.;MS-EXCEL: Basic, Formatting, Functions, Creating Charts, Working with Graphics, Using worksheet as Databases.; MS-POWER POINT: PowerPoint Basics, Creating Presentations, Slide show, working with Graphics

References:

- 1 V.Rajaraman , Fundamentals of Computers-, 6h ed, Prentice Hall of India, 2014
- 2 P.K. Sinha, Fundamentals of Computers, 6thed, 2014
- 3 Suresh K. Basabdra , Computer Today, BpB Publications., New Delhi, 2005
- 4 Deepak Barihoke, Essential of IT, Bpb Publications, 2003

Course Title/Code	BUSINESS COMMUNICATION SKILLS I/ MCH107B
Course Type:	Core
Course Nature:	Hard
L-T-P-O Structure	3-0-0-0
Pre-requisites	Knowledge of Communication Skills and enable the students to work effectively in a business environment.
Course Objectives	CO1: To develop the skills of the professional undergraduate students for proper self-expression, social communication, spoken English, correct pronunciation, voice modulation and business etiquettes. CO2: The students will improve their personality, communication skills and enhance their self-confidence.

	Sections	Weightage
	A	25%

Syllabus	B	25%
	C	25%
	D	25%
	TOTAL	100%

SECTION A

Parts of Speech, Sentence, Introduction to Business Communication: Basic forms of communication, Process of communication, Principles of effective Business Communication, 7 Cs. Media of Communication: Types of communication: Barriers of communication; Technology Enabled Communication; E-mail etiquettes and writing.

SECTION B

Tenses, Active and Passive Voice, Introduction to Business Communication: Communication models and processes; Theories of Communication. Self-Development and Communication: Development of positive personal attitudes. Report Writing

SECTION C

Words often confused, Homophones and Homonyms. Corporate Communication: Formal and Informal communication networks; Grapevine; Miscommunication; Steps for improving communication. Business manners. Body language gestures, Etiquette of the written word, Etiquette of the telephone handling, business meetings. Business letter writing: Need, Functions and Kinds. Layout of letter writing. Types of letter writing: Persuasive letters, Request letters, Sales letters, Complaints and Adjustments.

SECTION D

Identifying & Analyzing Grammatical Errors in sentences related to Pronoun, Article, Verb, Preposition, Jumbled Sentences. Group Discussions: Principles and steps; Interviews/Mock interviews; Hearing vs Listening, Principles of Effective Listening; Individual and group presentations. Departmental Communication: Meaning, Need and types: Interview letters, Promotion Letters, Resignation letters, Newsletters, Circulars, Agenda, Notice, Memorandums, Office orders.

Suggested Readings:

1. Chhabra T N; Business Communication: Concepts and Skills, Sun India Publications. New Delhi, 2016.
2. Convey, R. Stephen; The Seven Habits of Highly Effective People. Paperback – Special Edition, 19 Nov 2013
3. E.H. McGrath, S.J.; Basic Managerial Skills for All, 4th ed., Prentice Hall of India Pvt. Ltd., New Delhi, 2001.

4. Krizan AC, Merrier Patricia, Logan Joyce, Williams Karen; Effective Business Communication, 7th ed. Cengage learning.2010.
5. Kumar Sanjay, PushpaLata; Communication Skills; Oxford University Press.2nd ed. 2011.
6. Magan Sangeeta; Business Communication: 2nd ed., International Book House Pvt. Ltd.2013
7. Mukhrjee Hory Shankar; Business Communication, Connecting at Work, Oxford University Press.2012.
8. Penrose, Rasberry, Myers; Business Communication for Managers: An Advanced Approach; 5th India ed.; Thompson Learning, South-Western. 2005.
9. Penrose Rasberry, Myres; Advanced Business Communication, 4th ed.,South West College Publishers, 2001.
10. Ray, Reuben; Communication Today – Understanding Creative Skills, Himalaya Publishing House, 2001.
11. Robinson, David; Business Etiquette,2nd ed., Paperback, 2012.
12. Rogets Thesaurus of English Words and Phrases, Penguin Reference; by George Davidson (Editor), Paperback 2004.
13. Sinha, K. K.; Business Communication, Galgotia Publishers, 2nd ed. 2003.
14. Williams Karen, “Buddy” Krizan AC, Logan Joyce, Merrier Patricia; Communicating in Business 8th ed., Cengage learning.2010.
15. Wren & Martin; New Ed. ; High School; English Grammar & Composition Revised by N.D.V. Prasada Rao; S. Chand.

Course Title/Code	ENTREPRENEURIAL THEORY AND PRACTICES / MCH 108B	
Course Type:	Elective (Departmental)	
Course Nature:	Hard	
L-T-P-O Structure	3-0-0-0	
Prerequisites	Nil	
Course Objectives	CO1: Explain Entrepreneurship and its importance CO2: Understand Entrepreneurial mindset CO3: Understand Society, Economy & Polity in light of Entrepreneurship CO5: Identify an opportunity to leverage it into an Entrepreneurial process CO4: Identify, Evaluate & understand risk & return of ventures CO5: Identify the ways & processes of market entry & optimization of venture returns CO6: Understand the concept of design thinking to identify opportunity & create business model innovation	

	Sections	Weightage
Syllabus	A	25%
	B	25%
	C	25%
	D	25%
	TOTAL	100%

SECTION A

Defining Entrepreneurship; what is an Entrepreneurial Mindset? The Entrepreneurial Process; An Integrative Model of Entrepreneurship. “Who” is the Entrepreneur? Sociological and Psychological Characteristics; The Different Types of Entrepreneurs; Nature versus Nurture, Why Entrepreneurs are not Born

SECTION B

Understanding The Nature of Opportunity & Defining Opportunity; Sources and Types of Opportunity; Discovery versus Search; Where are the Emerging Opportunities; Evaluating Opportunity; Factors that Undermine an Opportunity; Windows of Opportunity; Understanding the Market and the Customer Needs. Entrepreneurial Skills such as Communication, Design Thinking, Personal Selling, and Risk and Resilience

SECTION C

Developing a Great Business Concept and Business Model From Product to Business Concept (the Value Proposition), From Business Model to Business Plan; The Nature of Successful Business Concepts; Sources of Concepts; What Makes for a Good Concept; Components of a Complete Business Model; A Look at Successful and Failed Business Models

SECTION D

Expectations about Size, Growth, Returns, and Risk, What About the Investment Model (Income, Growth, or Speculative)?; Ways of Extracting Returns from the Venture; Types of Ventures; What it Takes to Actually Start a Venture; Four Ways to Enter a Market; The Concept of Risk; Types of Risk; Assessing in a New Venture; Risk and Return.

References:

1. Rajeev Roy , “Entrepreneurship”, 2nd ed, Oxford Higher Education, 2011
2. Bruce R. Barringer and R. Duane Ireland, Entrepreneurship: Successfully Launching New Ventures, 3rd Edition, Pearson Prentice Hall (2009).
3. Nandini Vaidyanathan. Entrepedia, A Step-by –step Guide to Becoming An EntrepreneurIn India, 2nd ed, Publisher: Embassy Books Publishers & Distributors, 2011

SEMESTER-2										
SUBJECT CODES	SUBJECT NAME	**OF FERING DEPARTMENT	*COURSE NATURE (Hard/Soft/Workshop/NTC/C)	COURSE TYPE (Core/ Elective / University Compulsory)	L	T	P	O	NO. OF CONTACT HOURS PER WEEK	NO. OF CREDITS
MCH113B	MACRO ECONOMICS	DMC	HARD	CORE	3	0	0	0	3	3
MCH114B	HUMAN RESOURCE MANAGEMENT	DMC	HARD	CORE	3	0	0	0	3	3
MCH115B	FINANCIAL MANAGEMENT	DMC	HARD	CORE	3	0	0	0	3	3
MCH112B	BUSINESS ENVIRONMENT	DMC	HARD	CORE	3	0	0	0	3	3
CHH105B	ADVANCED EXCEL	CST	HARD	CORE	2	0	2	0	4	3
MCH112B	BUSINESS COMMUNICATION - II	DMC	HARD	SOFT	3	0	0	0	3	3
MCH120B	NEW VENTURE CREATION	DMC	HARD	ELECTIVE	3	0	0	0	3	3
CDO101B	PROFESSIONAL DEVELOPMENT PROGRAMME II	CDC	SOFT	UC	1	0	0	0	2	1
TOTAL (L-T-P-O/CONTACT HOURS/CREDITS)					21	0	2	0	24	22
	POST 2ND SEM									
MCH121B	SUMMER INTERNSHIP (TO BE EVALUATED IN III SEM)	DMC	SOFT	CORE	0	0	0	2	0	2

Course Title/Code	BUSINESS ENVIRONMENT /MCH 112B
Course Type:	Core (Departmental)
Course Nature:	Hard
L-T-P-O Structure	3-0-0-0
Prerequisites	Nil
Course Objectives	CO1: This course will provide a comprehensive introduction to the subject of Business research, and discuss some key concepts, process and techniques, and their applications. CO2: After completion of this course, students will gain an appreciation for some of the breadth and depth of this subject and its significance for a business enterprise.

	Sections	Weightage
Syllabus	A	25%
	B	25%
	C	25%
	D	25%
	TOTAL	100%

SECTION-A

Basic Concepts of Research: Business research; its concept, nature, scope, need and managerial value of business research; Research: Its objectives and types. Definitions: concepts, constructs, variables, Formulation of Research Problem; Steps of research & Research ethics. Research Design: Types of Research Design; Factors Affecting Research Design. Literature Review.

SECTION-B

Sampling Methods and Techniques: Basic Concepts, Characteristics of a good sample, Sampling Frame, Sampling errors, Non Sampling errors, Types of sampling: Probability Sample, Non Probability sampling. Measurement of Data: Concept of Measurement: what is measured, Problems in measurement in management research - Validity and Reliability. Levels of measurement - Nominal, Ordinal, Interval, Ratio scales. Attitude Scaling Techniques: Rating Scales and Ranking Scales – Paired Comparison & Forced Ranking - Concept and Application. Types of Data - Primary Data, secondary data; data Collection - Questionnaire Method: Questionnaire Construction - Personal Interviews, Telephonic survey interviewing, and observational methods; editing, coding, content analysis

SECTION-C

Hypothesis Formulation: An overview of non-parametric tests (Wilcoxon Matched – pairs signed – rank test, Mann – Whitney test, Kruskal – Wallis H-test), Introduction to Multivariate Analysis: Factor Analysis; Discriminant Analysis; Cluster Analysis; Dimensional Analysis; Conjoint Analysis.

SECTION-D

Presentation of Results: Report writing: Purpose of a Report; Essentials of a Good Report; Format of a Report; Types of Report Presentation, procedure of preparation of reference and bibliography (APA model)

References:

1. WG Zikmund, BJ Babin, JC Carr, M Griffin., Business Research Methods, 8thed, Thomson Learning, Bombay House, 2013.
 2. T N Srivastava, Shailaja Rego, Business Research Methods, 2nded, Tata McGraw- Hill Companies, 2008
 3. Naresh K. Malhotra, David F. Birks, Daniel Nunan, Marketing Research: An Applied Approach, 5thed, Pearson Education, New Delhi, 2017.
 4. Deepak Chawla, Neena Sondhi, Research Methodology, Vikas Publications, 2011
- Prahlad Mishra, Business Research Methods: 1sted, Oxford India, 2015

Course Title/Code	MACRO ECONOMICS/MCH113B
Course Type:	Core
Course Nature:	Hard
L-T-P-O Structure	3-0-0-0
Prerequisites	Nil
Course Objectives	The Macroeconomics course is designed to provide students with a unified frame work that can be used to analyze macroeconomic issues such as national income concepts, Money Supply, Inflation, National Income determination, International aspects of Macroeconomics and macroeconomic policies.

	Sections	Weightage
	A	25%
	B	25%
	C	25%

Syllabus	D	25%
	TOTAL	100%

SECTION A

Macroeconomics: meaning, nature and scope, the circular flow Models of the Economy, National Income: Concepts, measurements, difficulties and importance.

SECTION B

Money – Its functions and Role, Quantity theory of Money, Keynesian view about money and price; Inflation – Meaning, Measures and Effects; Theories of Inflation

SECTION C

Theory of Income and Employment – The classical theory of Output and Employment, Keynesian Theory of Income and Employment, Four sector model of income determination in an open Economy

SECTION D

Balance of Payments: Meaning and Assessment, Disequilibrium and Adjustments, Macroeconomic Policy: Meaning, Objectives and Formulation, Monetary Policy and Fiscal Policy

References:

- 1 Errol D'Souza, Macro Economics, 2/e, Pearson Education, 2012.
- 2 Aggarwal, Macroeconomics Theory and Policy, Pearson Education.1,e, paperback, 2010
- 3 Samuelson, Nordhaus, Chaudhri, Macroeconomics, Tata McGraw Hill, 19/e, 19th edition, 2010
- 4 D. N Dwivedi, Macro Economics, McGraw Hill Education, 4th edition, 2015
- 5 Mishra and Puri, Modern Macro-Economic Theory, Himalaya Publishing House. 17th ed, 2017

Course Title/Code	HUMAN RESOURCE MANAGEMENT /MCH114B
Course Type:	Core
Course Nature:	Hard
L-T-P-O Structure	3-0-0-0
Prerequisites	Nil
Course Objectives	The objective of the course is to familiarize students with the different aspects of managing Human Resources in the organization through the phases of acquisition, development and retention.

	Sections	Weightage
Syllabus	A	25%
	B	25%
	C	25%
	D	25%
	TOTAL	100%

SECTION A

Introduction: Concept, nature, scope, objectives and importance of HRM; Evolution of HRM; Environment of HRM; Personnel Management v/s HRM. Acquisition of Human Resources: HR Planning; Job analysis – job description and job specification; recruitment – sources and process; selection process – tests and interviews; placement and induction. Job changes – transfers, promotions/demotions, separations

SECTION B

Training and Development: Concept and importance of training; types of training; methods of training; design of training program; evaluation of training effectiveness; executive development – process and techniques; career planning and development

SECTION C

Performance Appraisal: Performance appraisal – concept and objectives; traditional and modern methods, limitations of performance appraisal methods.

SECTION D

Compensation and Maintenance: Compensation: job evaluation – concept, process and significance; components of employee remuneration – base and supplementary; maintenance: overview of employee welfare, health and safety, social security.

References:

1. Chhabra, T. N; Human Resource Management, 4thed, Dhanpati Rai and Co. Pvt. Ltd New Delhi 2003.
2. Dr. Gupta, C. B.; Human Resource Management, 11th revised ed, Sultan Chand and Sons, New Delhi, 2008.
3. Khanka S S, Human Resource Management (Text and Cases), S. Chand & Company Ltd, 2013
4. Flippo, Edwin B. ,Personnel Management, (McGraw-Hill International Editions: Management Series, 1984.
5. Rao, V S P, Human Resource Management, Text and Cases, Excel Books, 2004.
6. Aswathappa, K.; Human Resource and Personnel Management (Text and Cases), Tata McGraw Hill Publishing Company, New Delhi, 2003
7. Dessler, Gary. Human Resource Management, 15th ed, Prentice Hall, 2013
8. D’Cenzo,David A & Stephen P.Robbin, Personnel Human Resource Management, 7thed, Prentice Hall of India.

Course Title/Code	FINANCIAL MANAGEMENT/MCH115B
Course Type:	Core (Departmental)
Course Nature:	Hard
L-T-P-O Structure	3-0-0-0
Prerequisites	Nil
Course Objectives	Finance is the backbone of an organization and efficient management of finance is directly related to the efficient management of enterprise. The objective of this course is to acquaint the students with the overall framework of financial decision-making in a business unit.

	Sections	Weightage
	A	25%
	B	25%

Syllabus	C	25%
	D	25%
	TOTAL	100%

SECTION A

Introduction, Objectives of Financial Management, Scope and Functions of Financial Managers, Financial Managers roles, Profit Vs Wealth Maximization, Agency Costs, Time Value of Money, Future Value and Present Value of lump sum, Future Value and Present Value of Annuity, Multi Period compounding

SECTION B

Capital Budgeting Decisions, Nature of Investment Decisions, Investment Evaluation Criteria: NPV (Net Present Value), IRR (Internal Rate of Return), PI (Profitability Index), Payback Period, Discounted Payback Period, Accounting Rate of Return

SECTION C

Significance of Working Capital Management, Types of Working Capital, Operating Cycle, Determinants of working capital, Objectives of Inventory Management, Types of Inventory, Economic Order Quantity, Cash Management, Motives for Holding Cash, Objectives of Cash Management , Credit Management, Credit Management

SECTION D

Meaning, Factors Affecting Cost of Capital, Significance, Capital Structure Theories: Concept of Value of Firm, Factors Determining Capital Structure, Financial Distress, Leverages: Meaning, Financial Leverage and Operational Leverage, Significance, Dividend Policy: Definition and Types of Dividends, Determinants of Dividend Policy, Rights and Bonus Shares

Text Books:

1. I. M. Pandey, Financial Management 2010 (10thed.) (Vikas Publishing House)
2. Y. M. Khan, and P. K. Jain, Financial Management 2012 (6thed.) (Tata McGraw Hill Company)

Reference Books:

1. Prasanna Chandra, Financial Management: Theory and Practice,2012 (8th ed.) (Tata McGraw Hill)

2. Van C. Horne & M. Wachowich, Fundamentals of Financial Management 2008 (13thed.) (Prentice Hall of India).

Course Title/Code	ADVANCED EXCEL/ CHH105B
Course Type:	Core
Course Nature:	Hard
L-T-P-O Structure	2-0-2-0
Course Objectives	At the end of this course, students will be able to understand the basic and advanced functions in Excel for business activities.

	Sections	Weightage
Syllabus	A	25%
	B	25%
	C	25%
	D	25%
	TOTAL	100%

SECTION-A

Introduction to Excel: Excel Introduction, Understanding Workbooks and Worksheets, Introducing the Ribbon, Using Shortcut Menus, Working with Dialog Boxes, Using the Task Pane, Creating Excel Worksheet, Entering and Editing Worksheet Data, Essential Worksheet Operations.

SECTION-B

Advanced Excel : Working with Cells and Ranges, Introducing Tables, Worksheet Formatting, Using Custom Number Formats, Understanding Excel Files, Using and Creating Templates, Printing Your Work, Working with Dates and Times, Introducing Formulas and Functions, Creating Formulas That Count and Sum, Creating Formulas That Look Up Values

SECTION-C

Creating Formulas for Financial Applications, Introducing Array Formulas, Visualizing Data Using Conditional Formatting, Using Data Validation, Creating Charts and Graphics 04 Understanding How Excel Handles Charts,

Understanding Chart Types, Understanding Chart Elements, Modifying the Chart Area, Modifying the Plot Area, Working with Chart Titles, Working with a Legend

SECTION-D

Working with Gridlines, Working with Data Series, Creating Chart Templates, Analyzing Data with Excel 04
Introducing Pivot Tables, Analyzing Data with Pivot Tables, Understanding Slicers and Slicer properties

References:

1. John Walkenbach, Excel 2013 Bible, Wiley, PAP/CDR edition, 2013
2. John Walkenbach, Excel 2013 Power Programming with VBA (Mr. Spreadsheet's Bookshelf) Wiley; PAP/CDR edition, 2013

Excel LAB

SECTION A

Introduction to Excel : Excel Introduction: Basic formulae: Entering and editing data, Creating and copying formulae, Creating functions easily Formatting: Inserting/deleting rows/columns, Changing fonts, Colors and borders, Merging and aligning cells Printing: Page break preview, Using page layout view, Headers and footers, Freezing print titles Charts: Selecting data, Quick ways to create charts, Formatting your chart Basic tables: Table styles, Using calculated columns, Header rows and total rows Case Exercises/ Practical Assignments/Activities

SECTION B

Advanced Excel : Sorting and filtering lists/tables of data, custom sort Number formatting: Creating custom formats, The four parts of a format, Scaling numbers Dates and times: How dates and times are stored, Useful date/time functions, Formatting dates and times , Conditional formatting: Creating/using cell rules, Data bars and colour sets, Styles and themes, How themes work, Using the default styles, Creating custom styles Validation and protection: Setting cell validation, Protecting cells/worksheets, Grouping and outlining, Cell comments Range names and absolute references: Absolute references (\$ symbol), Fixing only the row/column, Creating range names, Labelling ranges automatically, Case Exercises/ Practical Assignments/Activities

SECTION C

Advanced Excel: Excel Functions: Introduction to Mathematical Functions, Introduction to Text Functions, Introduction to Logical & Reference Functions, Introduction to Date & Time Functions, Introduction to Financial Functions, Introduction to Information Functions IF and LOOKUP functions: The conditional (IF) function, Nested Ifs, Lookup functions Case Exercises/ Practical Assignments/Activities

SECTION D

Tables and Charts : Advanced Tables, Using calculated columns, Removing duplicates, Advanced filter Pivot tables: Creating pivot tables, Swapping rows, columns and pages, Grouping fields Slicers, Pivot table slicers, Changing slicer

properties· Advanced charts, Creating chart templates, Combination charts, Picture charts,· Custom chart types, Case Exercises/ Practical Assignments/Activities

References:

1. John Walkenbach, Excel 2013 Bible, Wiley, PAP/CDR edition, 2013
2. John Walkenbach, Excel 2013 Power Programming with VBA (Mr. Spreadsheet's Bookshelf) Wiley; PAP/CDR edition, 2013

Course Title/Code	NEW VENTURE CREATION/MCH120 B
Course Type:	Elective(Departmental)
Course Nature:	Hard
L-T-P-O Structure	3-0-0-0
Prerequisites	Nil
Course Objectives	<p>CO1:The objective of the course is to prepare students to test the viability of new business opportunities and conduct a feasibility study, either for their own idea or for others.</p> <p>CO2:The course prepares students to launch a new venture in several different forms – a traditional for-profit start up, a social enterprise, or a virtual organization.</p> <p>CO3:Many of the concepts discussed in the course, however, can easy apply to these scenarios. Students are also strongly encouraged to participate in the Business Plan Competitions.</p>

	Sections	Weightage
Syllabus	A	25%
	B	25%
	C	25%
	D	25%
	TOTAL	100%

SECTION A

The Entrepreneurial mind for entrepreneurial society

Crafting a personal entrepreneurial strategy, rise of the new startup economies, building the foundation,
The business plan (Marketing plan, operation plan and financial Plan)

SECTION B

The Founder Team

The entrepreneurial manager, the new venture team, personal ethics and the entrepreneur

SECTION C

Financing Entrepreneurial Ventures

Resources requirements, franchising, entrepreneurial finance, obtaining venture and growth capital, The deal: valuation,
structure and negotiation, obtaining debt capital

SECTION D

Unit-4: Startup and Beyond

Managing rapid growth, the family as enterprise, The entrepreneur and the troubled company

References:

1. Jeffrey A Timmons and Stephen Spinelli, New Venture Creation, 9th ed, McGraw Hill Education, 2012.
2. Steven Fisher and Ja-Nae Duane, The Startup Equation, , 1st ed, McGraw Hill Educatio, 2015
3. Eric Ries, "Lean Startups",
4. Karl H. Vesper, New Venture Experience, Revised Edition, Vector Books,1996

Course Title/Code	BUSINESS COMMUNICATION II/MCH116B
Course Type:	Core
Course Nature:	Hard
L-T-P-O Structure	3-0-0-0
Course Objectives	CO1:To develop the skills of the professional undergraduate students for proper self-expression, social communication, spoken English, correct pronunciation, voice modulation and business etiquettes. CO2:The students will improve their personality, communication skills and enhance their self-confidence

	Sections	Weightage
Syllabus	A	25%
	B	25%
	C	25%
	D	25%
	TOTAL	100%

SECTION-A

Meaning; Nature; Key functions of leadership styles; Responsibilities of a Leader; Qualities of a Good Leader; Role of Communication in Delegating Responsibilities; Setting aside personal desires; Importance of Communication in Building Teams ; Leadership in Groups/Teams, Organizations, & the Public Sphere; Cultural Differences in Leadership; Leadership Communication & Ethics; Leadership Development; Creativity and Communication: Importance of Public Speaking and on Special Occasions; Qualities of a Good Speaker; Importance of Body Language; Using Humour and Wit; Structure of a Good Speech; Speaker's Credibility; Tips for Building Credibility; Grammar and Vocabulary: One- Word Substitution, Question Tags

SECTION-B

Theatre and Communication

Public Communication: Orality and performance (speech, visual effects and body language – observation & enactment), Communication as Self-Expression: Writing a Script; Devising a Message; Performing a Scene; Creating Scenes from day to day life such as: Students going to school, Customer visiting a mall/mart or buying a product from the shop, etc., Body Language: Revelation of Inner Self; Communication and Self Confidence; advantages of Self Confidence; Reason of lacking Self Confidence; Negative; Shades of not being Self Confident; Myths about Self

Confidence; Tips to develop Self Confidence; Creativity and Communication: Paper Reading (compeering/ anchoring: Voice Modulation, Articulation etc.) ;Grammar and Vocabulary: Idioms and Phrases, Foreign Words

SECTION-C

Personality development: A must for communication and career growth, Personality: Meaning; Definition; Theories; Stages of Personality Development; Big five Personality dimensions; Major Determinants of Personality; Heredity Potentials; Environmental Influences; Relative Influences of Heredity and Environment, Nervousness: An Indispensable trait; Combating Nervousness; Understanding Self and Others; Self- concept; Perception; Communication and Self disclosure; Effective Disclosure; Openness

Communication and giving feedback; Creativity and Communication: Business Talk, Characteristics of Good Business Speaker; Importance of gestures; Practicing the Art of Business Communication; Meeting, Playing role of effective team members in a meeting (task roles, personal roles, problem roles) , Grammar and Vocabulary: Reported Speech, Phrasal Verbs

SECTION-D

Levels of Communication (interpersonal, intrapersonal, group, public); Communication as a Change Agent (silence, satire, artifice)

Determinants in Impacting Communication; Social, Political, Cultural; Semiotics and Communication; Ideology and Communication

Impact of Encoding and Decoding in Communication (noise, codes, culture, technology);Communication and Gratification: Four Models: Publicity Model; Ritual Model; Convergence Model; Reception Model;Creativity and Communication: Situation Writing and Situational Dialogues, Defining an Object (pictorial description), Expansion of Proverbs and Ideas;Grammar and Vocabulary: Synonyms, Antonyms, Reading Comprehension, Jumbled Sentences, Modifiers

Lab Exercises

Exercises related to Grammar

Exercises related to Creativity and Writing

Mock Interviews

Extempore

Group Discussion

Debate

Role Plays (Meeting)

Final production of a one act play/ scene

Introduction to Articulation Skills (Conversation:Telephonic and Face-to-Face)

Listening to Understand (Hearing vs. Listening)

Listening for Inter-personal Effectiveness

Techniques & Levels of Reading Comprehension

References:

1. Amodio, Mark C. Writing the Oral Tradition: Oral Poetics and Literate Culture in Medieval England; 1st ed., ND University of Notre Dame Press, 2004.
2. Barun K. Mitra, Personality Development and Soft Skills, 2nd ed., Oxford University Press, 2011.
3. Beardsley, M. C., "Aspects of Orality: A Short Commentary", New Literary History 8,3 Spring 1977.
4. Bel, B. et al., Media and Mediation, 1st ed., Sage, New Delhi. 2005.
5. Bernet, John R, Mass Communication, An Introduction, Prentice Hall. 1989.
6. ConarNira, Communication Skills for Professionals, 2nd ed., PHI Pvt. Ltd.
7. Fiske, John, Introduction to Communication Studies, 2nd ed. Routledge. 1990.
8. Guffey Mary Ellen, Business Communication: Process and Product, 5th ed, South-Western, Thomson Publishing, 2005.
9. Hurlock, B Elizabeth; Personality Development, 1st ed., Tata McGraw Hill. 1976.
10. McQuail, Dennis, Mass Communication Theory, 4th ed., London, Sage. 2000.
11. Pareek Udai; Understanding Organizational Behaviour, 2nd ed., Oxford University Press; 3 ed. 2011.
12. Penrose and Rasberry, Business Communication for Managers: An advanced approach, 5ed., Cengage Learning, 2007.
13. Pushpa Lata, Kumar Sanjay, Communicate or Collapse: A Handbook of Effective Public Speaking, Group Discussions and Interviews, 1st ed., PHI Pvt. Ltd. 2007
14. Rogets Thesaurus of English Words and Phrases, Penguin Reference; by George Davidson (Editor), Paperback 2004.
15. Schechter Joel Popular Theatre: A Sourcebook, Routledge, 2013.
16. Viswanathan Rajeesh, Business Communication, Himalaya Publishing House, Mumbai, India, 2011.
17. Wren & Martin; New Ed. ; High School; English Grammar & Composition Revised by N.D.V. Prasada Rao; S. Chand, Paperback
18. Yukl G; Leadership in Organisation: 8th ed., Prentice- Hall. 2013

Course Title/Code	PROFESSIONAL DEVELOPMENT PROGRAM I / CDO101B
Course Type:	UC
Course Nature:	Soft
L-T-P-O Structure	1-0-0-0
Prerequisites	Nil

Course Objectives	<p>CO1: To develop effective presentation skills.</p> <p>CO2: To become self-aware individuals by assessing one's own strengths, weaknesses, opportunities and threats.</p> <p>CO3: To enable students to create broad career plans, evaluate the employment market, identify the industries they are interested in, Identify the companies they would like to work with, and identify the departments in a company they would like to work in.</p> <p>CO4: To understand nuances of team work.</p> <p>CO5: To understand how cultures affects communication and identify essentials of effective cross cultural communication.</p> <p>CO6: To appreciate importance of creativity in problem solving.</p>
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	Sections	Weightage
Syllabus	A	25%
	B	25%
	C	25%
	D	25%
	TOTAL	100%

SECTION A

Parts of Speech, Tense, Active and Passive Voice, Sentence, Words often confused, Identifying & Analyzing Grammatical Errors in sentences related to pronoun, Article, Verb, Preposition

SECTION B

Introduction to Business Communication: Basic forms of communication, Process of communication, Principles of effective Business Communication, 7 Cs.; Media of Communication: Types of communication: Barriers of communication (Practical exercise in communication); Introduction to Business Communication: Basic forms of communicating; Communication models and processes; Effective communication; Theories of Communication.; Self-Development and Communication: Development of positive personal attitudes

SECTION C

Corporate Communication: Formal and informal communication networks; Grapevine; Miscommunication (Barriers); Improving communication. ; Practices in business communication; Group discussions; Mock interviews; Seminars; Effective listening exercises; Individual and group presentations and reports writing, Principles of Effective

Communication. ; Business manners, Body language gestures, Etiquette of the written word, Etiquette of the telephone, handling business meetings. Case Studies

SECTION D

Business letter writing: Need, Functions and Kinds, Layout of letter writing. Types of letter writing: Persuasive letters, Request letters, Sales letters, Complaints and Adjustments; Departmental Communication: Meaning, Need and types: Interview letters, Promotion Letters, Resignation letters, Newsletters, Circulars, Agenda, Notice, Office memorandums, Office orders, Press release, Report writing; Technology Enabled Communication: E-mail etiquettes and writing.

SEMESTER - 3										
SUBJECT CODES	SUBJECT NAME	**OF FERING DEPARTMENT	*COURSE NATURE (Hard/Soft/Workshop/NTCC)	COURSE TYPE (Core/ Elective / University Compulsory)	L	T	P	O	NO. OF CONTACT HOURS PER WEEK	NO. OF CREDITS
MCH206B	FAMILY BUSINESS MANAGEMENT	DMC	HARD	ELECTIVE	3	0	0	0	3	3
MCH207B	CREATIVITY, INNOVATION AND ENTREPRENEURSHIP	DMC	HARD	ELECTIVE	3	0	0	0	3	3
MCH201B	BUSINESS LAW	DMC	HARD	CORE	3	0	0	0	3	3
ECH212B	MANAGEMENT INFORMATION SYSTEMS	ECE	HARD	CORE	2	0	2	0	4	3
MCH202B	CONSUMER BEHAVIOUR	DMC	HARD	CORE	3	0	0	0	3	3
MCH203B	OPERATIONS MANAGEMENT	DMC	HARD	CORE	3	0	0	0	3	3
FLS101,10	FOREIGN LANGUAGE	MRV	SOFT	UC	2	0	0	0	2	1

2,103		FL	T							
CHH137	ENVIRONMENTAL SCIENCES	CHE M DEP T	HAR D	UC	2	0	0	0	2	2
TOTAL (L-T-P-O/CONTACT HOURS/CREDITS)					21	0	2	0	23	21

Course Title/Code	FAMILY BUSINESS MANAGEMENT /MCH206B
Course Type:	Elective (Departmental)
Course Nature:	Hard
L-T-P-O Structure	3-0-0-0
Course Objectives	This course provides insights into the behaviour and dynamics of family business

	Sections	Weightage
Syllabus	A	25%
	B	25%
	C	25%
	D	25%
	TOTAL	100%

SECTION -A

Family Business: Concept of Family Business- Importance and Characteristics of Family Business, Uniqueness of Family Business- what makes the family enterprise so successful? Difference between family-owned firm and family

controlled firm, Family Business v/s Non family Business, Systems theory perspective, 3 Circle Model of Family Business, Life cycle of Family Business- Ownership, business and family dimension, Advantages of FB, key challenges facing the family businesses in India.

SECTION -B

Understanding Family Business dynamics: The Family Systems theory, Role of Genograms in family system- Family and ownership of business dichotomy- Responsibilities and rights of a shareholder of a family business, effective governance, Family Constitution, Planning for Succession in law, Conflicts in the family, Resolving the conflicts, Stages of Conflict.

SECTION -C

Family Business and Governance: meaning and challenges to family governance, Advisory board and board of directors- Responsibilities, Family meetings and Family Councils– Role and benefits, Family offices, Board and Family Council- how they work together, professional management, effective outside boards.

SECTION -D

Leadership and the imperatives for family business- Succession and Continuity, Succession- importance, Family leaders- roles and responsibilities. Succession- importance, succession planning and continuity planning mindset, CEO exit styles, next generation leader characteristics, steps in succession planning and transfer of power.

Text Book

Ernesto J. Poza and Mary S. Duagherty(2015) Family Business, Cengage Learning, New Delhi.

Gersick, K.E., Davis, J.A., Hampton, M.M., & Lansberg, I. (1997). Generation to Generation: Life Cycles of the Family Business. Harvard Business School Press.

References:

1.Bork, Jaffe, Lane, Dashew, Heisler (1996). Working with family businesses: A guide for professionals. Jossey Bass Publishers.

2.Collier, C.W. (2002). Wealth in families.Harvard University.

3. Dyer, Jr. W.G. (1986). Cultural change in family firms: Anticipating and managing business and family transitions. Jossey-Bass Publishers.
4. Fleming, Q.J. (2000). Keeping the family baggage out of the family business. New York: Simon & Shuster.
5. Hilburt-Davis J. and Dyer Jr. W.G. (2002). Consulting to family business: Contracting, assessment, and implementation (organizational development). Pfeiffer Publishing.
6. Lansberg, I. (1999). Succeeding generations: Realizing the dream of families in business. Harvard Business School Press.
7. McCann, G. (2007). When your parents sign the paychecks. JIST publishing.
8. Miller, D. & Le-Breton Miller, I. (2005). Managing for the long run: Lessons in Competitive Advantage from Great Family Businesses. Harvard Business School Press.
9. Pitts, Gordon (2000). In the Blood: Battles to succeed in Canada's family businesses. Doubleday Canada.
10. Sonnenfeld, J. (1988). The hero's farewell: What happens when CEOs retire. Oxford University Press.
11. Vancil, R.F. (1987). Passing the baton: Managing the process of CEO succession . Harvard .Business School Press.
12. Ward, J.L. (1987). Keeping the family business healthy: How to plan for continuing growth, profitability, and family leadership. San Francisco: Jossey-Bass.
13. Ward, J.L. (1991). Creating effective boards for private enterprises: Meeting the challenges of continuity and competition . San Francisco: Jossey-Bass.

Course Title/Code	CREATIVITY, INNOVATION AND ENTREPRENEURSHIP/MCH207B
Course Type:	Elective
Course Nature:	Hard
L-T-P-O Structure	3-0-0-0
Course Objectives	<p>CO1: Understand the concept, characteristics and levels of creativity and its relevance to innovation & entrepreneurship</p> <p>CO2: To understand & evaluate the models of Innovation & how to create a culture of Innovation (insights)</p> <p>CO3: Gain, evaluate & analyse the potential of Innovation, in order to reduce uncertainty & sustain Profits</p> <p>CO4: Creation & Implementation of the decision to adopt an idea towards actualization</p> <p>CO5: Understand & evaluate the Global paradigm of Innovation especially in context of emerging economies, Map & align Innovative acumen with the role of National Govt in Innovation</p>

	Sections	Weightage
Syllabus	A	25%
	B	25%
	C	25%
	D	25%
	TOTAL	100%

SECTION A

Models of Innovation, The underpinning of Profits: Assets, Competences and Knowledge, Sources and Transfer of Innovation, Creating a culture of Innovation

SECTION B

Recognizing the potential of Innovation, Reducing Uncertainty, Strategic Choice or environmental Determinism, Strategies for sustaining Profits

SECTION C

Financing Entrepreneurial activity, Implementation of the decision to adopt

SECTION D

Globalization of Innovations, Innovation for emerging economies, Role of National Govt in Innovation, Strategic Innovation Process

Case : The Internet

References:

1. Allan Afuah ,Innovation Management, 2nd ed, Oxford Publications, 2002
2. Robert D. Hisrich, ,Entrepreneurship, 8th ed ,McGraw Hill Education, 2013
3. Steven Fisher and Ja-Nae Duane , The Startup Equation, 1st ed.,McGraw Hill, 2016
4. Steve Conway & Fred Steward , Managing & Shaping Innovation ,Oxford University Press, 2012

Course Title/Code	BUSINESS LAW/MCH201B
Course Type:	Core (Departmental)
Course Nature:	Hard
L-T-P-O Structure	3-0-0-0
Course Objectives	CO1: To acquaint the students with the fundamental knowledge of Business Law and Indian Contract Act. CO2: To identify and interpret the different contracts like Indemnity, Bailment, Pledge, Guarantee etc in context of day to day life CO3: To analyze and understand the concepts and implications of Sales of Goods Act, 1930, Negotiable Instrument Instrument Act, 1881 CO4: To acquaint the students with the basic knowledge of Indian Companies Act, 2013

	CO5: To make the students understand and analyze the practical working of a company and its nitty-gritties.
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Syllabus	Sections	Weightage
	A	25%
	B	25%
	C	25%
	D	25%
	TOTAL	100%

SECTION A

Indian Contract Act, 1872 (Fundamental Knowledge) Essentials of valid contract, discharge of contract, remedies for breach of contract.

SECTION B

Contracts of Indemnity, Guarantee, Bailment, Pledge and Agency

SECTION C

Sale of Goods Act 1930 Meaning of Sale and Goods, Conditions and Warranties, Transfer of Property, Rights of an unpaid seller.

The Negotiable Instruments Act 1881 – Essentials of Negotiable instruments, Kinds of N.I. Holder and Holder in Due Course, Negotiation by endorsements, crossing of a cheque and Dishonor of a cheque.

SECTION D

The Companies Act 1956 (Basic elementary knowledge) essential characteristics of a company, types of companies, memorandum and articles of association prospectus, shares – kinds, allotment and transfer, debentures, essential conditions for a valid meeting, kinds of meetings and resolutions.

Directors, Managing Directors, their appointment, qualifications, powers and limits on their remuneration, prevention of oppression and mismanagement

References:

1. M.C. Kuchhal&VivekKuchhal, Business Law, 6thed, Vikas Publishing House, New Delhi, 2013
2. Bagrial, Ashok; Company Law, 12thed, Vikas Publishing House, 2012

3. Kapoor, N. D., "Elements of Mercantile Law", Sultan Chand & Sons, New Delhi, 2003
4. Kapoor, N. D.; Elements of Company Law, Sultan Chand & Sons, New Delhi, 2003.
5. Sen and Mitra; Commercial Law including co. law, 23rd ed, World Press Calcutta ,2002.
6. Jhabvala, N.H.; Law of Contracts, C. Jamnadas & Co. Mumbai., 2017
7. Jhabvala, N.H.; Consumer Protection Act, C. Jamnadas & Co. Mumbai., 2017
8. Dr. Singh, Avtar; Company Law, 17thed, Eastern Book Co. Lucknow, Bharat Law House, Delhi, 2018
9. Maheshwari, S.N. and S.K. Maheshwari; A Manual of Business Law, 2nd Edition, Himalaya Publishing House, 2015.

Course Title/Code	CONSUMER BEHAVIOUR/MCH 202B
Course Type:	Core (Departmental)
Course Nature:	Hard
L-T-P-O Structure	3-0-0-0
Course Objectives	<p>CO1: To understand consumer behaviour in an informed and systematic way.</p> <p>CO2: To analyse personal, socio-cultural, and environmental dimensions that influence consumer decisions making.</p> <p>CO3: To enable students in designing and evaluating the marketing strategies based on fundamentals of consumer buying behaviour.</p> <p>CO4: To give the students a perspective to understand the application of market research in framing effective marketing strategies..</p>

	Sections	Weightage
	A	25%
	B	25%

Syllabus	C	25%
	D	25%
	TOTAL	100%

SECTION A

Consumer Behavior: Concept, diversity of consumer behavior, Characteristics of Indian Consumers, Consumer behavior and marketing strategies. Consumerism: Evolution of consumer society. Definition of consumerism, buyers & sellers' rights, effects of consumerism. Consumer Research.

SECTION B

Individual Determinants of Behavior- Personality, perception, attitude (attitudinal models), learning, Motivation, Group influence on consumer behaviour

SECTION C

Opinion leaders. Culture, Sub-culture, Cultural relevance to marketing decisions, Characteristics of culture, Cultural Values, Cultural Changes, Cross cultural understandings. Family: Role & Structure, Family Life Cycle, Diffusion of innovations: the diffusion process – the adoption process - consumer innovativeness and personality traits

SECTION D

Consumer decision making: Consumer Decision Making Process, Models of consumer decision making- Kollatt-Blackwell model, Howard-Sheth Model, Bettman's Model, Concept of involvement & extensive problem solving - limited problem solving – routinized responsive behavior. Organizational Buying: Concept & comparison with Consumer buying

References:

1. Blackwell, Roger, Miniard, Paul & Engel, James; Consumer Behaviour; 10th ed, Thomson Learning; New Delhi, 2009
2. Loudon, David J. & Dellabitta, Albert; Consumer Behaviour; 11th ed, Tata McGraw Hill Publishing Company Ltd., New Delhi, 2014.
3. Schiffman, Leon G. & Kanuk, Leslie Lazar; Consumer Behaviour; 10th revised ed, Pearson Education; New Delhi, 2010
4. Schiffman, Leon G. and Joseph Wisenblit, Consumer Behaviour; Pearson N.Y., , 2018

5. Soloman, Michael R.; Consumer Behaviour – Buying, Having and Being, 5thed, Pearson Education; New Delhi, 2004.
6. Assel Henry, (2005), Consumer Behaviour, Biztantra, New Delhi, 2005..
7. Seth, J. N. & Mittal, B., Customer Behaviour-A Managerial Perspective, 2nded, Thomson South-Western, 2004

Course Title/Code	OPERATIONS MANAGEMENT / MCH203B
Course Type:	Core (Departmental)
Course Nature:	Hard
L-T-P-O Structure	3-0-0-0
Prerequisites	Nil
Course Objectives	CO1: Apply decision-support tools to business decision making. CO2: Construct and present effective oral and written forms of professional communication. CO3: Apply knowledge of business concepts and functions in an integrated manner. CO4: Use specialized knowledge in Operations Management to solve business processes. CO5: Apply knowledge of fundamental concepts of operations management

	Sections	Weightage
Syllabus	A	25%
	B	25%
	C	25%
	D	25%
	TOTAL	100%

SECTION A

What is operations management? Operations management is important in all types of organization, The input–transformation–output process, The process hierarchy, Operations processes have different characteristics, The activities of operations management, The quality objective, The speed objective, The dependability objective, The flexibility objective, The cost objective, Trade-offs between performance objectives, What is strategy and what is operations strategy?

SECTION B

What is layout? The basic layout types, what type of layout should an operation choose? Detailed design of the layout, what is process technology? Understanding process technologies, evaluating process technologies, implementing process technologies, what is capacity management, Measuring demand and capacity, the alternative capacity plans, choosing a capacity planning and control approach, Capacity planning as a queuing problem

SECTION C

What is inventory? Why is inventory necessary? Some disadvantages of holding inventory, the volume decision – how much to order, the timing decision – when to place an order, Inventory analysis and control systems, what is supply chain management? The activities of supply chain management, Types of relationships in supply chains

SECTION D

What is ERP? How did ERP develop? Implementation of ERP systems, Master production schedule, The bill of materials (BOM), Inventory records, What is lean synchronization? Eliminate waste, Lean synchronization and other approaches, what is quality and why is it so important? Diagnosing quality problems, Conformance to specification, Total quality management (TQM)

References:

1. Schmenner, R. Production/Operations Management. 5th ed. Macmillan Publishing Company, 1992.
2. Nahmias, S. Production and Operations Analysis. 2nd ed. Irwin, 1993.
3. Chase, Jacobs and Aquilano , Operations Management for Competitive advantages, **Tata McGraw-Hill** Education Pvt. Ltd. (2010)
4. Gerard Cachon and Christian Terwiesch., Matching Supply with Demand. 4thed, McGraw-Hill in 2016.

Course Title/Code	MANAGEMENT INFORMATION SYSTEMS/ ECH212B
Course Type:	Core (Departmental)
Course Nature:	Hard
L-T-P-O Structure	2-0-2-0
Course Objectives	CO1:Understand and apply core knowledge in Management Information Systems (MIS) CO2:Identify and analyze requirements for information systems CO3:Understand and apply design principles in Information Systems CO4:Understand and apply system development & project management principles

	CO5:Effectively evaluate technology alternatives to solve problems in an MIS context CO6:Effectively communicate to both business and IT professionals
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Syllabus	Sections	Weightage
	A	25%
	B	25%
	C	25%
	D	25%
	TOTAL	100%

SECTION A

Data, Information, Knowledge, MIS: Need, Purpose and Objectives, MIS and Decision Making Concepts, Herbert Model of Decision Making, Concept of Information, Classification of Information, Value of Information, MIS and Information Concepts

SECTION B

Concept of SAD, Need of SAD, Process of SAD, MIS and System Analysis, Implementation of MIS

SECTION C

Planning, Designing of MIS, Decision Support Systems - Overview, Components and Classification, Steps in constructing a DSS, Philosophy of DSS

SECTION D

Introduction to ERP, Structure of ERP, Concepts of DBMS, Concepts of RDBM, ER Modeling

References:

- 1.Kroenke, D. M., Gemino, A., & Tingling, P. “Experiencing MIS (4th Canadian Edition). Toronto: Pearson., 201 6.
- 2.Poatsy, M. A., Cameron, E., Williams, J., &Grauer, R.” Exploring Microsoft Office Access 2016”, Comprehensive.Boston: Pearson Education Inc. , 2017.
3. Kenneth C Laudon & Jane P.Laydon, Management Information Systems, 13thed, ,Pearson Education Limited, 2014

Course Title/Code	ENVIRONMENTAL SCIENCES /CHH137
Course Type:	Core(Allied)
Course Nature:	Hard
L-T-P-O Structure	2-0-0-2
Course Objectives	Student will be able to understand strategic cost management process

	Sections	Weightage
Syllabus	A	25%
	B	25%
	C	25%
	D	25%
	TOTAL	100%

SECTION A

Multidisciplinary nature of environmental studies, Definition, scope and importance; Need for public awareness., Renewable and non-renewable resources :

Natural resources and associated problems.

- a. Forest resources : Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people.
- b. Water resources : Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.
- c. Mineral resources : Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- d. Food resources : World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.

- e. Energy resources : Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. Case studies.
- f. Land resources : Land as a resource, land degradation, man induced landslides, soil erosion and desertification.
- g. Role of an individual in conservation of natural resources.
- h. Equitable use of resources for sustainable lifestyles.

SECTION B

Ecosystems: Concept of an ecosystem, Structure and function of an ecosystem, Producers, consumers and decomposers, Energy flow in the ecosystem., Ecological succession., Food chains, food webs and ecological pyramids, Introduction, types, characteristic features, structure and function of the following ecosystem :-

- a. Forest ecosystem
- b. Grassland ecosystem
- c. Desert ecosystem
- d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Biodiversity and its conservation: Introduction – Definition : genetic, species and ecosystem diversity., Biogeographical classification of India, Value of biodiversity : consumptive use, productive use, social, ethical, aesthetic and option values, Biodiversity at global, National and local levels, India as a mega-diversity nation, Hot-spots of biodiversity., Threats to biodiversity : habitat loss, poaching of wildlife, man-wildlife conflicts, Endangered and endemic species of India, Conservation of biodiversity : In-situ and Ex-situ conservation of biodiversity.

SECTION C

Environmental Pollution, **Definition**, Cause, effects and control measures of :-

- a. Air pollution
- b. Water pollution
- c. Soil pollution
- d. Marine pollution
- e. Noise pollution
- f. Thermal pollution
- g. Nuclear hazards

Solid waste Management : Causes, effects and control measures of urban and industrial wastes., Role of an individual in prevention of pollution, Pollution case studies, Disaster management : floods, earthquake, cyclone and landslides.

Social Issues and the Environment

From Unsustainable to Sustainable development, Urban problems related to energy, Water conservation, rain water harvesting, watershed management, Resettlement and rehabilitation of people; its problems and concerns. Case Studies, Environmental ethics : Issues and possible solutions., Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case Studies, Wasteland reclamation, Consumerism and waste products., Environment Protection Act, Air (Prevention and Control of Pollution) Act, Water (Prevention and control of Pollution) Act

SECTION D

Human Population and the Environment: Population growth, variation among nations, Population explosion – Family Welfare Programme, Environment and human health, Human Rights, Value Education, HIV/AIDS, Women and Child Welfare., Role of Information Technology in Environment and human health, Case Studies.

References:

1. Environmental Chemistry C. Baird and M. Cann W.H. Freeman and Company, New York, 2012.
 1. Green Chemistry and engineering: A practical Design Approach C.J-Gonzalez and D.J.C. Constable A John Wiley & Sons, INC., publication, New Jersey, 2011
 1. Environmental Chemistry S.E. Manahan CRC Press, 2005
- Perspectives in Environmental Studies Kaushik & Kaushik New age international publishers Ltd.-New Delhi
1. The Green marketing Manifesto John Grant Wiley Pub.

ENVIRONMENTAL SCIENCES PRACTICAL (CHH137) –FIELD WORK

1. Visit to a local area to document environmental assets- river/forest/grassland/hill/mountain
2. Visit to a local polluted site-Urban/Rural/Industrial/Agricultural
3. Study of common plants, insects, birds.
4. Study of simple ecosystems-pond, river, hill slopes, etc. (Field work Equal to 5 lecture hours)

References:

1. Saha, B. Environmental Sciences and Sustainable Development, International Conference on Environmental Science and Sustainable Development- 2015, World Scientific Publishing Co. Pvt. Ltd, 2015.
2. Thakur, V. A Text Book of Environmental Sciences, Scientific Publishers, 2012
3. Granjou, C. Environmental Changes: The Futures of nature, ISTE Press Elsevier, 2016.

SEMESTER -4										
SUBJECT CODES	SUBJECT NAME	**OF FERING DEPARTMENT	*COURSE NATURE (Hard/Soft/Workshop/NTC)	COURSE TYPE (Core/Elective/University Compulsory)	L	T	P	O	NO. OF CONTACT HOURS PER WEEK	NO. OF CREDITS
MCH218B	SERVICES MARKETING	DMC	HARD	CORE	3	0	0	0	3	3
MCH215B	SUPPLY CHAIN MANAGEMENT	DMC	HARD	CORE	3	0	0	0	3	3
MCH222B	MANAGING ENTREPRENEURIAL GROWTH AND STRATEGY	DMC	HARD	ELECTIVE	3	0	0	0	3	3
MCH223B	MANAGEMENT OF FAMILY OWNED BUSINESS	DMC	HARD	ELECTIVE	3	0	0	0	3	3
MCH217B	RESEARCH METHODOLOGY	DMC	HARD	CORE	3	0	0	0	3	3
MCH 224B	ORIENTATION PROGRAM IN ENTREPRENEURSHIP	DMC	SOFT	Elective	0	0	0	2	2	2
MCH 225B	APPLIED ENTREPRENEURSHIP PROJECT	DMC	NTC	Elective	0	0	0	6	0	6
TOTAL (L-T-P-O/CONTACT HOURS/CREDITS)					15	0	0	8	17	23

Course Title/Code	SERVICES MARKETING /MCH218B
Course Type:	Core (Departmental)
Course Nature:	Hard
L-T-P-O Structure	3-0-0-0
Course Objectives	Participants who master the course material will acquire knowledge about the various disciplines contribution in understanding buyer behavior in a holistic manner. He/she will acquaint with the advances in consumer research in deciphering buyer motivation, behavior (pre-purchase, purchase and post purchase) and impact of social and cultural variables on consumption decisions. The participants will get equipped with frameworks to analyze consumer's behavior and use them in designing marketing strategies and in enhancing the effectiveness of marketing programs.

	Sections	Weightage
Syllabus	A	25%
	B	25%
	C	25%
	D	25%
	TOTAL	100%

SECTION A

Introduction Growth of the service sector, the concept of service, Characteristics of Service – Classification of service – Designing of the service, blueprinting, using technology developing, human resources, building service aspirations

SECTION B

Marketing Mix In Service Marketing: The Seven Ps: Product decision, Pricing, Strategies and tactics, Promotion of service and placing of distribution methods for services. Additional dimension in services marketing – People, physical evidence and process

SECTION C

Effective Management Of Service Marketing: Marketing Demand and Supply through capacity planning and segmentation – Internal marketing of Services – External versus Internal orientation of service strategy

SECTION D

Delivering Quality Service: Causes of Service – Quality gaps, the customer expectations versus perceived service gap. Factors and Techniques to resolve this gap Customer Relationship Management. Gaps in Services – Quality standards, factors and solutions – The service performance gap – Key factors and strategies for closing the gap, External communication to the customers – The promise versus delivery gap – Developing appropriate and effective communication about service quality.

Marketing Of Service With Special Reference To: 1. Financial Services 2. Health Service 3. Hospitality Services including travel, hotels and tourism 4. Professional Service 5. Public Utility Services 6. Educational Services

References:

- 1 Joachen Wirtz, Patricia Chew and Christopher Lovelock, Essentials of Services Marketing, 2nd ed, Pearson Education, South Asia Ltd, 2013.
- 2 Adrian Payne, The Essence of Marketing New Delhi, Prentice Hall of India Pvt. Ltd., 2001.
- 3 Christopher Lovelock, Services Marketing, 4th edn, Pearson Education Asia, 2001.
- 4 Christopher Lovelock and Joachen Wirtz, Services Marketing: People, Technology, Strategy, Prentice Hall, 7th edition, 2011
- 5 K. Douglas Hoffman, John. E.G. Bateson, Essentials of Service Marketing, 2nd edn, Thomson – South Western, 2002.
- 6 Helen Woodroffe – Services Marketing, Mcmillan India Ltd., 1997.
- 7 S.M. Jha, Services Marketing, New Delhi Himalaya Publishing House, 2000.

Course Title/Code	SUPPLY CHAIN MANAGEMENT / MCH215B
Course Type:	Core (Departmental)
Course Nature:	Hard
L-T-P-O Structure	3-0-0-0
Prerequisites	Nil
Course Objectives	At the completion of this course, the student should be able to examine the design and performance of supply networks and processes in different business contexts. Students develop capabilities in logistics, digital coordination for supply chain integration, inventory management, risk pooling, procurement, product and process design, and international supply chain management

	Sections	Weightage
Syllabus	A	25%
	B	25%
	C	25%
	D	25%
	TOTAL	100%

SECTION A

Introduction to SCM What is SCM; Key Issues in SCM; Inventory Management , Economic lot size model ;Periodic review policy ;Continuous review policy; Managing inventory in the supply chain

SECTION B

Network Planning Network design Inventory positioning and; make-to-stock supply chain Contracts for make-to-order supply chain Contracts; The bullwhip effect Supply; supply chain trade-offs; Centralized and decentralized decision making and performance impacts

SECTION C

Supply Chain Integration Functional Products Innovative products efficient supply chains Responsive supply chains agile supply chains; Strategic Alliances Framework for strategic alliances Third-party logistics Retailer-Supplier Partnerships; Distribution Strategies

SECTION D

Procurement and Outsourcing Strategies Outsourcing benefits and risks, A Framework for Buy/Make Decisions Procurement , strategies E-Procurement; Global Logistics and Risk Management ;development Mass customization; Information Technology Business Processes Supply Chain IT Innovations Technology standards

References:

1. Douglas M. Lambert (ed), Supply Chain Management: Processes, Partnerships, Performance, 2nd Ed, The Supply Chain Management Institute, FL. 2006
2. Schmenner, R. Production/Operations Management. 5th ed. Macmillan Publishing Company, 1992.
3. Nahmias, S. Production and Operations Analysis. 2nd ed. Irwin, 1993.
4. Chase, Jacobs and Aquilano , Operations Management for Competitive advantages, Tata McGraw-Hill Education Pvt. Ltd. (2010)
5. Gerard Cachon and Christian Terwiesch., Matching Supply with Demand. 4th ed, McGraw-Hill in 2016.

Course Title/Code	MANAGING ENTREPRENEURIAL GROWTH AND STRATEGY /MCH222B
Course Type:	Elective (Departmental)
Course Nature:	Hard
L-T-P-O Structure	4-0-0-0
Course Objectives	The course aims to make students understand the advantages of having a scalable business model, challenges of managing and growing an entrepreneurial firm and identifying the various growth strategies.

	Sections	Weightage
	A	25%
	B	25%
	C	25%

Syllabus	D	25%
	TOTAL	100%

SECTION A

Entrepreneurial process, introduction to entrepreneurial strategy - strategy and growth , amalgam of entrepreneurship and strategic management, Why grow? Reasons to Grow, Sustainable competitive advantage, Sustained Growth, Input-process- Output Model, Valuable competitive position, strategist challenge- define values, opportunities and capabilities ,stages of strategy analysis-steps , formulation- methods and process, and 4A Model of strategy implementation.

SECTION B

Industry and Firm analysis- competitive markets; Rent seeking strategies- monopoly rents, Ricardian rents, entrepreneurial rent; Monopoly rents, Industry analysis- five force analysis, Ricardian rent- analyzing the firm's capabilities, resource based view; resource types- tangible & intangible ,building firm capabilities, Identifying attributes of strategic resources- VRIN Framework; Creating barriers to Imitate.

SECTION C

Entrepreneurial Competitive Positioning- Defining Isolating Mechanisms, First mover advantages- definition, sources, advantages and disadvantages. Developing competitive position- differentiation, cost leadership, focused, niche and integrated market strategies, Understanding competitive positioning: Strategic mapping- definition and concept.

SECTION D

Strategy and Industry Environment- Dynamics of Competition- Market dynamics: understanding entrepreneurial/ Schumpeterian rents; Innovation and types of innovation; Understanding the Industry life cycle: S- Curve and introduction to Competitive life cycle (CLC)analysis, Stages of CLC- emergent, maturity and growth phase, Disruption- Meaning, types, new technology disruptions – why Incumbent firms fail?

References:

1. Lisa K. Gundry , Jill R. Kickul , Entrepreneurship Strategy, Changing Patterns in New Venture Creation, Growth, and Reinvention, Sage Publications , 2007.
2. Jared D. Harris, Michael J. Lenox. The Strategist Toolkit, Darden Business Publishing, 2013
3. Jeanne Liedtka, Andrew King, Kevin Bennett, Solving Problems with Design Thinking – Ten Stories of What Works , Columbia Business School Publishing, 2013

4. Michael E. Dobbs, (2014) "Guidelines for applying Porter's five forces framework: a set of industry analysis templates", Competitiveness Review, Vol. 24 Issue: 1, pp.32-45.
5. Porter, M. E. The Competitive Advantage: Creating and Sustaining Superior Performance. NY: Free Press, 1985

Course Title/Code	MANAGING FAMILY OWNED BUSINESS /MCH223B
Course Type:	Elective(Departmental)
Course Nature:	Hard
L-T-P-O Structure	3-0-0-0
Course Objectives	<ol style="list-style-type: none"> 1. Understand risk and return and various computations involving the same; long term and short-term financial management; various markets from where capital can be raised; corporate restructuring and international finance 2. Understand the COSO framework for ERM; Identification of risk, assessment and response Understand capital budgeting process and various tools used in determining the appropriate capital structure and risk analysis in capital investment 3. Familiarize with IMA's Statement of Ethical Professional Practice and learn how to evaluate and resolve ethical issues

	Sections	Weightage
Syllabus	A	25%
	B	25%
	C	25%
	D	25%
	TOTAL	100%

SECTION A

Opportunity / Identification and Product Selection: Entrepreneurial Opportunity Search and Identification; Criteria to Select a Product; Conducting Feasibility Studies; Project Finalization; Sources of Information.

SECTION B

Family Business/Hindu Undivided Family (HUF) Enterprises and Enterprise Launching Legal Formalities : Definition of Small Scale; Rationale; Objective; Scope; Role of SSI in Economic Development of India; SSI; Registration; NOC from Pollution Board; Machinery and Equipment Selection; Project Report Preparation; Specimen of Project Report; Project Planning and Scheduling using Networking Techniques of PERT / CPM; Methods of Project Appraisal.

SECTION C

Role of Support Institutions and Management of Family Small Business : Director of Industries; DIC; SIDO; SIDBI; Small Industries Development Corporation (SIDC); SISI; NSIC; NISBUD; State Financial Corporation SIC; Marketing Management; Production Management; Finance Management; Human Resource Management; Export Marketing.

. SECTION D

Family Business Financing. Banks and Financial Institutions. Obtaining finance for Family business. Formalities to be completed and loans to be obtained for family business.

References:

1. Gersick, K.E., Davis, J.A., Hampton, M.M. and Lansberg, I., Generation to Generation: Life Cycles of the Family Business. Boston: Harvard Business School Press,1997
2. Miller, D. & Le Breton-Miller, I., Managing for the Long Run. Boston: Harvard Business School Press, 2005.
3. Bork, Jaffe, Lane, Dashew, Heisler, Working with family businesses: A guide for professionals. Jossey Bass Publishers., 1998
4. Hilburt-Davis J. and Dyer Jr. W.G., Consulting to family business: Contracting, assessment, and implementation (organizational development). Pfeiffer Publishing, 2002
5. McCann, G., When your parents sign the paychecks. JIST publishing, 2007.
6. Dave McKinney, Mike Fager , Succession Planning for the Family Owned Business, Sub-scribe Literary Services, 2007.

Course Title/Code	RESEARCH METHODOLOGY /MCH217B
Course Type:	Core (Departmental)
Course Nature:	Hard
L-T-P-O Structure	3-0-0-0
Prerequisites	Nil
Course Objectives	CO1: This course will provide a comprehensive introduction to the subject of Business research, and discuss some key concepts, process and techniques, and their applications.

CO2: After completion of this course, students will gain an appreciation for some of the breadth and depth of this subject and its significance for a business enterprise.

Syllabus	Sections	Weightage
	A	25%
	B	25%
	C	25%
	D	25%
	TOTAL	100%

SECTION-A

Basic Concepts of Research: Business research; its concept, nature, scope, need and managerial value of business research; Research: Its objectives and types. Definitions: concepts, constructs, variables, Formulation of Research Problem; Steps of research & Research ethics. Research Design: Types of Research Design; Factors Affecting Research Design. Literature Review.

SECTION-B

Sampling Methods and Techniques: Basic Concepts, Characteristics of a good sample, Sampling Frame, Sampling errors, Non Sampling errors, Types of sampling: Probability Sample, Non Probability sampling. Measurement of Data: Concept of Measurement: what is measured, Problems in measurement in management research - Validity and Reliability. Levels of measurement - Nominal, Ordinal, Interval, Ratio scales. Attitude Scaling Techniques: Rating Scales and Ranking Scales – Paired Comparison & Forced Ranking - Concept and Application. Types of Data - Primary Data, secondary data; data Collection - Questionnaire Method: Questionnaire Construction - Personal Interviews, Telephonic survey interviewing, and observational methods; editing, coding, content analysis

SECTION-C

Hypothesis Formulation: An overview of non-parametric tests (Wilcoxon Matched – pairs signed – rank test, Mann – Whitney test, Kruskal – Wallis H-test), Introduction to Multivariate Analysis: Factor Analysis; Discriminant Analysis; Cluster Analysis; Dimensional Analysis; Conjoint Analysis.

SECTION-D

Presentation of Results: Report writing: Purpose of a Report; Essentials of a Good Report; Format of a Report; Types of Report Presentation, procedure of preparation of reference and bibliography (APA model)

References:

1. WG Zikmund, BJ Babin, JC Carr, M Griffin., Business Research Methods, 8th ed, Thomson Learning, Bombay House, 2013.
2. T N Srivastava, Shailaja Rego, Business Research Methods, 2nd ed, Tata McGraw- Hill Companies, 2008
3. Naresh K. Malhotra, David F. Birks, Daniel Nunan, Marketing Research: An Applied Approach, 5th ed, Pearson Education, New Delhi, 2017.
4. Deepak Chawla, Neena Sondhi, Research Methodology, Vikas Publications, 2011
5. Prahlad Mishra, Business Research Methods: 1st ed, Oxford India, 2015

Course Title/Code	ORIENTATION PROGRAM IN ENTREPRENEURSHIP(MCH224B)
Course Type:	Allied Elective
Course Nature:	Soft
L-T-P-O Structure	0-0-0-2
Prerequisites	Nil
Course Objectives	<p>Students would be able to</p> <p>CO1: Understand Effectuation Principles and Entrepreneurial styles</p> <p>CO2: Understand and apply design thinking</p> <p>CO3: Understand Business models and value proposition</p> <p>CO4: Understand lean designing</p> <p>CO5: Understand various cost and revenues involved in setting up a business</p> <p>CO6: Understand marketing and sales</p> <p>CO7: Understand different aspects of planning</p>

	Sections	Weightage
Syllabus	A	25%
	B	25%
	C	25%
	D	25%
	TOTAL	100%

SECTION A

Lesson 1: Self-Discovery: Finding Your Flow, What is Effectuation?, Five Principles of Effectuation, Take Stock of Your Means, Identify the Effectuation Principle Used, Case Study, Entrepreneurial Styles Introduction, Identify Your Entrepreneurial Style.

Lesson 2: Opportunity Discovery: Identify Problems worth Solving, Say Hello to Design Thinking, What is Design Thinking, Design Thinking Values, Design Thinking Process, Design Thinking Case Studies, Brainstorming, Identify the "Why" behind successful companies, Present the Problem You Love, Problem Identified and Solution.

SECTION B

Lesson 3: Customer and Solution: Customer Vs. Consumer, Market Types, Segmentation and Targeting, Identify Your Customer Segments, Jobs, Pains, and Gains, Identify Your Early Adopters, Craft Your Value Proposition,

Lesson 4: Business Model: Introduction to Business Models, the Lean Approach, Identify the Problem, Solution, and Customer Segments of Existing Companies, The Tesla Case, Sketch the Lean Canvas, Lean Canvas Example: Airbnb, Facebook, Starbucks, Identify Your Riskiest Assumptions, Tips to Prioritize Your Risks and Assumptions

Lesson 5: Validation: Video: Blue Ocean Strategy, example, Plot the Strategy Canvas, Four Action Framework, Build a Solution Demo and Conduct Solution, MVP-How to Build a Startup, Difference between Solution Demo and MVP, Identify an MVP and build it, Build MVP and Conduct MVP Interviews, Compile your result from MVP Interviews, Present Your MVP.

SECTION C

Lesson 6: Money: Video: Cost Structure, Estimate Your Costs, Revenue Streams, Types of Revenue, Identify Your Secondary Revenue Streams, Pricing, Estimate Your Revenue and Price, Check the Profitability of Your Business Idea, Bootstrapping; Sources and Uses of Funds, Identify Sources and Uses of Funds, Case Studies on Bootstrap Finance.

Lesson 7: Team: Video: Adopting Shared Leadership, Shared Leadership & Team Building, Identifying Co-founders and Hiring a Team, Identify Job Roles for Hiring, Pitching to Potential Employees, Explore Slack, Collaborate Using Slack.

SECTION D

Lesson 8: Marketing and Sales: Create Your Positioning Statement, What Is Branding?, Create Your Brand Strategy, Introduction to Channels, Selecting Your Channels, Create Your Company Profile, Why Customers Won't Buy? – Introduction, Psychological Biases, Switching Costs, Customer Acquisition, Make Your Sales Plan and Sales Pitch, Make a Sale, One-to-One Selling - Process and Concept.

Lesson 9: Support: Introduction to Project Management, Getting Started With Trello, Explore Trello and Add Your Members to Trello, Trello and Slack Integration, Create a Project Plan for the Next Three Months Using Trello, Creating a Project Plan for the Next Three Months Using Trello, Business Structures and Legal Entities, Types of Organizations and Setting Up, Different Legal Entities – A Comparative Note, Why Compliance?, Compliance Checklist, List of Required Registrations, Interviewing Entrepreneurs and Business Owners.

Course Title/Code	APPLIED ENTREPRENEURSHIP PROJECT/MCH225B
Course Type:	Elective (Departmental)
Course Nature:	Soft
L-T-P-O Structure	0-0-0-4
Course Objectives	<p>At the end of this course, students will be able to synthesize knowledge and skills previously gained and applied to an in-depth study and execution of an entrepreneurial venture .</p> <p>CO1:Capable to select from different methodologies, methods and forms of analysis to produce a suitable research design, and justify their design.</p> <p>CO2:Ability to present the findings in a written report.</p> <p>CO3:Presenting the work in International/ National conference or reputed journals</p>

General Guidelines

- a) Applied Entrepreneurship Project is a compulsory course during semester IV
- b) It is an in-depth report of an entrepreneurial venture that incorporates a critical and analytical approach to the subject with a rigorous research focus. Alternatively, it is researching an issue or problem academically to find a solution.
- c) It is a faculty- supervised course component .
- d) Each student will be attached to a Faculty Supervisor.
- e) The evaluation of Applied Entrepreneurship Project is done in two stages viz. continuous evaluation and Final Industry

SEMESTER-V

SUBJECT CODES	SUBJECT NAME	**OF FERI NG DEPARTMEN T	*COURS E NAT URE (Har d/Sof t/ Wor ksho p/ NTC C)	COUR SE TYPE (Core/ Electiv e/ Univer sity Compu lsory)	L	T	P	O	NO. OF CON TACT HOU RS PER WEE K	NO. OF CRE DITS
MCH301B	CUSTOMER RELATIONSHIP MANAGEMENT	DMC	HAR D	CORE	3	0	0	0	3	3
MCH302B	INTERNATIONAL BUSINESS	DMC	HAR D	CORE	3	0	0	0	3	3
MCH303B	STRATEGIC MANAGEMENT	DMC	HAR D	CORE	3	0	0	0	3	3
CSW351B	WEBSITE DESIGN	CST	HAR D	CORE	0	0	3	0	3	1.5
MCH307B	SOCIAL ENTREPRENEURSHIP	DMC	HAR D	ELECT IVE	3	0	0	0	3	3
MCH308B	TECHNOLOGICAL ENTREPRENEURSHIP	DMC	HAR D	ELECT IVE	3	0	0	0	3	3
MCH309B	FAMILY BUSINESS GOVERNANCE	DMC	HAR D	ELECT IVE	3	0	0	0	3	3
CDS305B	PROFESSIONAL DEVELOPMENT PROGRAMME V	CDC	SOF T	UC	1	0	1	0	2	0
	ELECTIVES (APPLIED PSYCHOLOGY, APPLIED PHILOSOPHY, APPLIED SOCIOLOGY, IPR, ESSENTIALS OF PEACE AND SUSTAIN ABILITY)									2

	TOTAL (L-T-P-O/CONTACT HOURS/CREDITS)	21	0	3	0	26	20.5
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Course Title/Code	CUSTOMER RELATIONSHIP MANAGEMENT/MCH301B
Course Type:	Core (Departmental)
Course Nature:	Hard
L-T-P-O Structure	3-0-0-0
Course Objectives	<p>Students should be able to</p> <ul style="list-style-type: none"> · CO1: Acquire the conceptual understanding of Customer Relationship Management. · CO2: Design, develop & integrate CRM mechanism in organization. <p>CO3: Develop strategies to use CRM for a competitive advantage</p>

	Sections	Weightage
Syllabus	A	25%
	B	25%
	C	25%
	D	25%
	TOTAL	100%

SECTION A

Fundamentals of CRM: Introduction, Emergence of CRM Practice, Factors Responsible for Growth of CRM, CRM Cycle , Stakeholders in CRM, Significance of CRM, Customer Relationship Management Comprehension and Implementation Model, CRM Comprehension, Components of CRM Programme, CRM Value Chain, CRM Process: A Historical Perspective, CRM Process: Modern Variables, Designing a CRM Implementation Model. Case Study

SECTION B

Dimensions of CRM: Customer Satisfaction: Meaning and Definition, Components of Customer Satisfaction, Customer Satisfaction Models, Rationale of Customer Satisfaction, Concept and Significance of Customer Loyalty, Defining Customer Loyalty, Customer Loyalty Ladder, Loyalty Principles, Rationale of Customer Loyalty, Other Advantages of Customer Loyalty, Dimensions of Customer Loyalty, Attitudinal Loyalty, Behavioural Loyalty, Determinants of Customer Loyalty, Factors Affecting Customer Loyalty, case study

SECTION D

IT in CRM: e-CRM: An Information Technology Tool, e-CRM in Business, CRM: A Changing Perspective, Features of e-CRM, Advantages of e-CRM, Technologies of e-CRM, Functional Components of CRM Solution, Important CRM Software Programs, Database Management Database Construction, Data Warehousing, Data Mining, Characteristics of Data Mining, Data Mining Tools and Techniques.

SECTION D

Dynamics in CRM: CRM: A Cost-Benefit Analysis, Customer Value, Customer Lifetime Value, The Lifetime Value Equation, Customer Profitability, Customer Classification Based on Customer Profitability, Customer Profitability as Strategic Measurement Tool, Customer Profitability and Company Value.

Text Book:

Rai, Alok Kumar. Customer Relationship Management: Concepts and Cases.

Reference book:

1. Customer Relationship Management: Concept, Strategy, and Tools - By V. Kumar, Werner Reinartz - Springer, Second Edition
2. Customer Relationship Management - Francis Buttle - Butterworth-Heinemann is an imprint of Elsevier, Second Edition
3. Managing Customer Experience and Relationships - Don Peppers, Martha Rogers - Wiley & Sons, Third Edition

Course Title/Code	INTERNATIONAL BUSINESS/MCH302B
Course Type:	Core (Departmental)
Course Nature:	Hard
L-T-P-O Structure	3-0-0-0
Course Objectives	<p>Students will develop</p> <p>CO1: A thorough understanding of the factors that determine the business environment of emerging markets, the relevant changes over time, and the implications for corporate strategies devised for those markets</p> <p>CO2: Acquire knowledge and understanding of business and its functional fields (management and organization, human resources, accounting, finance, operations, and marketing).</p> <p>CO3: Got insights of the global monetary system and explain the role and importance of International Organizations</p> <p>CO4: learner's judgment will be tested through critically evaluating existing research, questioning the status quo, and providing alternative solution possibilities; and, recognize the international dimension of business.</p>

	Sections	Weightage
Syllabus	A	25%
	B	25%
	C	25%
	D	25%
	TOTAL	100%

SECTION A

Introduction- Theories of International trade, Globalization forces-meaning, dimensions and stages in it, Tariff and non tariff barriers, Trading blocs.

SECTION B

Analysis of Global Environment – Political, Social, Legal, Economic & Technological, Country risk analysis, Threats and Opportunities to International Business, Rise of new economies- BRICS & ASIAN countries.

Section C

Global Monetary System - International Monetary Systems & Role played by IMF and World Bank, Balance of payments, International Finance and Foreign Exchange , Introduction to export and import and modes of payment in it.

Section D

Global Operations - Global Production, Outsourcing and Logistics Management, Global HRM, Global Marketing. South East Asian currency crisis, Foreign Direct Investment.

References:

1. International Business, Charles W L Hill & Arun K.Jain (Tata McGraw-Hill, 6th edition)
2. International Business, Cherunilam, Francis, Text and Cases (PHI, Fourth edition (Revised))
3. International Business, Justin Paul (Prentice Hall)
4. International Business, Dr. P. Subba Rao (Himalaya Publications, 2nd Revised Enlarged edition)

Course Title/Code	STRATEGIC MANAGEMENT/MCH303B
Course Type:	Core (Departmental)

Course Nature:	Hard
L-T-P-O Structure	3-0-0-0
Course Objectives	<p>CO1:-Describe & identify the dynamic environment of Business Management .</p> <p>CO2:Examine & understand the need & importance of of Strategic Management</p> <p>CO3: Analyse and interpret Porter s Five force model & demonstrate Value chain analysis</p> <p>CO4: evaluate & summarize the various corporate strategies adopted by the companies for sustenance of business</p> <p>CO5: Evaluate & compare various evaluation techniques of strategic & Operational Implementation</p>

	Sections	Weightage
Syllabus	A	25%
	B	25%
	C	25%
	D	25%
	TOTAL	100%

SECTION A

Nature of Strategic Management: Definition of strategic Management, Need for strategic management, Levels of strategy, Strategic management process, Defining Vision and Mission of a company.

SECTION B

External Assessment & Internal Assessment: Environmental Scanning with respect to economic, social, cultural, demographic, environmental, political, governmental and legal aspects, technological forces, Industry's Porter's five

force model. Internal analysis of a company profile with respect to seven basic functions of marketing & important financial – ratios, Value chain analysis (VCA) concept

SECTION C

Strategies in Action: Various types of strategies viz. integration strategies, Intensive strategy, Diversification, Turnaround strategies, Divestiture, Outsourcing, Generic Strategies viz Cost leadership, differentiation and focus.

SECTION D

Matrix Analysis & Strategy Evaluation: SWOT analysis, BCG matrix, GE matrix strategic evaluation, Evaluation techniques for strategy and operational control.

References:

Reference Books:

- 1 Arthur, A, Thomson and Strickland, A, J. (2002), Strategic Management – Concept and cases, Tata McGraw Hill, New Delhi
- 2 Glueck, W.T. and Lawrence, R. Jauch (2003), Business Policy and Strategic Management, Frank Bros & Co
- Kazmi Azhar, Business Policy and Strategic Management, Tata McGraw Hill, New Delhi, 2004

Course Title/ Code	Website Designing (CSW351B)
Course Type:	Core(Departmental)
Course Nature:	Workshop
L-T-P-O Structure	(0-0-3-0)
Objectives	Student will be able to design a website.

Syllabus	Sections	Weightage
	A	25%
	B	25%
	C	25%
	D	25%
	TOTAL	100%

Section-A

INTRODUCTORY CONCEPTS: Internet, Intranet, Extranet, Web Browser and WWW, W3C, HTTP, Cookies, Session, IP Address, Domain Name, Web Server, website and webpage structure. Markup Language, HTML editor: Dreamweaver, Introduction to HTML tags: html, head, body, div, br, hr, p, text formatting, text styles, layouts, marquee, lists: ordered, unordered and definition lists, hyperlinks: http/https/ftp, images, images as hyperlinks, adding graphics, audio and video, table, Frames, iframes, color names, values & shades, HTML entities, symbols, charset, Forms.

Section-B

Intro HTML 5.0: What Is HTML5, History: A Little Retrospective, The WHATWG, Vision and Philosophy behind HTML5, HTML vs HTML5, Getting Started with HTML5: The State Of Browser Support, Structure of a Web Page: HTML5 DOCTYPE, Page Encoding, HTML5 Markup, New And Updated Elements, Structural Elements, New Attributes, Deprecated Elements And Attributes.

Section-C

HTML 5.0 Form, Graphics & Media: HTML5 DOM, Form: new input types & attributes, form validation, HTML canvas and SVG: Drawing shapes, Text & images, working with pixels, Embedding media: Audio and Video based On Plug-in, New Audio/Video Markup, Attributes and Methods, Audio/Video Events & Controls, Plug-ins in HTML inserting YouTube videos.

Section-D

CSS & CSS3: Introduction to CSS, Syntax, Selectors, Pseudo classes, Applying CSS to backgrounds, Text, Fonts, Links, Lists, Tables, Box Model: Border, Margin, Padding, Dimension, Display, Positioning, Align, CSS to Images and image Opacity, CSS Media Types, CSS Attr Selectors.

CSS3: Introduction, Rounded Corners, Border Images, Backgrounds, Colors, Gradients, Shadows, Fonts and text effects, 2D transforms, 3D Transforms, Transitions & Animations.

LIST OF EXPERIMENTS:

· HTML: Basic Tags

· HTML: Graphics & Tables

· HTML: Frames & Forms

· HTML5.0: Basic Tags

· HTML5.0: DOM & Forms

· HTML: Canvas & SVG

· HTML: Media

· HTML: API's

· CSS

· Minor Project

Text Books:

- Pro HTML5 and CSS3 Design Patterns Paperback – 2012 by Dionysios Synodinos, Michael Bowers, Victor Sumner
- Murach's HTML5 and CSS3 Paperback – 2012 by [Zak Ruvalcaba](#)
- Dive into HTML5 by Mark Pilgrim.

Reference Book:

- Hello! HTML5 & CSS3: A user-friendly reference guide Paperback by [Rob Crowther](#).
HTML5 Guidelines for Web Developers by Klaus Förster.

Course Title/Code	SOCIAL ENTREPRENURSHIP/MCH307B
Course Type:	Elective (Departmental)
Course Nature:	Hard
L-T-P-O Structure	3-0-0-0
Course Objectives	CO1: Explain Social Entrepreneurship and its importance CO2: Differentiate between Entrepreneurship and Social Motives with profit motives

	<p>CO3: Understand Society, Economy & Polity in light of Social Entrepreneurship</p> <p>CO4: Discuss the advocacy & networking for Social change towards correction of market failures</p> <p>CO5: Identify problems worth solving using Social Entrepreneurial process</p> <p>CO6: Empathize with the surroundings to further define the problem for venture conceptualization & entry</p> <p>CO7: Identify, Evaluate & understand Social business governance</p> <p>CO8: Find theories of scaling Social business towards creation of returns & sustainability</p> <p>CO9: Extrapolate & brainstorm around social entrepreneurial opportunities around</p>
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Syllabus	Sections	Weightage
	A	25%
	B	25%
	C	25%
	D	25%
	TOTAL	100%

SECTION A

Definition, meaning & concept of Social Entrepreneurship. Indian Society, Economy and Polity. Socio-Economic Context of Social Entrepreneurship (Poverty, Illiteracy, Gender and Society). Advocacy and Networking for Social Change. Profile of the Social Entrepreneur. Growing opportunity, Strategic Innovation & Social Entrepreneurship. Social Entrepreneurship towards correcting market failures.

SECTION B

Understanding the Social Entrepreneurial Terrain: Sector Studies. Venture Conceptualization and Social Business Planning. Developing the Social Venture: Strategy & implementation. Venture Entry: Positioning the Firm for Social and Strategic Advantage. Funding of Social Ventures/Enterprises. Marketing & risk management of social enterprises.

SECTION C

Social Entrepreneurship Opportunities & Successful Models: Learning from real life Social Enterprises. Leadership & Social change. Understanding & creating sectoral opportunities for social enterprises. Science and Technology for social issues: Design thinking and Frugal Innovation. Managing Public private partnership

SECTION D

Business Ethics, Corporate Governance and Social Responsibility. Governance of Social Enterprises. Disruptive Innovations for Social Change. Social Impact Theory .Strategies for Scaling Social Impact. Social Return on Investment. Measuring social impact and/or Estimating Social Value Creation. Social entrepreneurship & overall sustainability.

Reference Books

1. “Social Entrepreneurship: Working towards Greater Inclusiveness” by Rama Krishna Reddy Kummitha
2. “Social Entrepreneurship (What Everyone Needs To Know)” by Bornstein and Davis
3. “Getting Beyond Better: How Social Entrepreneurship Works” by Roger L Martin and Sally Osberg
4. “Social Capital and Entrepreneurship (Foundations and Trends in Entrepreneurship)” by Phillip H Kim and Howard E Aldrich

Course Title/Code	TECHNOLOGICAL ENTREPRENURSHIP/MCH308B
Course Type:	Elective (Departmental)
Course Nature:	Hard
L-T-P-O Structure	3-0-0-0
Prerequisites	Nil
Course Objectives	This course aims to impart the understanding about technological entrepreneurship .This course also intends to give insights on how enable the students to the entrepreneurial decision. This course intends to enable the students to take decision on starting a technology venture.

	Sections	Weightage
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Syllabus	A	25%
	B	25%
	C	25%
	D	25%
	TOTAL	100%

SECTION A

Introduction to Entrepreneurship, Introduction to Technological Entrepreneurship, Entrepreneurial Vision, Opportunity teams and market need Introduction to Business Value Propositions

Introduction to Technology value propositions, Introduction to Industry Analysis

Process of Customer discovery, Role of TE in development of SME.

SECTION B

Introduction to Evolution of Technology, Effects of New Technology, The concept of Technology Innovation, Concept of Invention-Innovation-Diffusion, Revolutionary and Evolutionary Innovation, Product and Process Innovation, Strategic Implications of Technology

Technology - Strategy Alliance, Convergent and Divergent Cycle

SECTION C

Introduction to Technology Assessment, About technology Choice, technological Leadership and Followership, Technology Acquisition, Diffusion of Technology, Rate of Diffusion

Innovation Time & Innovation Cost Speed of Diffusion, Technological regimes

SECTION D

Introduction to Venture Capital, How to pitch a Brilliant Idea- steps, Introduction to Angel investing, Intellectual Property Rights IPR and Legal Structure, cyber laws and legal structure,

Trade, Markets and Offshoring, Researching global market and supply opportunities online, global technological markets

References:

1. Innovation, Entrepreneurship, and Technological Change by Albert, Donald, Oxford University Press
2. Technology Entrepreneurship by Thomas Duening Robert Hisrich Michael Lechter-Academic Press.
3. <https://www.coursera.org/lecture/wharton-entrepreneurship-opportunity/1-6-technology-entrepreneurship-kQUP0>

Course Title/Code	FAMILY BUSINESS GOVERNANCE/MCH309B
Course Type:	Elective (Departmental)
Course Nature:	Hard
L-T-P-O Structure	3-0-0-0
Course Objectives	<p>CO1: This Course Provides Inputs On The Family Business Models And How To Financing The Growth Of The Family Business.</p> <p>CO2: This Course Also Provide Inputs On Policies And Processes Of Developing And Practicing Corporate And Family Governance Particularly Mid-size Family Businesses That Are On The Threshold Of Transformation</p>

	Sections	Weightage
Syllabus	A	25%
	B	25%
	C	25%
	D	25%
	TOTAL	100%

SECTION A

Introduction to family business governance- Definition, Meaning, and importance, challenges and risks to family business governance, Purpose and goals of good governance, family member roles in governance, key governance

issues in ownership development stages, Corporate governance v/v family governance Structure / Model of Family business governance , Principles of family business governance, theories of corporate governance in family business–agency theory, and stewardship theory .

SECTION B

Organizing the family & Family governance

Meaning & Need for family governance, key concerns of family governance, role of active owners, , Family governance institutions- Family Constitution- Meaning, contents of family constitution, setting a family policy , family office, Family meetings, Family assembly, family council & its purpose, family agreements, understanding family conflicts, family governance for conflict resolution

SECTION C

Organizing the board & Corporate governance

Phases of family ownership and governance activities, types of ownership, Role and responsibilities of the board of directors, benefits of an active board, family decisions on creating boards, the board and family values, the board and commitment of family ownership, board and business strategy

SECTION D

Overlapping of Family and Corporate Governance- Board v/s family council participation and responsibilities, board and family Expectations, chief family officer, managing communication & boundaries between family and board, evolution of family business governance systems, family philanthropy, family foundation

References:

1. Poza, E. J. & M. S. Daugherty (2014). Family Business, 4th edition (International Edition), South-Western Cengage Learning
2. Ibrahim, B. and W. Ellis. (2004). Family Business Management: Concepts and Practice, Kendall Hunt, Second Edition.

3. Hoy, F. & P. Sharma (2010). *Entrepreneurial Family Firms*. Prentice-Hall, Pearson Education. · Kets de Vries, F.R. & Carlock, R.S., with E. Florence-Treacy (2007). *Family Business on the Couch: A Psychological Perspective*. Wiley.

4. Nordqvist, M. and Zellweger, T. (2010). *Transgenerational Entrepreneurship: Exploring Growth and Performance in Family Firms across Generations*. Cheltenham, Gloucestershire, UK, Edward Elgar Publishing.

Articles:

1. Anderson, A. R., Jack, S. L. & Dodd, S. D. (2005). The Role of Family Members In Entrepreneurial Networks: Beyond the Boundaries of the Family Firm, *Family Business Review*, 18(2): 135-154

2. Brizek, M.G. (2013). Explaining Corporate Entrepreneurship: A Contemporary Literature Investigation. *Journal of Management and Marketing Research*, 14, 1-13.

3. Chrisma, Shua & Sharma (2005, Sept.). Trends and Directions in the Development of a Strategic Management Theory in the Family Firm, *Entrepreneurship Theory and Practice*, 29 (5): 555- 575.

4. Irava, J. W. and Moores, K. (2010). Clarifying the strategic advantage of familiness: Unbundling its dimensions and highlighting its paradoxes. *Journal of Family Business Strategy*. 1(3): 131-144.

5. Irava, J. W. and Moores, K. (2010). Resources supporting entrepreneurial orientation in multigenerational family firms. *International Journal of Entrepreneurial Venturing*. 2(3-4): 222- 245.

6. Morris, M. and Craig, J. (2010). Toward a better understanding of family enterprising. *International Journal of Entrepreneurial Venturing*. 2(3-4): 308-319(12).

Course Title/Code	PROFESSIONAL DEVELOPMENT PROGRAMME V CDC 305B
Course Type:	CORE (CDC)
Course Nature:	SOFT
L-T-P-O Structure	1-0-0-0

Course Objectives	CO1:to give students the exposure to 21 st century skills CO2:to understand the interview process CO3:to create and deliver presentations confidently with effective use of body language CO4:to understand how to be professional CO5:to improve writing as well as speaking skills of students
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Syllabus	Sections	Weightage
	A	25%
	B	25%
	C	25%
	D	25%
	TOTAL	100%

SECTION A

Introduction to Social Responsibility: CSR Initiatives of various companies, Why CSR.

SECTION B

21st Century Skills: Creativity, Change Management, Stress Management, Cross Cultural Communication, Team Building

SECTION C

Written and Speaking Skills: Email Writing, Cover Letter, Creating and delivering Presentations, Group Discussions

SECTION D

Interviews: Resume Writing, Researching the employer, Power Dressing, Managing Interviews

References:

1. Presenting to Win: The Art of Telling Your Story
Book by Jerry Weissman
2. 21st Century Skills: Learning for Life in Our Times
Book by Bernie Trilling and Charles Fadel
3. Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content
By Ann Handley

Course Title/Code	Essentials of Peace and Sustainability
Course Type:	ELECTIVE
Course Nature:	SOFT
L-T-P-O Structure	2-2-0-0
Course Objectives	To make participants understand the philosophical underpinnings of “Peace” at Self, Society, Nation and Global level. The course aims at sensitizing participants on aspects of building and maintaining Peace in World through Sustainable Development and creating a mindset to acknowledge the importance of Peace through Collaborative and sustained efforts in personal, social, economic and governance. The course develops sound concepts which participants are made to apply through a series of Projects, Assignments, Group Work and Seminars and helps participants’ growth into “Ambassadors of World Peace as Digital Professionals and sensitive Global Social beings”.

	Sections	Weightage
Syllabus	A	25%
	B	25%
	C	25%
	D	25%
	TOTAL	100%

Section A

Basic understanding of Peace and Sustainability

- i. Concept of Peace and Approaches to Peace
- ii. Understanding peace from different perspective: Self, Local Community, National and Global.
- iii. Concept of Sustainability and Sustainable Development Goals (2030) as drivers of sustainable, health and social initiatives
- iv. Why Sustainability

Section B

Understanding thoughts on Peace

- a) Study of relevant extracts from the writings of Indian thinkers: Gandhi, Tagore, Sri Aurobindo, Vivekananda
- b) Western thinkers: Russell, Iqbal, Dalai Lama, Nelson Mandela
(Please follow Annexure A-reading references)

Section C

Understanding challenges to peace

- i. Challenges to peace-stress, conflicts, crimes, terrorism, violence and wars
- ii. Ongoing conflicts in the political, economic, socio-cultural and ecological sphere at national and international level
- iii. Impact of media- The use of perspective, symbols, stereotypes, and rhetoric in analyzing communication and representation of contentious issues in television and other modern media.

Section D

Peaceful and Sustainability conscious individual

Being “Peace Ambassador”

- i. Role of self in reducing prejudices, biases and stereotypes, nurturing positivity, making choices in response to crises in personal, social and professional life
(These topics should be covered through games and activities)
- ✓ Developing Core competencies and life skills: Negotiation Rational thinking, System thinking, conflict resolution
(These topics should be covered through workshops)
Cultivating the skills necessary for peace: Introspection and reflective thinking, Mediation, Dialogue
(These topics should be covered through experiential learning through training and practices)

Annexure A: Reading material

- ✓ Mahatma Gandhi (Brute Force and Passive resistance)
- ✓ https://www.mkgandhi.org/hindswaraj/chap16_bruteforce.htm
- ✓ https://www.mkgandhi.org/hindswaraj/chap17_passiveresistance.htm
- ✓ Dalai Lama (‘Universal Responsibility’)

Course Title/Code	Law Relating to Intellectual Property Rights (LWS325)
Course Type:	ELECTIVE
Course Nature:	SOFT
L-T-P-O Structure	2-0-0-0

Course Objectives	The objective of this paper is to orient students to legal studies. The paper focuses on generally about law and legal system.
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Syllabus	Sections	Weightage
	A	25%
	B	25%
	C	25%
	D	25%
	TOTAL	100%

Section A

Introduction to IPRs and Trademark and Trade Secrets (Contact Hours 4)

- a. Introduction to various types of IPR Laws
- b. Protection of Trademarks under Trademarks Act – Basic legal Framework
- c. Trade Secrets and protection thereof

Section B

Protection of Copyright, Traditional Knowledge, Design and Integrated Circuits (Contact hours 4)

- a. Legal Framework relating to Copyright protection in India
- b. Protection of Industrial Designs under Designs Act
- c. Protection of integrated circuits

Section C

Law relating to Patents (Contact Hours - 4)

- a. Legal Framework for registration and protection of patents and related rights

Section D

IT Law and Cyber Offences and other IPRs (Contact Hours – 4)

1. Introduction to Information Technology Act, 2002
2. Cyber Offences
3. Geographical Indicators and PPVFBR

Tutorial activities 1 Hr/Week

- a. Statutes and Case Laws
- b. Case studies from India and abroad

SEMESTER VI

SUBJECT CODES	SUBJECT NAME	**OF FERING DEPARTMENTS	*COURSE NATURE (Har d/Sof t/ Worksho p/ NTC)	COURSE TYPE (Core/ Elective/ University Compu lsory)	L	T	P	O	NO. OF CONTACT HOURS PER WEEK	NO. OF CREDITS
MCH316B	E-COMMERCE	DMC	HAR D	CORE	3	0	0	0	3	3
MCH317B	DIGITAL MARKETING	DMC	HAR D	CORE	3	0	0	0	3	3
MCH322B	STRATEGIES AND PRACTICES OF FAMILY OWNED ENTERPRISES	DMC	HAR D	ELECT IVE	3	0	0	0	3	3
MCH323B	COPYWRIGHT, PATENTS AND LAWS OF IPR	DMC	HAR D	ELECT IVE	3	0	0	0	3	3
MCH318B	BUSINESS ANALYTICS	DMC	HAR D	CORE	4	0	0	0	3	3
MCH324B	ENTREPRENEURIAL FINANCE	DMC	HAR D	ELECT IVE	3	0	0	0	3	3
MCH325B	APPLIED ENTREPRENEURSHIP PROJECT	DMC	NTC C	ELECT IVE	0	0	0	6	0	6
TOTAL (L-T-P-O/CONTACT HOURS/CREDITS)					19	0	0	6	18	24

Course Title/Code	E-COMMERCE/MCH316B
Course Type:	Core (Departmental)
Course Nature:	Hard
L-T-P-O Structure	3-0-0-0
Course Objectives	This course presents to enable the student to become competent to understand the mechanism for excelling in e commerce based employments and self-employment opportunities

	Sections	Weightage
Syllabus	A	25%
	B	25%
	C	25%
	D	25%
	TOTAL	100%

SECTION A

Network Infrastructure [6L] Client/Server Computing, N-tier Solution, Internet hierarchy, Basic Blocks of E-Commerce, Network layers and TCP/IP protocols, HTTPS, Types of Services and Servers, Virtual Private Network (VPN), Remote Connectivity. Introduction to E-commerce [8L] Concept of EDI & FDI,

SECTION B

Introduction to E-commerce, E-Commerce & E-Business, Features of Ecommerce, E-Commerce payment mechanism, E-Commerce revenue streams, Advertising and Promotion, Building an E-commerce website, Customer Service and service quality evaluation (SERVQUAL)

SECTION C

E-Business Models [8L] Business to Consumer (B2C), Business to business (B2B), Consumer to consumer (C2C), Peer to peer (P2P), M commerce Business Models, E-Governance.

SECTION D

Security and Legal Issues [8L] Cyber Fraud and solutions, Online Contracts, Digital Signatures, Digital Certificates, Concept of Encryption and Cryptography, Public and Secret key encryption, IT Act to legalize E-commerce, Taxation in relation to E-Commerce, Consumer Protection in Cyberspace.

Practical: [20L] Web site development & programming

References:

1. E-Commerce, 4th Edition, Business, Technology, Society, By Kenneth C. Laudon, Carol G. Traver, SPD
2. E-Commerce, K.K. Bajaj, Debjani Nag, TMH India
3. e-Business & e-Commerce for Managers, By Harvey M. Deitel, Paul J. Deitel, Kate Steinbuhler, SPD
4. E-Commerce: An Indian Perspective, S. J. Joseph, P. T., PHI
5. The Information Technology Act, Bare Act with Short Notes, Universal Law Publishing Co. Pvt. Ltd.

Course Title/Code	DIGITAL MARKETING/MCH317B
Course Type:	Core (Departmental)
Course Nature:	Hard
L-T-P-O Structure	3-0-0-0
Course Objectives	By the end of the course, a student should be able to: CO1: Understand the scope of digital marketing and how it integrates with overall business and marketing strategy globally CO2: Assess various digital channels and understand which are most suitable to an idea or solution CO3: Understand the fundamentals of a digital marketing campaign, and be able to apply it to achieve your business objectives

	Sections	Weightage
	A	25%
	B	25%
	C	25%

Syllabus	D	25%
	TOTAL	100%

SECTION – A

Introduction , Digital Marketing meaning, scope and Importance, Web marketing strategy , Web marketing environment, Web Content, Web marketing tools

SECTION – B

Online Buyer Behavior, Website Design, Online user experience, online site design, Integrated Internet Marketing Communications, Interactive Marketing Communication, Search Engine Optimization, Creating and Managing Campaigns

SECTION – C

Digital Promotion Techniques: EMail marketing, Permission Marketing, Viral Marketing, Social Media Marketing, Content Marketing, Facebook Advertising, Visual Advertising, Display Advertising, Mobile Advertising, Image Advertising, Video Advertising; YouTube Advertising, Concept of SNS Industry (Social Networking Site Industry)

SECTION – D

Google Analytics, Tracking Performance, Tracking Mobile marketing Performance, Web Analytics, Traffic Reports, Behavior reports, KPIs in analytics, Tracking SMM performance

References:

1. Ryan Damian, Understanding Digital Marketing, Kogan Page.
2. Parkin Godfrey, Digital Marketing: Strategies for Online Success, New Holland Publishers.
3. Hanson, W. and Kalyanam, E-Commerce and Web Marketing, Cengage

Course Title/Code	BUSINESS ANALYTICS MCH318B
Course Type:	Core (Departmental)
Course Nature:	Hard
L-T-P-O Structure	3-0-0-0
Course Objectives	<p>By the end of the course, a student should be able to:</p> <p>CO1: Understand the fundamentals of business analytics and articulate a business problem and convert it into a viable Analytics question</p> <p>CO2: Apply Data visualization for exploratory analysis and communicate effectively to diverse audience.</p> <p>CO3: Concept of Big Data and, how it can be aligned with business objectives.</p> <p>CO4: Understand the fundamentals of Data Science, Machine Learning and Artificial Intelligence in the growing digitalization at the global level</p> <p>CO5: Analyze Data and find patterns in them for better decision making</p> <p>CO6: Apply various analytics techniques in problem solving</p> <p>CO7: Apply knowledge and develop solutions across a range of functional areas like Marketing Finance, HR and Operations.</p>

	Sections	Weightage
Syllabus	A	25%
	B	25%
	C	25%
	D	25%
	TOTAL	100%

SECTION A

Foundations of Analytics: Introduction of Business Analytics, its evolution, Scope & Usage in Business. Popular tools used for Analytics. Data & Information - Types of data, Data Dashboards and reporting, Data Visualization, Big data & its importance, Big Data Technology - Hadoop, Industry examples of Big Data.

SECTION B

Data preparation (Treatment of missing values, Identification of outliers and Erroneous data), Data selection, classification & reduction. Measures of Location, Measures of Dispersion, Measures of Shape, Measures of Association, Confidence Intervals, Statistical Inferences, Data Warehouse, Business Intelligence, Data Mining

SECTION C

Analysis of variance (ANOVA), chi square test, regression – simple vs. multiple linear regressions, concept of multicollinearity, difference between correlation and regression, data science, machine learning and artificial intelligence.

SECTION D

Time series analytics and forecasting, Application of Analytics: Retail, Marketing, Finance, HR & Web analytics
Tools: Python, R, Excel, SPSS

Text Books:

1. Camm, J.D. et al. (2015) . Essentials of Business Analytics. Cengage Learning
2. Evans, J.R. (2017). Business Analytics. Pearson Publishing
3. Minelli, M.et al. (2014). Big Data, Big Analytics. John Wiley & Sons.
4. Turban E, Armson, JE, Liang, TP & Sharda (2007). Decision support and Business Intelligence Systems, 8th Edition, John Wiley & Sons.
5. Michael J. A. Berry and Gordon S. Linoff (2004). Data Mining Techniques for marketing, Sales and CRM, John Wiley & Sons.
6. Business Analytics: The Science of Data - Driven Decision by U Dinesh Kumar
7. Fundamentals of Business Analytics” by R N Prasad and Seema Acharya

Reference Books

1. Albright, S. C and Winston, W. L (2015). “ Business Analytics: Data Analysis and Decision Making”. Atlantic Publisher and Distributors.
2. Business Analytics: Applications To Consumer Marketing” by Sandhya Kuruganti and Hindol Basu
3. Data science for Business” by Foster Provost
4. Business Analytics: Concepts and Theories” by Chopra B

Course Title/Code	STRATEGIES AND PRACTICES OF FAMILY OWNED ENTERPRISES/MCH322B
Course Type:	Elective (Departmental)
Course Nature:	Hard
L-T-P-O Structure	3-0-0-0
Course Objectives	<p>By the end of the course, a student should be able to develop capability in :</p> <p>CO1: Understanding and assessing the unique performance requirements and capabilities of the family form of business organization..</p> <p>CO2: Develop a Practice Perspective: Students should move beyond theory to develop a working knowledge of how to address the idiosyncratic organizational, management, financial and relational dynamics present in family-controlled companies.</p>

	Sections	Weightage
Syllabus	A	25%
	B	25%
	C	25%
	D	25%
	TOTAL	100%

SECTION A

The Importance of Planning for Business Families :the challenges facing family businesses, balancing family and business demands, the need and benefits of family business planning, the obstacles to family business planning Parallel planning process: meaning, goals/ decision areas of PPP, understanding strategic planning and family business, creating a shared future vision of the family and business.

SECTION B

Planning for the family- Family commitment- definition, importance, factors contributing towards family commitment - core family values, family business philosophy and family vision, Components of Family enterprise continuity planning- encouraging family participation, Preparing the next generation of family managers and leaders, the influence of life cycle on family business careers.

SECTION C

Planning for the Business- Assessing the firm's strategic potential, defining the firm's strategic potential, the swot analysis, the internal analysis, assessing the firm's financial strength, assessing the firm's marketing success, assessing the firm's organizational resources, the external analysis, analyzing the general environment, analyzing the market and industry, determining the firm's strategic potential , Exploring possible business strategies, discussing the firm's strategic priority, selecting the strategic direction, seven possible strategic directions and the basic business strategies, evaluating the basic business strategies, unique advantages of family businesses, potential disadvantages of family firms, recommending possible strategies

SECTION D

The Final Strategy and Reinvestment Decision

identifying the business' strategy, assessing the family investment decision, analyzing the business' market value, family investment considerations, other factors affecting the reinvestment decision, reinvestment issues , the role of the board in family business planning

affirming family and strategic commitment, supporting the family enterprise continuity plan, contributing to the business strategy plan

References:

1. Strategic Planning for the Family Business - Randel S. Carlock and John L. Ward
2. E.J. Poza, Smart Growth: Critical Choices for Business Continuity and Prosperity (San Francisco: Jossey-Bass, 1989);
3. J.L. Ward, Keeping the Family Business Healthy: How to Plan for Continuity, Growth, Profitability, and Family Leadership (San Francisco: Jossey-Bass, 1988).

Course Title/Code	COPYRIGHT, PATENTS AND LAWS OF IP/MCH323B
Course Type:	Elective (Departmental)
Course Nature:	Hard
L-T-P-O Structure	3-0-0-0

Course Objectives	<p>CO1: To get the basic understanding of the emergence of Intellectual property Rights, its meaning, types, need and scope.</p> <p>CO2: To study “Copyrights Laws” and related matters like DRM, CC and analyze the landmark cases.</p> <p>CO3: To study and analyze the Patent laws, its scope, rights and obligations, its procedure, infringement and defence mechanism</p> <p>CO4: To study laws related to trademark, industrial designs and Geographical indications and to examine its applications and practical implications</p>
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	Sections	Weightage
Syllabus	A	25%
	B	25%
	C	25%
	D	25%
	TOTAL	100%

SECTION A

General Aspects of Intellectual property Rights: Nature meaning and scope. Evolution and development of IPR’s at International and National level, Emergence of WIPO and WTO-TRIPs, Emerging issues in IPR

SECTION B

Introduction to Copyright and Their Applications

This covers the subject matter of copyright, how and when they are used, its impact, controversies in copyright – Digital Rights Management (DRM) and introduction to ‘Creative Commons’ (CC). Landmark cases relating to copyright will be discussed Meaning, Nature and Scope of Copyright, Infringement of Copyright and Enforcement of Copyrights

SECTION C

Introduction to Patents & Their Applications : This covers what is a patent, how it is identified, how to apply, what benefits the owner gets, what is patentable and where. These basics are re-iterated through landmark cases in the field of biotechnology, electronics, mechanical and chemical. Introduction to Patent Searching, Drafting & Procedures This session will cover ‘why IP’ question, types of IP, what analytic opportunities does the rich IP database provide for – technology trend, technology strategy, business strategy can be derived from the various IPs generated and protected.

SECTION D

Introduction to Trademarks and Their Applications

Introduction to Design Rights and Their Applications –

This session covers designs – ornamental and others and how they can be protected. Cases are used to understand when patent applies and when design rights apply.

Geographical Indication- Introduction to GI, Infringements and legal remedies

References:

1.Law related to Intellectual Property Rights –V.K.Ahuja

2.Law related to Intellectual Property Rights – Dr M.K. Bhandari

Course Title/Code	ENTREPRENEURIAL FINANCE/MCH324B
Course Type:	Elective (Departmental)
Course Nature:	Hard
L-T-P-O Structure	3-0-0-0
Course Objectives	Cover the major financial, managerial and planning fundamentals of entrepreneurial finance. Provide in-depth discussion of venture capital, lease finance and SCBA.

	Sections	Weightage
Syllabus	A	25%
	B	25%
	C	25%
	D	25%
	TOTAL	100%

SECTION A

Financial Management of a New Venture,Nature and significance of Business Finance ; Financial management ; Entrepreneur and financial management functions ; Capital structure ; Venture capital financing ; Debt financing ; Working capital ; Types of resources to be mobilised.

SECTION B

Sources of Finance, Types of Business finance ; Sources of finance based on time period ; Equity Shares ; Preference shares ; Debentures / Bonds ; Retained profits ; Public deposits ; Term Loans ; Specialized financial institutions.

SECTION C

Venture Capital and Lease Finance, Venture capital as a source of finance ; Aims of venture capital ; Features of venture capital ; Criteria adopted by venture capitalists to provide venture capital finance ; Merits of venture capital ; Leasing as a source of finance.

SECTION D

Social Cost Benefit Analysis (SCBA)

Concept and Rationale of Social Cost Benefit Analysis

Concept of Shadow Pricing, Some cases of SCBA carried out on real Projects

SCBA by Financial Institutions

Environmental Appraisal of Projects