

**School of Management Studies**

**BBA (ENTREPRENEURSHIP)**

**HANDBOOK**

**2020-2023 Batch**

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## Chancellor's Message

“Education is the most powerful weapon which you can use to change the world.”

- Nelson Mandela.



There was a time when survival depended on just the realization of physiological needs. We are indeed privileged to exist in a time when ‘intellectual gratification’ has become indispensable. Information is easily attainable for the soul that is curious enough to go look for it. Technological boons enable information availability anywhere anytime. The difference, however, lies between those who look for information and those who look for knowledge.

It is deemed virtuous to serve seekers of knowledge and as educators it is in the ethos at REVA University to empower every learner who chooses to enter our portals. Driven by our founding philosophy of ‘Knowledge is Power’, we believe in building a community of perpetual learners by enabling them to look beyond their abilities and achieve what they assumed impossible.

India has always been beheld as a brewing pot of unbelievable talent, acute intellect and immense potential. All it takes to turn those qualities into power is a spark of opportunity. Being at a University is an exciting and rewarding experience with opportunities to nurture abilities, challenge cognizance and gain competence.

For any University, the structure of excellence lies in the transitional abilities of its faculty and its facility. I’m always in awe of the efforts that our academic board puts in to develop the team of subject matter experts at REVA. My faculty colleagues understand our core vision of empowering our future generation to be ethically, morally and intellectually elite. They practice the art of teaching with a student-centered and transformational approach. The excellent infrastructure at the University, both educational and extra-curricular, magnificently demonstrates the importance of ambience in facilitating focused learning for our students.

A famous British politician and author from the 19th century - Benjamin Disraeli, once said ‘A University should be a place of light, of liberty and of learning’. Centuries later this dictum still inspires me and I believe, it takes team-work to build successful institutions. I welcome you to REVA University to join hands in laying the foundation of your future with values, wisdom and knowledge.

**Dr. P. Shyama Raju**

**The Founder and Hon'ble Chancellor, REVA University**

## **Vice-Chancellor's Message**

The last two decades have seen a remarkable growth in higher education in India and across the globe. The move towards inter-disciplinary studies and interactive learning have opened up several options as well as created multiple challenges. India is at a juncture where a huge population of young crowd is opting for higher education. With the tremendous growth of privatization of education in India, the major focus is on creating a platform for quality in knowledge enhancement and bridging the gap between academia and industry.



A strong believer and practitioner of the dictum “Knowledge is Power”, REVA University has been on the path of delivering quality education by developing the young human resources on the foundation of ethical and moral values, while boosting their leadership qualities, research culture and innovative skills. Built on a sprawling 45 acres of green campus, this ‘temple of learning’ has excellent and state-of-the-art infrastructure facilities conducive to higher teaching-learning environment and research. The main objective of the University is to provide higher education of global standards and hence, all the programs are designed to meet international standards. Highly experienced and qualified faculty members, continuously engaged in the maintenance and enhancement of student-centric learning environment through innovative pedagogy, form the backbone of the University.

All the programs offered by REVA University follow the Choice Based Credit System (CBCS) with Outcome Based Approach. The flexibility in the curriculum has been designed with industry-specific goals in mind and the educator enjoys complete freedom to appropriate the syllabus by incorporating the latest knowledge and stimulating the creative minds of the students. Bench marked with the course of studies of various institutions of repute, our curriculum is extremely contemporary and is a culmination of efforts of great think-tanks - a large number of faculty members, experts from industries and research level organizations. The evaluation mechanism employs continuous assessment with grade point averages. We believe sincerely that it will meet the aspirations of all stakeholders – students, parents and the employers of the graduates and postgraduates of REVA University.

At REVA University, research, consultancy and innovation are regarded as our pillars of success. Most of the faculty members of the University are involved in research by attracting funded projects from various research level organizations like DST, VGST, DBT, DRDO, AICTE and industries. The outcome of the research is passed on to students through live projects from industries. The entrepreneurial zeal of the students is encouraged and nurtured through EDPs and EACs.

REVA University has entered into collaboration with many prominent industries to bridge the gap between industry and University. Regular visits to industries and mandatory internship with industries have helped our students. REVA University has entered into collaboration with many prominent industries to bridge the gap between industry and University. Regular visits to industries and mandatory internship with industries have helped our students become skilled with relevant to industry requirements. Structured training programs on soft-skills and preparatory training for competitive exams are offered here to make students more employable. 100% placement of eligible students speaks the effectiveness of these programs. The entrepreneurship development activities and establishment of “Technology Incubation Centers” in the University extend full support to the budding entrepreneurs to nurture their ideas and establish an enterprise.

With firm faith in the saying, “Intelligence plus character –that is the goal of education” (Martin Luther King, Jr.), I strongly believe REVA University is marching ahead in the right direction, providing a holistic education to the future generation and playing a positive role in nation building. We reiterate our endeavor to provide premium quality education accessible to all and an environment for the growth of over-all personality development leading to generating “GLOBAL PROFESSIONALS”.

Welcome to the portals of REVA University!

**Dr. S. Y. Kulkarni**

Vice-Chancellor, REVA University

### **Director's Message**

Entrepreneurship has emerged as one of the top priorities in management education in India and a majority of B Schools offer Entrepreneurship as one of the core subjects at UG and PG levels of management programs. Entrepreneurship education is considered to be one of the most influential factors that is capable of accelerating the growth in any economy. This changing scenario calls for a corresponding change in curriculum design and delivery of entrepreneurship courses.



Entrepreneurship program at REVA University aims at promoting entrepreneurship amongst young students at the graduation level. The program is well designed keeping all the requirements essential in developing the entrepreneurial zeal, commitment and skills amongst young graduates. Exposure is given to students through E - lab and on a regular basis. Entrepreneurs and Start-Up entrepreneurs interact and mentor the budding entrepreneurs. The program also derives benefits from “Incubation Centre”- REVA NEST. Students get to learn and experience the teething problems, challenges and necessary preparations required for establishing the enterprise of their own. The program also encourages students to involve and actively participate in E-Club activities, which aims at providing platform for future entrepreneurs to face the future confidently. Greater emphasis is given to experiential and practical learning. The program encompasses courses related to entrepreneurship and family business management, in addition to this, workshops, webinars, training programs, seminars and conferences are organized from time to time.

After successful completion of entrepreneurship education program the student will be have multiple career paths:

**Starting a New Venture:** The Programs shall give complete knowledge and skill sets to the learners that they can start their own business. REVA University aims to provide infrastructure for incubating new businesses on the campus in REVA NEST. Students with viable entrepreneurial projects will be connected with venture capitalists and angel investors.

**Joining Family Business:** Family Business Management Programs support students who come with business background with excellent professional knowledge and with a focus on emerging business trends and markets to enable them to join family businesses with refreshing ideas to take them to new trajectories

The University is at the forefront of innovative learning methods and is committed to the use of new technologies in and outside the classroom. Students will benefit from personalized mentoring, tailored education and unique learning culture.

The Curriculum caters to and has relevance to local, regional, national, and global development needs. A maximum number of courses are integrated with cross-cutting issues with relevant to professional ethics, gender, human values, environment and sustainability.

I am sure the students choosing BBA Entrepreneurship in REVA University will enjoy the curriculum, teaching and learning environment comprising of academic association with REVA NEST, the vast infrastructure and the experienced faculty involvement and guidance. We will strive to provide all needed comfort and congenial environment for their studies. I wish all students pleasant stay in REVA and grand success in their career.

**Dr. Shubha A**

**Director, School of Management Studies**

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## **RUKMINI EDUCATIONAL CHARITABLE TRUST**

It was the dream of late Smt. Rukmini Shyama Raju to impart education to millions of underprivileged children as she knew the importance of education in the contemporary society. The dream of Smt. Rukmini Shyama Raju came true with the establishment of Rukmini Educational Charitable Trust (RECT), in the year 2002. **Rukmini Educational Charitable Trust** (RECT) is a Public Charitable Trust, set up in 2002 with the objective of promoting, establishing and conducting academic activities in the fields of Arts, Architecture, Commerce, Education, Engineering, Environmental Science, Management Studies, Legal Studies, Performing Arts and Science & Technology, among others. In furtherance of these objectives, the Trust has set up the REVA Group of Educational Institutions comprising of REVA Institute of Technology & Management (RITM), REVA Institute of Science and Management (RISM), REVA Institute of Management Studies (RIMS), REVA Institute of Education (RIE), REVA First Grade College (RFGC), REVA Degree College (Evening), REVA Independent PU College at Kattigenahalli, Ganganagar and Sanjaynagar and now REVA University. Through these institutions, the Trust seeks to fulfill its vision of providing world class education and create abundant opportunities for the youth of this nation to excel in the areas of Engineering, Commerce, Management, Education, Arts and Science & Technology.

Every great human enterprise is powered by the vision of one or more extraordinary individuals and is sustained by the people who derive their motivation from the founders. The Chairman of the Trust is Dr. P. Shyama Raju, a developer and builder of repute, a captain of the industry in his own right and the Chairman and Managing Director of the DivyaSree Group of companies. The idea of creating these top notch educational institutions was born of the philanthropic instincts of Dr. P. ShyamaRaju to do public good, quite in keeping with his support to other socially relevant charities such as maintaining the Richmond road park, building and donating a police



station, gifting assets to organizations providing accident and trauma care, to name a few.

The Rukmini Educational Charitable Trust drives with the main aim to help students who are in pursuit of quality education for life. REVA is today a family of ten institutions providing education from PU to Post Graduation and Research leading to M. Phil and PhD degrees. REVA has well qualified experienced teaching faculty of whom majority are doctorates. The faculty is supported by committed administrative and technical staff. Over 14,000 students study various courses across REVA's three campuses equipped with exemplary state-of-the-art infrastructure and conducive environment for the knowledge driven community.

## **ABOUT REVA UNIVERSITY**

REVA University has been established under the REVA University Act, 2012 of Government of Karnataka and notified in Karnataka State Gazette dated 27<sup>th</sup> February, 2013. The University is empowered by UGC to award degrees any branch of knowledge under Sec.22 of the UGC Act. The University is a Member of Association of Indian Universities, New Delhi. The main objective of the University is to prepare students with knowledge, wisdom and patriotism to face the global challenges and become the top leaders of the country and the globe in different fields.

REVA University located in between Kempegowda International Airport and Bangalore city, has a sprawling green campus spread over 45 acres of land and equipped with state-of-the-art infrastructure that provide conducive environment for higher learning and research. The REVA campus has well equipped laboratories, custom-built teaching facilities, fully air-conditioned library and central computer center, the well-planned sports facility with cricket ground, running track & variety of indoor and outdoor sports activities, facilities for cultural programs. The unique feature of REVA campus is the largest residential facility for students, faculty members and supportive staff.

The University is presently offering 24 Post Graduate Degree programs, 21 Degree programs in various branches of studies and has 14000+ students studying in various branches of knowledge at graduate and post graduate level and 410 Scholars pursuing research leading to PhD in 21 disciplines. It has 900+ well qualified, experienced and committed faculty members of whom majority are doctorates in their respective areas and most of them are guiding students pursuing research leading to PhD.

The programs being offered by the REVA University are well planned and designed after detailed study with emphasis with knowledge assimilation, applications, global job market and their social relevance. Highly qualified, experienced faculty and scholars from reputed universities / institutions,

experts from industries and business sectors have contributed in preparing the scheme of instruction and detailed curricula for this program. Greater emphasis on practice in respective areas and skill development to suit to respective job environment has been given while designing the curricula. The Choice Based Credit System and Continuous Assessment Graded Pattern (CBCS – CAGP) of education has been introduced in all programs to facilitate students to opt for subjects of their choice in addition to the core subjects of the study and prepare them with needed skills. The system also allows students to move forward under the fast track for those who have the capabilities to surpass others. These programs are taught by well experienced qualified faculty supported by the experts from industries, business sectors and such other organizations. REVA University has also initiated many supportive measures such as bridge courses, special coaching, remedial classes, etc., for slow learners so as to give them the needed input and build in them confidence and courage to move forward and accomplish success in their career. The University has also entered into MOUs with many industries, business firms and other institutions seeking their help in imparting quality education through practice, internship and also assisting students' placements.

REVA University recognizing the fact that research, development and innovation are the important functions of any university has established an independent Research and Innovation division headed by a senior professor as Dean of Research and Innovation. This division facilitates all faculty members and research scholars to undertake innovative research projects in engineering, science & technology and other areas of study. The interdisciplinary-multidisciplinary research is given the top most priority. The division continuously liaisons between various funding agencies, R&D Institutions, Industries and faculty members of REVA University to facilitate undertaking innovative projects. It encourages student research projects by forming different research groups under the guidance of senior faculty members. Some of the core areas of research wherein our young faculty members are working include Data Mining, Cloud Computing, Image

Processing, Network Security, VLSI and Embedded Systems, Wireless Sensor Networks, Computer Networks, IOT, MEMS, Nano- Electronics, Wireless Communications, Bio-fuels, Nano-technology for coatings, Composites, Vibration Energies, Electric Vehicles, Multilevel Inverter Application, Battery Management System, LED Lightings, Renewable Energy Sources and Active Filter, Innovative Concrete Reinforcement, Electro Chemical Synthesis, Energy Conversion Devices, Nano-structural Materials, Photo-electrochemical Hydrogen generation, Pesticide Residue Analysis, Nano materials, Photonics, Nano Tribology, Fuel Mechanics, Operation Research, Graph theory, Strategic Leadership and Innovative Entrepreneurship, Functional Development Management, Resource Management and Sustainable Development, Cyber Security, General Studies, Feminism, Computer Assisted Language Teaching, Culture Studies etc.

The REVA University has also given utmost importance to develop the much required skills through variety of training programs, industrial practice, case studies and such other activities that induce the said skills among all students. A full-fledged Career Development and Placement (CDC) department with world class infrastructure, headed by a dynamic experienced Professor & Dean, and supported by well experienced Trainers, Counselors and Placement Officers.

The University also has University-Industry Interaction and Skill Development Centre headed by a Senior Professor & Director facilitating skill related training to REVA students and other unemployed students. The University has been recognized as a Centre of Skill Development and Training by NSDC (National Skill Development Corporation) under Pradhan Mantri Kaushal Vikas Yojana. The Centre conducts several add-on courses in challenging areas of development. It is always active in facilitating student's variety of Skill Development Training programs. The University has collaborations with Industries, universities abroad, research institutions, corporate training organizations, and Government agencies such as Florida International University, Oklahoma State University,

Western Connecticut University, University of Alabama, Huntsville, Oracle India Ltd, Texas Instruments, Nokia University Relations, EMC<sup>2</sup>, VMware, SAP, Apollo etc, to facilitate student exchange and teacher-scholar exchange programs and conduct training programs. These collaborations with foreign universities also facilitate students to study some of the programs partly in REVA University and partly in foreign university, viz, M.S in Computer Science one year in REVA University and the next year in the University of Alabama, Huntsville, USA.

The University has also given greater importance to quality in education, research, administration and all activities of the university. Therefore, it has established an independent Internal Quality division headed by a senior professor as Dean of Internal Quality. The division works on planning, designing and developing different quality tools, implementing them and monitoring the implementation of these quality tools. It concentrates on training entire faculty to adopt the new tools and implement their use. The division further works on introducing various examination and administrative reforms.

To motivate the youth and transform them to become innovative entrepreneurs, successful leaders of tomorrow and committed citizens of the country, REVA organizes interaction between students and successful industrialists, entrepreneurs, scientists and such others from time to time. As a part of this exercise great personalities such as Bharat Ratna Prof. C. N. R. Rao, a renowned Scientist, Dr. N R Narayana Murthy, Founder and Chairman and Mentor of Infosys, Dr. K Kasturirangan, Former Chairman ISRO, Member of Planning Commission, Government of India, Dr. Balaram, Former Director IISc., and noted Scientist, Dr. V S Ramamurthy, Former Secretary, DST, Government of India, Dr. V K Aatre, noted Scientist and former head of the DRDO and Scientific Advisor to the Ministry of Defense Dr. Sathish Reddy, Scientific Advisor, Ministry of Defense, New Delhi and many others have accepted our invitation and blessed our students and faculty members by their inspiring addresses and interaction.

As a part of our effort in motivating and inspiring youth of today, REVA University also has instituted awards and prizes to recognize the services of teachers, researchers, scientists, entrepreneurs, social workers and such others who have contributed richly for the development of the society and progress of the country. One of such awards instituted by REVA University is **'Life Time Achievement Award'** to be awarded to successful personalities who have made mark in their field of work. This award is presented on occasion of the **"Founders' Day Celebration"** of REVA University on 6<sup>th</sup> January of every year in presence of dignitaries, faculty members and students gathering. The first "REVA Life Time Achievement Award" for the year 2015 has been awarded to Shri. Kiran Kumar, Chairman ISRO, followed by Shri.

Shekhar Gupta, renowned Journalist for the year 2016, Dr K J Yesudas, renowned play back singer for the year 2017. REVA also introduced **"REVA Award of Excellence"** in the year 2017 and the first Awardee of this prestigious award is Shri Ramesh Aravind, Actor, Producer, Director, Screen Writer and Speaker.

REVA organises various cultural programs to promote culture, tradition, ethical and moral values to our students. During such cultural events the students are given opportunities to unfold their hidden talents and motivate them to contribute innovative ideas for the progress of the society. One of such cultural events is REVAMP conducted every year. The event not only gives opportunities to students of REVA but also students of other Universities and Colleges. During three days of this mega event students participate in debates, Quizzes, Group discussion, Seminars, exhibitions and variety of cultural events. Another important event is Shubha Vidaaya, - Graduation Day for the final year students of all the programs, wherein, the outgoing students are felicitated and are addressed by eminent personalities to take their future career in a right spirit, to be the good citizens and dedicate themselves to serve the society and make a mark in their respective spheres of activities. During this occasion, the students who have achieved top ranks and won medals and prizes in academic, cultural

and sports activities are also recognised by distributing awards and prizes. The founders have also instituted medals and prizes for sports achievers every year. The physical education department conducts regular yoga classes every day to students, faculty members, administrative staff and their family members and organises yoga camps for villagers around.

Recognizing the fast growth of the university and its quality in imparting higher education, the BERG (Business Excellence and Research Group), Singapore has awarded BERG Education Award 2015 to REVA University under Private Universities category. The University has also been honoured with many more such honours and recognitions.

## **ABOUT SCHOOL OF MANAGEMENT STUDIES**

The School of Management Studies offers BBA (Industry Integrated), BBA(Honors), BBA (Entrepreneurship) and MBA programs. It also facilitates research leading to Doctoral degree. The BBA and MBA programs are designed to provide adequate scope for students to enter into wide range of business spheres, entrepreneurship, and reduce the widening gap between Industry – Academia.

### **Program Objective:**

BBA Entrepreneurship Program has been designed with a three - fold objective-

1. Train and Develop well-rounded first-generation entrepreneurs who can establish and run their own businesses
2. To groom the younger generation members of business families and prepare them to take the reins of family business
3. To prepare well trained management professionals and equip them to run the businesses as managers.

## **VISION**

- “To produce world class management experts through excellent teaching and research so as to offer professional services at National and International levels”

## **MISSION**

- To provide high-standard, forward-looking, morally, socially and ethically responsive, coherent, interdisciplinary and career-oriented programs in a dynamic global education environment.
- To contribute to the enrichment and dissemination of knowledge through theoretical, applied and problem-oriented research for the benefit of students, faculty, and society in general;
- To serve the community by undertaking customer-oriented research, providing training and professional consultation for business, industry



and government and pursue research in partnership with business and governmental organizations.

## **VALUES**

Excellence in all our academic and research endeavours

Dedication and service to our stakeholders

Leadership through innovation

Accountability and transparency

Creating conducive academic environment with service motto

Integrity and intellectual honesty

Ethical and moral behavior

Freedom of thought and expression

Adaptability to the change

Team-work

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### **“Seven Deadly Sins**

**Wealth without work**

**Pleasure without conscience**

**Science without humanity**

**Knowledge without character**

**Politics without principle**

**Commerce without morality**

**Worship without sacrifice.”**

**— Mahatma Gandhi**

### Advisory Board

| Sl. No. | Name of Members                                                                                                                                                                                                                          |
|---------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1       | <b>Dr. B. Mahadevan</b><br>Professor,<br>IIM – Bangalore, Bannerghatta Road, Bangalore<br>Phone: +91-80-26993275<br>E-mail: <a href="mailto:b.mahadevan@iimb.ernet.in">b.mahadevan@iimb.ernet.in</a>                                     |
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| 3       | <b>Dr. D N S Kumar</b><br>Director (Research)<br>Christ University, Bangalore<br>(O) 40129018(M) 8880919142                                                                                                                              |
| 4       | <b>Dr. M. S. Moodithaya</b><br>Registrar, Nitte University Derlakatte, Mangalore<br>(M) 9845370401                                                                                                                                       |
| 5       | <b>Dr. A. H. Chachadi</b><br>Retired Professor,<br>Karnataka University, Dharwad<br>(M) 9448631340<br>( R ) (0836) 2742820                                                                                                               |
| 6       | <b>Dr. Teerooven Soobaroyen</b><br>School of Management, Faculty of Business and Law<br>University of Southampton, Highfield, Southampton, SO17 1BJ, UK<br>Email: <a href="mailto:t.soobaroyen@soton.ac.uk">t.soobaroyen@soton.ac.uk</a> |
| 7       | <b>Dr Collins Ntim</b> - BSc, MSc, MRes, PhD, PGCTHE, FHEA.<br>Professor of Accounting & Finance, Department of Accountancy<br>University of Huddersfield, UK<br>Email: <a href="mailto:c.ntim@hud.ac.uk">c.ntim@hud.ac.uk</a>           |
| 8       | <b>Dr. Shanthi S K</b><br>Chair Professor - Union Bank Center for Banking Excellence,<br>Greta Lakes University, Chennai--6303102<br>Email: <a href="mailto:shanthi.sk@greatlakes.edu.in">shanthi.sk@greatlakes.edu.in</a>               |
| 9       | <b>Mr. Nagaraj Kulkarni</b><br>Director, Compgece Bangalore. Mobile: 9980540426<br>Email:- <a href="mailto:nagarjkulkarni@compegece.com">nagarjkulkarni@compegece.com</a>                                                                |

## **BBA (ENTREPRENEURSHIP) PROGRAM**

### **Program Overview**

#### **Bachelor of Business Administration (Entrepreneurship)**

The BBA Entrepreneurship Program is a three-year program spreading over six semesters. This Program is unique among the Bachelors programs offered by the university because of the academic collaboration with REVA NEST, the accomplished incubation centre of REVA University.

Entrepreneurship program at Bachelors level provides students a unique opportunity to gain the competencies to start, develop and / or manage a small business venture; to engage in social entrepreneurship; to pursue a career that requires entrepreneurship or one that provides professional expertise to manage small enterprises.

#### **Program Educational Objectives (PEO)**

**PEO 1:** Graduate after successful completion of the Program will be able to Establish and manage one's own business activities and acquaint sound knowledge of human resources, finance, operations, marketing and such related business functions

**PEO 2:** Graduates after completion of the program will be able to work with diverse teams and are expected to take up Challenging tasks and take better decisions in complex situations.

**PEO 3:** Graduates will be able to incorporate social, ethical and moral principles in professional and personal life.

#### **Program Specific Outcomes (PSO)**

| <b>PSO</b> | <b>Description</b>                                                                                                                   |
|------------|--------------------------------------------------------------------------------------------------------------------------------------|
| PSO1       | Demonstrate understanding of the basic concepts and theoretical knowledge used in the different commerce and business related areas. |
| PSO2       | Develop ideas for start –ups through knowledge and skills developed during the course of the degree.                                 |
| PSO3       | Apply different tools and techniques in solving problems related to Business and in day-to-day situations during their career        |

## Programme Outcomes

The School of Management studies was established in the year 2014 and BBA – Entrepreneurship Program commenced in the year 2018, since then the school has defined Program Outcomes for the courses offered during the Board of Studies meeting. Based on the advice and suggestions of the BOS, EIGHT Program Outcomes have been formulated, keeping in view the Vision, Mission and Program Educational Objectives.

### Description of the Program Outcomes

| PO  | Description                                                                                                                          |
|-----|--------------------------------------------------------------------------------------------------------------------------------------|
| PO1 | Set up new ventures and/or strengthen family business and formulate human resources policies for the organization.                   |
| PO2 | Perform project management activity and lead a team to ensure that projects are completed satisfactorily, on time, and within budget |
| PO3 | Ability to develop Value based leadership Ability                                                                                    |
| PO4 | Ability to understand and analyse Global Perspectives of Business                                                                    |
| PO5 | Engage in Research and apply statistical tools and techniques for Problem solving and decision making.                               |
| PO6 | Enhance skills required for a particular domain by integrating practical and theoretical knowledge                                   |
| PO7 | Gain knowledge through inter- disciplinary and Multi – disciplinary courses                                                          |
| PO8 | Apply knowledge of Theory and Practices to solve business problems and incorporate Social and ethical aspects in business            |

## Summary of REVA University Regulations for Choice Based Credit System (CBCS) and Continuous Assessment Grading Pattern (CAGP) for Three Years Graduate Degree Programs

### 1. Teaching and Learning Process:

The teaching & learning process under CBCS - CAGP of education in each course of study will have three components, namely:

(i) L= Lecture (ii) T= Tutorial (iii) P=Practice; where:

**L** stands for **Lecture** session consisting of classroom instruction.

**T** stands for **Tutorial** session consisting participatory discussion / Self-study/ desk work/ brief seminar presentations by students and such other novel methods that make a student to absorb and assimilate more effectively the contents delivered in the Lecture classes.

**P** stands for **Practice** session and it consists of Hands on Experience / Laboratory Experiments / Field Studies / Case Studies that equip students to acquire the much required skill component.

### 2. Courses of Study and Credits

- a. The study of various subjects in BBA (E) degree program is grouped under various courses. Each of these courses carries credits which are based on the number of hours of teaching and learning.
- b. In terms of credits, every **one hour session of L** amounts to **1 credit per Semester** and a minimum of **two hour session of T or P** amounts to **1 credit per Semester** or **a three hour session of T / P** amounts to **2 credits** over a period of one Semester of 16 weeks for teaching-learning process.
- c. **The total duration of a semester is 20 weeks inclusive of semester-end examination.**
- d. **A course shall have either or all the four components.** That means a course may have only lecture component, or only practical component or combination of any two or all the three components.
- e. The total credits earned by a student at the end of the semester upon successfully completing the course are **L + T + P**. **The credit pattern of the course is indicated as L: T: P**

Different **Courses of Study** are labeled and defined as follows:

**a. Core Course:**

A course which should compulsorily be studied by a candidate as a core-requirement is termed as a Core course. The **CORE** courses of Study are of **THREE** types, viz - (i) Foundation Course, (ii) Hard Core Course, and (iii) Soft Core Course.

**b. Foundation Course (FC):**

The foundation Course is a core course which should be completed successfully as a part of graduate degree program irrespective of the branch of study. These would include basic courses in Languages, courses of study prescribed by the University.

**c. Hard Core Course (HC):**

The **Hard-Core Course** is a Core Course in the main branch of study and related branch(es) of study, if any that the candidates have to complete compulsorily.

**d. Soft Core Course (SC):**

A Core course may be a **Soft Core** if there is a choice or an option for the candidate to choose a course from a pool of courses from the main branch of study or from a sister/related branch of study which supports the main branch of study.

**e. Open Elective Course:**

An elective course chosen generally from other discipline / subject, with an intention to seek exposure to the basics of subjects other than the main discipline the student is studying is called an **Open Elective Course**.

**f. Project Work / Dissertation:**

Project work / Dissertation work is a special course involving application of knowledge in solving / analyzing /exploring a real life situation / difficult

problem. A project work carrying **FOUR** or **SIX** credits is called **Minor Project work / Dissertation**. A project work of **EIGHT, TEN, TWELVE** or **SIXTEEN** credits is called **Major Project work / Dissertation**. A **Minor Project work** may be a **hard core** or a **Soft Core** as decided by the **BOS / concerned**. But the **Major Project** shall be **Hard Core**.

### **3. Scheme, Duration and Medium of Instructions:**

3.1. The **BBA (E)** Degree program is of 6 semesters - 3 years duration. A candidate can avail a maximum of 12 semesters - 6 years as per double duration norm, in one stretch to complete the **BBA (E)**, including blank semesters, if any. Whenever a candidate opts for blank semester, he/she has to study the prevailing courses offered by the School when he/she resumes his/her studies.

3.2. The medium of instruction shall be English.

### **4. Credits and Credit Distribution**

4.1. A candidate has to earn 140 credits for successful completion of **Three Year BBA (E) degree** with the distribution of credits for different courses as decided by the Board of Studies.

4.2. The concerned **BOS** based on the credits distribution pattern given above shall prescribe the credits to various types of courses and shall assign title to every course including project work, practical work, field work, self-study elective, as **Foundation Course (FC)**, **Hard Core (HC)** or **Soft Core (SC)** or **Open Elective (OE)**.

4.3. A candidate can enroll for a maximum of 30 credits and a minimum of 20 credits per Semester. However he / she may not successfully earn a maximum of 30 credits per semester. This maximum of 30 credits does not include the credits of courses carried forward by a candidate.

4.4. Only such full time candidates who register for a minimum prescribed number of credits in each semester from I semester to VI semester and complete successfully 140 credits in 6 successive semesters shall be considered for declaration of Ranks, Medals, Prizes and are eligible to apply for Student Fellowship, Scholarship, Free ships, and such other rewards / advantages which could be applicable for all full time students and for hostel facilities.

### **Add- on Proficiency Certification:**

To acquire **Add on Proficiency Certification** a candidate can opt to complete a minimum of 4 extra credits either in the same discipline /subject or in different discipline / subject in excess to 140 credits for the Three Year BBA (E) Degree program.

### **5. Add on Proficiency Diploma:**

5.1. To acquire **Add on Proficiency Diploma**, a candidate can opt to complete a minimum of 18 extra credits either in the same discipline /subject or in different discipline / subject in excess to 140 credits for the Three Year BBA (E) Degree program.

5.2. The **Add on Proficiency Certification / Diploma** so issued to the candidate contains the courses studied and grades earned.

### **6. Scheme of Assessment & Evaluation**

6.1. The Scheme of Assessment and Evaluation will have two parts, namely;

- i. Internal Assessment (IA); and
- ii. Semester End Examination

6.2. Assessment and Evaluation of each Course shall be for 100 marks. The Internal Assessment and Semester End Examination of UG non engineering programs and PG programs shall carry 50 marks each (i.e., 50 marks internal assessment; 50 marks semester end examination).

6. 3. The 50 marks of Internal Assessment shall comprise of:

|                                        |   |          |
|----------------------------------------|---|----------|
| Internal Test                          | = | 30 marks |
| Assignments                            | = | 10 marks |
| Presentations / Quizzes / Case studies | = | 10 marks |

6.4. There shall be two internal tests conducted as per the schedule given below. The students have to attend all the two tests compulsorily.

- 1<sup>st</sup> test for 15 marks at the end of 8<sup>th</sup> week of the beginning of the Semester; and
- 2<sup>nd</sup> test for 15 marks at the end of the 16<sup>th</sup> week of the beginning of the Semester; and



6.5. The coverage of syllabus for the said three tests shall be as under:

- For the 1<sup>st</sup> test syllabus shall be 1<sup>st</sup> and 2<sup>nd</sup> unit of the course;
- For the 2<sup>nd</sup> test it shall be 3<sup>rd</sup> and 4<sup>th</sup> unit;

6.6. The Semester End Examination for 50 marks shall be held during 18<sup>th</sup> and 19<sup>th</sup> week of the beginning of the semester and **the syllabus for the semester end examination shall be entire 4 units.**

6.7. The duration of the internal test shall be 75 minutes and for semester end examination the duration shall be 3 hours.

**Summary of Continuous Assessment and Evaluation Schedule**

| Type of Assessment                     | Period                                   | Syllabus                                        | Marks | Activity                                                  |
|----------------------------------------|------------------------------------------|-------------------------------------------------|-------|-----------------------------------------------------------|
| First Test                             | 8 <sup>th</sup> Week                     | 1 <sup>st</sup> and 2 <sup>nd</sup> Units       | 15    | Consolidation of 1 <sup>st</sup> and 2 <sup>nd</sup> Unit |
| Allocation of Topics for Assignments   | -                                        | First Unit and second unit                      |       | Instructional process and Continuous Assessment           |
| Submission of Assignments              | -                                        | First Unit and second unit                      | 5     | Instructional process and Continuous Assessment           |
| Presentations / Quizzes/Case studies   | -                                        | First Unit and second unit                      | 5     | Instructional process and Continuous Assessment           |
| Second Test                            | 16 <sup>th</sup> Week                    | Third unit and Fourth unit                      | 15    | Consolidation of 3 <sup>rd</sup> and 4 <sup>th</sup> Unit |
| Allocation of Topic for 2nd Assignment | -                                        | 2 <sup>nd</sup> second and 3 <sup>rd</sup> Unit |       | Instructional process and Continuous Assessment           |
| Submission of Assignments              | -                                        | 2 <sup>nd</sup> second and 3 <sup>rd</sup> Unit | 5     | Instructional process and Continuous Assessment           |
| Presentations / Quizzes / Case studies | -                                        | 2 <sup>nd</sup> second and 3 <sup>rd</sup> Unit | 5     | Instructional process and Continuous Assessment           |
| Semester End Practical Examination     | 17 <sup>th</sup> Week                    | Entire syllabus                                 | 50    | Conduct of Semester - end Practical Exams                 |
| Preparation for Semester-End Exam      | 16 <sup>th</sup> & 17 <sup>th</sup> Week | Entire Syllabus                                 |       | Revision and preparation for semester-end                 |

|                                 |                                               |                 |    |                              |
|---------------------------------|-----------------------------------------------|-----------------|----|------------------------------|
|                                 |                                               |                 |    | exam                         |
| Semester End Theory Examination | 18 <sup>th</sup> Week & 19 <sup>th</sup> Week | Entire Syllabus | 50 | Evaluation and Tabulation    |
|                                 | End of 20 <sup>th</sup> Week                  |                 |    | Notification of Final Grades |

**Note:**

- 1. Examination and Evaluation shall take place concurrently and Final Grades shall be announced latest by 5 days after completion of the examination.*
- 2. Practical examination wherever applicable shall be conducted after 2<sup>nd</sup> test and before semester end examination. The calendar of practical examination shall be decided by the respective School Boards and communicated well in advance to the Registrar (Evaluation) who will notify the same immediately*

**7.0. Evaluation of Practical's and Minor Project / Major Project / Dissertation**

7.1. The performance in the practice tasks / experiments shall be assessed on the basis of:

- Knowledge of relevant processes;
- Skills and operations involved;
- Results / products including calculation and reporting.

7.2 The 50 marks meant for continuous assessment of the performance in carrying out Project shall further be allocated as under:

|    |                                        |                 |
|----|----------------------------------------|-----------------|
| i  | IA1 Report submission and Presentation | 25 Marks        |
| ii | IA2 Report submission and Presentation | 25 Marks        |
|    | <b>Total</b>                           | <b>50 marks</b> |

The 50 marks meant for Semester End Examination, shall be allocated as under:

|     |                |                 |
|-----|----------------|-----------------|
| i   | Project Report | 30 marks        |
| iii | Viva Voce      | 20 marks        |
|     | <b>Total</b>   | <b>50 marks</b> |

7.3. The duration for semester-end practical examination shall be decided by the concerned School Board.

**7.4 Evaluation of Minor Project / Major Project / Dissertation:**

Right from the initial stage of defining the problem, the candidate has to submit the progress reports periodically and also present his/her progress in the form of seminars in addition to the regular discussion with the supervisor. At the end of the semester, the candidate has to submit final report of the project / dissertation, as the case may be, for final evaluation. The components of evaluation are as follows:

|     |                                                                                                                     |
|-----|---------------------------------------------------------------------------------------------------------------------|
| i   | Periodic Progress and Progress Reports (25%)                                                                        |
| ii  | Results of Work and Draft Report (25%)                                                                              |
| iii | Final Evaluation and Viva-Voce (50%). Evaluation of the report is for 30% and the Viva-Voce examination is for 20%. |

### **8.1 Provision to Carry Forward the Failed Subjects / Courses:**

A student who has failed in a given number of courses in odd and even semesters shall move to next semester of immediate succeeding year and final year of the study. However, he / she shall have to clear all the courses of all semesters within the double duration, i. e., within six years of admission of the first semester failing which the student has to re-register to the entire program.

### **9.2 Re-Registration and Re-Admission:**

a) In case a candidate's class attendance in aggregate of all courses in a semester is less than 75% or as stipulated by the University, such a candidate is considered as dropped the semester and is not allowed to appear for end semester examination and he / she shall have to seek re-admission to that semester during subsequent semester / year within a stipulated period.

b) In such a case where in a candidate drops all the courses in a semester due to personal reasons, it is considered that the candidate has dropped the semester and he / she shall seek re-admission to such dropped semester.

### **10. Attendance Requirement:**

10.1 All students must attend every lecture, tutorial and practical classes.

10.2 In case a student is on approved leave of absence (e g:- representing the university in sports, games or athletics, placement activities, NCC, NSS activities and such others) and / or any other such contingencies like medical emergencies, the attendance requirement shall be minimum of 75% of the classes taught.

10.3 Any student with less than 75% of attendance in aggregate of all the courses including practical courses / field visits etc, during a semester shall not be permitted to appear to

the end semester examination and such student shall seek re-admission as provided above.

10.4 Teachers offering the courses will place the above details in the School Board meeting during the last week of the semester, before the commencement of examination, and subsequently a notification pertaining to the above will be brought out by the Director of the School before the commencement of examination. A copy of this notification shall also be sent to the office of the Registrar & Registrar (Evaluation).

### 11. Challenge Valuation

- a. A student who desires to apply for challenge valuation shall obtain a photo copy of the answer script by paying the prescribed fee within 10 days after the announcement of the results. He / She can challenge the grade awarded to him/her by surrendering the grade card and by submitting an application along with the prescribed fee to the Registrar (Evaluation) within 10 days after the announcement of the results. This challenge valuation is only for SEE.
- b. The answer scripts for which challenge valuation is sought for shall be evaluated by the external examiner who has not involved in the first evaluation. The higher of two marks from first valuation and challenge valuation shall be the final.

### 12. Grade Card and Grade Point:

- a. **Provisional Grade Card:** The tentative / provisional Grade Card will be issued by the Registrar (Evaluation) at the end of every semester indicating the courses completed successfully. The provisional grade card provides **Semester Grade Point Average (SGPA)**.
- b. **Final Grade Card:** Upon successful completion of BBA (E) Degree a Final Grade card consisting of grades of all courses successfully completed by the candidate will be issued by the Registrar (Evaluation).
- c. **The Grade and the Grade Point:** The Grade and the Grade Point earned by the candidate in the subject will be as given below:

| Marks<br>P | Grade<br>G | Grade Point<br>(GP=V x G) | Letter<br>Grade |
|------------|------------|---------------------------|-----------------|
| 90>100     | 10         | v*10                      | O               |
| 80>90      | 9          | v*9                       | A+              |
| 70 > 80    | 8          | v*8                       | A               |
| 60> 70     | 7          | v*7                       | B+              |
| 55 > 60    | 6          | v*6                       | B               |
| 50 > 55    | 5.5        | V*5.5                     | C               |
| 40> 50     | 5          | v*5                       | P               |
| 0-40       | 0          | v*0                       | F               |
| ABSENT     |            |                           | AB              |

*O - Outstanding; A-Excellent; B-Very Good; C-Good; D-Fair; E-Satisfactory; F - Fail*

Here, P is the percentage of marks ( $P=[(IA)+M]$ ) secured by a candidate in a course which is **rounded to nearest integer**. V is the credit value of the course. G is the grade and GP is the grade point.

**i. Computation of SGPA and CGPA**

The following procedure to compute the Semester Grade Point Average (SGPA)

The SGPA is the ratio of sum of the product of the number of credits with the grade points scored by a student in all the courses taken by a student and the sum of the number of credits of all the courses undergone by a student in a given semester, i.e :

$$SGPA (S_i) = \sum(C_i \times G_i) / \sum C_i$$

where  $C_i$  is the number of credits of the  $i^{th}$  course and  $G_i$  is the grade point scored by the student in the  $i^{th}$  course.

**ii. Cumulative Grade Point Average (CGPA):**

Overall Cumulative Grade Point Average (CGPA) of a candidate after successful completion of the required number of credits (140) for BBA (E) degree is calculated taking into account all the courses undergone by a student over all the semesters of a program i. e.,

$$CGPA = \sum(C_i \times S_i) / \sum C_i$$

where  $S_i$  is the SGPA of the  $i^{\text{th}}$  semester and  $C_i$  is the total number of credits in that semester.

The SGPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts.

### CONVERSION OF GRADES INTO PERCENTAGE:

Conversion formula for the conversion of CGPA into Percentage is:

Percentage of marks scored = CGPA Earned  $\times$  10

**Illustration:** CGPA Earned  $8.11 \times 10 = 81.10$

### 12.1 Classification of Results

The final grade point (FGP) to be awarded to the student is based on CGPA secured by the candidate and is given as follows.

| CGPA                         | Grade<br>(Numerical<br>Index) | Letter<br>Grade | Performance   | FGP                  |
|------------------------------|-------------------------------|-----------------|---------------|----------------------|
|                              | G                             |                 |               | Qualitative<br>Index |
| $9 \geq \text{CGPA} \geq 10$ | 10                            | O               | Outstanding   | Distinction          |
| $8 \geq \text{CGPA} < 9$     | 9                             | A+              | Excellent     |                      |
| $7 \geq \text{CGPA} < 8$     | 8                             | A               | Very Good     | First Class          |
| $6 \geq \text{CGPA} < 7$     | 7                             | B+              | Good          |                      |
| $5.5 \geq \text{CGPA} < 6$   | 6                             | B               | Above average | Second Class         |
| $> 5 \text{ CGPA} < 5.5$     | 5.5                           | C               | Average       |                      |
| $> 4 \text{ CGPA} < 5$       | 5                             | P               | Pass          | Satisfactory         |
| $\text{CGPA} < 4$            | -                             | F               | Fail          | -                    |

**Overall percentage =  $10 \times \text{CGPA}$**

### 12.2 Provision for Appeal

If a candidate is not satisfied with the evaluation, he/she can approach the grievance cell with the written submission together with all facts, the assignments, test papers etc, which were evaluated. He/she can do so before the commencement of semester-end examination. The grievance cell is empowered to revise the marks if the case is genuine and is also empowered to levy penalty as prescribed by the university on the candidate if his/her submission is found to be baseless and unduly motivated. This cell may recommend taking disciplinary/corrective action on an evaluator if he/she is found

guilty. The decision taken by the grievance cell is final.

For every program there will be one grievance cell. The composition of the grievance cell is as follows:-

- The Registrar (Evaluation) - Ex-officio Chairman / Convener
- One Senior Faculty Member (other than those concerned with the evaluation of the course concerned) drawn from the school / department/discipline and/or from the sister schools / departments/sister disciplines - Member.
- One Senior Faculty Members / Subject Experts drawn from outside the University school / department - Member.

**12.3** With regard to any specific case of ambiguity and unsolved problem, the decision of the Vice-Chancellor shall be final.

## BBA (ENTREPRENEURSHIP) PROGRAM

### Scheme of Instruction

(Effective from Academic Year 2020-21)

### Scheme of Instruction

| Sl. No          | Course Code | Title of the Course                    | HC/ SC/ SE/ | Credit Pattern |   |   |       |
|-----------------|-------------|----------------------------------------|-------------|----------------|---|---|-------|
|                 |             |                                        |             | L              | T | P | Total |
| FIRST SEMESTER  |             |                                        |             |                |   |   |       |
| 1               | B20BE1010   | Communicative English-I                | CC          | 2              | 1 | 0 | 3     |
| 2               | B20BE1021   | Language – II Kannada                  | CC          | 2              | 1 | 0 | 3     |
| 3               | B20BE1022   | Language – II Hindi                    |             |                |   |   |       |
| 4               | B20BE1023   | Language – II Additional English       |             |                |   |   |       |
| 5               | B20BE1030   | Entrepreneurial Finance                | HC          | 3              | 0 | 1 | 4     |
| 6               | B20BE1040   | Business Economics                     | SC          | 2              | 1 | 0 | 3     |
| 7               | B20BE1050   | Management and Entrepreneurship        | SC          | 2              | 1 | 0 | 3     |
| 8               | B20BE1060   | Social Entrepreneurship                | SC          | 2              | 1 | 0 | 3     |
| 9               | B20BE1070   | Indian Constitution and Human Rights   | FC          | 0              | 0 | 0 | 0     |
| 10              | B20BE1080   | SDC-1                                  |             | 0              | 0 | 0 | 0     |
| Total Credits   |             |                                        |             |                |   |   | 19    |
| SECOND SEMESTER |             |                                        |             |                |   |   |       |
| 1               | B20BE2010   | Communicative English-II               | CC          | 2              | 1 | 0 | 3     |
| 2               | B20BE2021   | Language – II Kannada                  | CC          | 2              | 1 | 0 | 3     |
| 3               | B20BE2022   | Language – II Hindi                    |             |                |   |   |       |
| 4               | B20BE2023   | Language – II Additional English       |             |                |   |   |       |
| 5               | B20BE2030   | Entrepreneurial Management             | HC          | 3              | 1 | 0 | 4     |
| 6               | B20BE2040   | Fundamentals of Marketing              | SC          | 2              | 1 | 0 | 3     |
| 7               | B20BE2050   | Entrepreneurial Competency Development | SC          | 2              | 1 | 0 | 3     |
| 8               | B20BE2060   | Business Statistics                    | SC          | 2              | 0 | 1 | 3     |
| 9               | B20BE2070   | Environment Studies and Public Health  | FC          | 0              | 0 | 0 | 0     |
| 10              | B20BE2080   | SDC- 2                                 |             | 0              | 0 | 0 | 0     |
|                 |             | Total Credits                          |             |                |   |   | 19    |
| THIRD SEMESTER  |             |                                        |             |                |   |   |       |
| 1               | B20BE3011   | Language – III Kannada                 | CC          | 2              | 1 | 0 | 3     |
| 2               | B20BE3012   | Language – III Hindi                   | CC          |                |   |   |       |
| 3               | B20BE3013   | Language – III Additional English      | CC          |                |   |   |       |



|                                                     |           |                                                                                                                    |    |   |   |   |           |
|-----------------------------------------------------|-----------|--------------------------------------------------------------------------------------------------------------------|----|---|---|---|-----------|
| 4                                                   | B20BE3020 | Human Behaviour at Work                                                                                            | HC | 3 | 1 | 0 | 4         |
| 5                                                   | B20BE3030 | HRM for Small Business                                                                                             | SC | 2 | 1 | 0 | 3         |
| 6                                                   | B20BE3040 | Understanding Business Opportunities                                                                               | SC | 2 | 1 | 0 | 3         |
| 7                                                   | B20BE3050 | Entrepreneurship Lab (Practical Only)                                                                              | SC | 1 | 0 | 2 | 3         |
| 8                                                   | B20BE3060 | Legal Aspects of Entrepreneurship                                                                                  | SC | 2 | 1 | 0 | 3         |
| 9                                                   | B20BE3070 | Indian Business Environment                                                                                        | SC | 2 | 1 | 0 | 3         |
| 10                                                  | B20BE3080 | Open Elective -Introduction to Entrepreneurship                                                                    | OE | 3 | 1 | 0 | 4         |
| 11                                                  | B20BE3090 | SDC -3                                                                                                             |    | 0 | 0 | 0 | 0         |
| <b>Total Credits</b>                                |           |                                                                                                                    |    |   |   |   | <b>26</b> |
| <b>FOURTH SEMESTER</b>                              |           |                                                                                                                    |    |   |   |   |           |
| 1                                                   | B20BE4011 | Language – IV Kannada                                                                                              | CC | 2 | 1 | 0 | 3         |
| 2                                                   | B20BE4012 | Language – IV Hindi                                                                                                | CC |   |   |   |           |
| 3                                                   | B20BE4013 | Language – IV Additional English                                                                                   | CC |   |   |   |           |
| 4                                                   | B20BE4020 | Business Research for Entrepreneurs                                                                                | HC | 3 | 0 | 1 | 4         |
| 5                                                   | B20BE4030 | Cost and Management Accounting                                                                                     | HC | 3 | 0 | 1 | 4         |
| 6                                                   | B20BE4040 | Logistics and Supply Chain Management                                                                              | HC | 2 | 1 | 0 | 3         |
| 7                                                   | B20BE4050 | New Venture Creation                                                                                               | SC | 2 | 1 | 0 | 3         |
| 8                                                   | B20BE4060 | Family Business Management                                                                                         | SC | 2 | 1 | 0 | 3         |
| 9                                                   | B20BE4070 | SDC 4                                                                                                              |    | 0 | 0 | 0 | 0         |
| 10                                                  | B20BE4080 | Minor Project - I (Summer Internship)( Credit will be carried and considered for Assessment in the Fifth semester) | HC | 0 | 0 | 0 | 0         |
| <b>I. Specialization New Venture Creation</b>       |           |                                                                                                                    |    |   |   |   |           |
| 1                                                   | B20BE4111 | Business Plan Preparation for New Ventures                                                                         | SC | 2 | 0 | 1 | 3         |
| 2                                                   | B20BE4112 | Project Feasibility Analysis                                                                                       | SC | 2 | 1 | 0 | 3         |
| <b>II.Specialization Family Business Management</b> |           |                                                                                                                    |    |   |   |   |           |
| 1                                                   | B20BE4211 | Growth and Diversification of Family Business                                                                      | SC | 2 | 1 | 0 | 3         |
| 2                                                   | B20BE4212 | Succession Planning in Family Business                                                                             | SC | 2 | 1 | 0 | 3         |
| <b>III. Specialization New Venture Finance</b>      |           |                                                                                                                    |    |   |   |   |           |
| 1                                                   | B20BE4311 | Financial Sources for Startups                                                                                     | SC | 2 | 0 | 1 | 3         |
| 2                                                   | B20BE4312 | Financial Management in New Ventures                                                                               | SC | 2 | 0 | 1 | 3         |
| <b>IV. Specialization New Venture Marketing</b>     |           |                                                                                                                    |    |   |   |   |           |
| 1                                                   | B20BE4411 | Marketing for startups                                                                                             | SC | 2 | 1 | 0 | 3         |

|                                                      |           |                                                                                                                   |    |   |   |   |           |
|------------------------------------------------------|-----------|-------------------------------------------------------------------------------------------------------------------|----|---|---|---|-----------|
| 2                                                    | B20BE4412 | Marketing Innovations                                                                                             | SC | 2 | 1 | 0 | 3         |
| <b>V. Specialization Global Entrepreneurship</b>     |           |                                                                                                                   |    |   |   |   |           |
| 1                                                    | B20BE4511 | Global Business Environment                                                                                       | SC | 2 | 1 | 0 | 3         |
| 2                                                    | B20BE4512 | Understanding Global Markets                                                                                      | SC | 2 | 1 | 0 | 3         |
| <b>TOTAL CREDITS</b>                                 |           |                                                                                                                   |    |   |   |   | <b>26</b> |
| <b>Fifth Semester</b>                                |           |                                                                                                                   |    |   |   |   |           |
| 1                                                    | B20BE5020 | Income Tax                                                                                                        | HC | 3 | 0 | 1 | 4         |
| 2                                                    | B20BE5010 | Government & Entrepreneurship Development                                                                         | HC | 2 | 1 | 1 | 4         |
| 3                                                    | B20BE5030 | E- Commerce                                                                                                       | HC | 2 | 1 | 1 | 4         |
| 4                                                    | B20BE5040 | Total Quality Management                                                                                          | HC | 2 | 1 | 1 | 4         |
| 5                                                    | B20BE5050 | Social Media Marketing                                                                                            | SC | 2 | 1 | 0 | 3         |
| 6                                                    | B20BE5060 | Ethics and Values for Entrepreneurs                                                                               | SC | 2 | 1 | 0 | 3         |
| 7                                                    | B20BE5070 | <b>SDC 5</b>                                                                                                      |    |   |   |   | 0         |
| 8                                                    | B20BE4080 | Minor Project -I (Summer Internship) (Credit will be carried and considered for Assessment in the Fifth semester) | HC | 0 | 0 | 4 | 4         |
| <b>I. Specialization New Venture Creation</b>        |           |                                                                                                                   |    |   |   |   |           |
| 1                                                    | B20BE5111 | Managing Growth and Diversification                                                                               | SC | 2 | 1 | 0 | 3         |
| 2                                                    | B20BE5112 | Business Negotiation Strategies                                                                                   | SC | 2 | 1 | 0 | 3         |
| <b>II. Specialization Family Business Management</b> |           |                                                                                                                   |    |   |   |   |           |
| 1                                                    | B20BE5211 | Corporate and Family Governance                                                                                   | SC | 2 | 1 | 0 | 3         |
| 2                                                    | B20BE5212 | Professionalization of Family Business                                                                            | SC | 2 | 1 | 0 | 3         |
| <b>III. Specialization New Venture Finance</b>       |           |                                                                                                                   |    |   |   |   |           |
|                                                      | B20BE5311 | Principles of Corporate Finance                                                                                   | SC | 2 | 0 | 1 | 3         |
|                                                      | B20BE5312 | Financial Management during Economic Slowdown                                                                     | SC | 2 | 0 | 1 | 3         |
| <b>IV. Specialization New Venture Marketing</b>      |           |                                                                                                                   |    |   |   |   |           |
|                                                      | B20BE5411 | New Product Development and Marketing                                                                             | SC | 2 | 1 | 0 | 3         |
|                                                      | B20BE5412 | Dynamics of Service Marketing                                                                                     | SC | 2 | 1 | 0 | 3         |
| <b>V. Specialization Global Entrepreneurship</b>     |           |                                                                                                                   |    |   |   |   |           |
|                                                      | B20BE5511 | International Trade Procedures & Documentation                                                                    | SC | 2 | 1 | 0 | 3         |
|                                                      | B20BE5512 | Forex Management                                                                                                  | SC | 2 | 1 | 0 | 3         |
| <b>TOTAL CREDITS</b>                                 |           |                                                                                                                   |    |   |   |   | <b>32</b> |

| <b>Sixth Semester</b>                 |           |                                         |    |   |   |    |            |
|---------------------------------------|-----------|-----------------------------------------|----|---|---|----|------------|
| 1                                     | B20BE6010 | Strategic Business Management           | HC | 2 | 1 | 1  | 4          |
| 2                                     | B20BE6020 | Managing Start-ups                      | HC | 2 | 1 | 1  | 4          |
| 3                                     | B20BE6070 | Major Project (Based on Specialization) | HC | 0 | 0 | 10 | 10         |
| 4                                     | B20BE6080 | SDC E VI                                |    | 0 | 0 | 0  |            |
| <b>OR</b>                             |           |                                         |    |   |   |    |            |
| 1                                     | B20BE6010 | Strategic Business Management           | HC | 2 | 1 | 1  | 4          |
| 2                                     | B20BE6030 | Entrepreneurial Leadership              | HC | 2 | 1 | 1  | 4          |
| 3                                     | B20BE6040 | Production and Operations Management    | HC | 2 | 1 | 1  | 4          |
| 4                                     | B20BE6050 | Managing Setbacks and Failures          | SC | 2 | 1 | 0  | 3          |
| 5                                     | B20BE6060 | Design Thinking for Entrepreneurs       | SC | 2 | 0 | 1  | 3          |
|                                       |           | <b>TOTAL CREDITS</b>                    |    |   |   |    | <b>18</b>  |
|                                       |           |                                         |    |   |   |    |            |
| <b>Total Credits of all Semesters</b> |           |                                         |    |   |   |    | <b>140</b> |

### Semester-wise Summary of Credit Distribution

| <b>Semesters</b>     | <b>No. of Credits</b> |
|----------------------|-----------------------|
| First Semester       | 19                    |
| Second Semester      | 19                    |
| Third Semester       | 26                    |
| Fourth Semester      | 26                    |
| Fifth Semester       | 32                    |
| Sixth Semester       | 18                    |
| <b>Total Credits</b> | <b>140</b>            |

## **BBA (ENTREPRENEURSHIP) PROGRAM**

### **Detailed Syllabus**

**(Effective from Academic Year 2020-21)**

### **FIRST SEMESTER**

|                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Course Title: Communicative English – I</b>                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Course Code:</b> B20BE1010                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Course Description:</b> This 3-credit course focuses on improving the spoken and written communication of the learners. The course develops personal, interpersonal and group skills among learners. It also addresses the functional aspects of language usage while providing specific linguistic tools through professional language learning software. The widespread reach of this course makes it highly practical and applicable. |
| <b>Course Objectives:</b> <ol style="list-style-type: none"><li>1. To enhance functional communication skills.</li><li>2. To develop functional use of language in professional contexts.</li><li>3. To utilize oral presentations in multiple contexts.</li><li>4. To apply effective written skills in formal communication.</li></ol>                                                                                                    |
| <b>Course Outcomes:</b> <p>After the completion of the course, students will be able to:</p> <p>CO1: Identify pressing issues relating to society, environment and media.</p> <p>CO2: Develop a process-oriented approach to writing.</p> <p>CO3: Apply the grammatical skills developed during the course aptly.</p> <p>CO4: Demonstrate a good command over language usage and refined interpersonal skills.</p>                          |
| <b>Course Pre-requisites:</b> The student must have knowledge of intermediate English Grammar and LSRW skills.                                                                                                                                                                                                                                                                                                                              |
| <b>Pedagogy:</b> Direct method, ICT, Collaborative learning, Flipped Classroom.                                                                                                                                                                                                                                                                                                                                                             |
| <b>LTP:</b> 2:1:0                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Course type:</b> CC                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Contact Hours:</b> 39 Hours                                                                                                                                                                                                                                                                                                                                                                                                              |

| <b>Units</b> | <b>Detailed Syllabus</b>                                                                                                                                                                                                                                | <b>CH</b> | <b>CO</b> | <b>PO</b>       | <b>PSO</b> |
|--------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|-----------|-----------------|------------|
| Unit-1       | <b>Functional English:</b> Remedial Grammar: Past Simple; Past Continuous; Irregular Verbs Writing Skills: Paragraph Writing Activities: Conversations; Leaving Phone Messages Literature: Chief Seattle – The End of Leaving and Beginning of Survival | 10        | CO1       | PO5             |            |
| Unit-2       | <b>Interpersonal Skills:</b> Remedial Grammar: Present Simple & Present Continuous; Activity & State Verbs Writing Skills:                                                                                                                              | 10        | CO2       | PO5<br>&<br>PO8 |            |

|                |                                                                                                                                                                                                                                                                                  |    |     |           |   |
|----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-----|-----------|---|
|                | Official Letters Activities: Making Apologies; Invitations & Making Arrangements Literature: Ruskin Bond – Tiger in the Tunnel                                                                                                                                                   |    |     |           |   |
| <b>Unit -3</b> | <b>Multitasking Skills:</b> Remedial Grammar: Present Perfect; For, Since & How Long; -ed & -ing adjectives; Prefix & Opposites of Adjectives. Writing Skills: Note Making. activities: Agreeing & Disagreeing with Opinions Literature: Jesse Owens - My Greatest Olympic Prize | 10 | CO3 | PO5 & PO8 |   |
| <b>Unit-4</b>  | <b>Communication Skills:</b> Remedial Grammar: Collocations; Prepositions. Writing Skills: Precise Writing. Activities: Offers, Suggestions & Requests. Literature: Avijit Pathak – Onscreen Magic                                                                               | 09 | CO4 | PO5 & PO8 | - |

#### Reference Books:

1. Green, David. *Contemporary English Grammar Structures and Composition*. New Delhi: MacMillan Publishers, 2010.
2. Thorpe, Edgar and Showick Thorpe. *Basic Vocabulary*. Pearson Education India, 2012.
3. Leech, Geoffrey and Jan Svartvik. *A Communicative Grammar of English*. Longman, 2003.
4. Murphy, Raymond. *Murphy's English Grammar with CD*. Cambridge University Press, 2004.
5. Rizvi, M. Ashraf. *Effective Technical Communication*. New Delhi: Tata McGraw-Hill, 2005.
6. Riordan, Daniel. *Technical Communication*. New Delhi: Cengage Publications, 2011.
7. Sen et al. *Communication and Language Skills*. Cambridge University Press, 2015

**Course Title : PÀÈÀßqÀ – I**

**Course Code: B20BE1021**

#### Course Description:

“sÁµÉAiÀÄÈÄÄß ðAiÁvÀÈÁqÀÄÄðÀ §gÉAiÀÄÄðÀ PË±À®ð, Á»vÀâzÀ §UÊÎ ,ÀÆÜ®ðÁV ¥ÀjZÀ-Ä,ÄÄðÀ ðÄÄÆ®PÀ «zÁâÿðUÀ¼À ðÄâQÛvÀé «PÀ,À °ÁUÄÄ ,ÀâzsÁðvÀäPÀ ¥ÀjÄPÉëUÀ¼ÀÈÈÄÄß UÀðÄÄÈÄzÀ°èIÄÖPÉÈAqÀÄ, ¥Àæ,ÄÄÛvÀ ,ÀAzÀ`sÄðPÉI «zÁâÿðUÀ¼ÀÈÈÄÄß ,ÀdÄÓUÉÆ½,À®Ä ¥AoÄâðÄÈÈÄÄß gÀÆ!,À-ÁVzÉ. Á»vÀâ, PÀ-É, ðÁtÂdâ, DqÀ½vÀvÀäPÀ ðÄÄvÀÄÛ «eÁÖÈÄzÀ «ZÁgÀUÀ¼UÉ MvÀÛÈÈÄÄß ðÄqÀ-ÁVzÉ. EzÄÄ ðÉÆzÀ® JgÀqÀÄ ,É«Ä,ÄÖgî ðÄÄÆgÀÄ PÉærmîUÀ¼ÈÈÄÄß; ðÄÄÆgÀÄ ðÄÄvÀÄÛ ÉÁ®IÉÉÄ ,É«Ä,ÄÖgî JgÀqÀÄ PÉærmîUÀ¼ÈÈÄÄß °ÉÈAÇzÉ.

#### Course Objectives:

ÉÁ®ÄI ,É«Ä,ÄÖgîUÀ¼À°è ,ÀðÄÄUÄæ PÀÈÀßqÀ ,Á»vÀâðÄÈÈÄÄß ¥ÀjZÀ-Ä,ÄÄðÀ GzÉYÄ±ÀðÄÈÈÄÄß °ÉÈAÇzÉ. CzÁgÀAvÉ ðÉÆzÀ®ÉÉAiÄÄ ,É«Ä,ÄÖgîÈÄ°è dÈÄ¥ÄzÀ, ¥ÁæaÄÈÄ, ðÄÄzsÄâPÀ°ÄÈÄ PÀðÄâUÀ¼ÄÄ, °ÉÆ,ÀUÀÈÈÄßqÀzÀ ,ÀtÛPÀxÈUÀ¼ÄÄ °ÁUÄÄ ÉÁIPÀ ,Á»vÀâðÄÈÈÄÄß

ΥΑΟΑΑΑΑΕΑΒV DAIÉÄI ¢AiÁrPÉEAqÄÄ, «zÁÿðUÀ¼À°è ,Á»vÀázÀ §UEÍ ,ÀzÀ©üGÄAaAiÄÄÉÄÄB ¢ÄÄEr ,À-ÁUÄÄvÀÜzÉ. ,ÁA,ÀìøwPÀ w¼ÄÄ¢Ä½PÉAiÄÄ eÉEvÉUÉ ¢ÄQÜvÀé «PÀ,ÀÉÄzÀ PÀqÉUÉ UÄ¢ÄÄÉÄ ¢ÄqÀ-ÁUÄÄvÀÜzÉ.

1. “sÁµÉ, ,Á»vÀáz, Ew°Á,À ¢ÄÄvÀÄÜ ,ÁA,ÀìøwUÀ¼ÄÉÄÄB PÀÉÄBqÀ, PÀÉÄØIPÀPÉI ,ÁA§Acü¹zÄAvÉ ¢ÄjzÀ-Ä,À-ÁUÄÄvÀÜzÉ.
2. «zÁÿðUÀ¼À ,À¢ÄðvÉÄ¢ÄÄÄR “É¼À¢ÄtÁUEUÉ CÉÄÄ¢ÄUÄÄ¢ÄAvÉ °ÁUÄE C¢ÄgÀ°è ¢ÄiÁÉÄ¢Ä ,ÁA§AzsÄUÀ¼À §UEÍ UÉgÀ¢Ä, ,À¢ÄiÁÉÄvÉ ¢ÄÄEr¹, “É¼É,À¢Ä¢Ä ¢ÄnÖÉÄ°è ΥΑΟΑΑUÀ¼À DAIÉÄIaiAiÁvzÉ.
3. C¢ÄgÀ°è ,ÀÉdÉÄ²Ä°vÉ, ±ÄÄzÀP “sÁµÉ, GvÄÜ¢ÄÄ «¢ÄÄ±Áð UÄÄt, ¢ÄgÀUÄð¼À ,ÁA“sÁµÄuÉ, “sÁµÄt PÀ-É °ÁUÄE §gÀ°À PÉ±Ä°¢ÄUÀ¼ÄÉÄÄB “É¼É,À¢Ä¢ÄÄzÄÄ UÄÄjAiAiÁvzÉ
4. ,ÀzszÁðvÀäPÀ ¢ÄjÄPÉèUÀ½UÉ CÉÄÄPÀE°¢ÄUÄÄ¢ÄAvÀ°À «µÄAiÄÄUÀ¼ÄÉÄÄB UÄ¢ÄÄÉÄzÀ°èlÄÖPÉEAqÄÄ ,ÀEPÄÜ ΥΑΟΑΑUÀ¼ÄÉÄÄB DAIÉÄI ¢AiÁrPÉE¼ÄÄ-ÁvzÉ.

#### Course Outcomes:

dÉÄ¢ÄzÀ, ΥΑæaÄÉÄ, ¢ÄÄzsÄäPÁ°ÄÉÄzÀ ««zsÀ ΥÄæPÁgÄzÀ PÁ¢ÄäUÀ¼ÄÄ, °ÉE,ÀUÄÉÄBqÄzÀ ,ÀtÜPÀxÉUÀ¼ÄÄ °ÁUÄÄ ÉÁIPÀ ,Á»vÀáz PÀ°PÉAiÄÄ ¢ÄÄE°PÀ PÁ°zÀ 'ÜvÀäAvÀgÀUÀ¼ÄÉÄÄB CzÄgÀ M¼ÄÉÉÉÄIÜÄ¼ÄÉÄÄB “É¼É,ÀÄvÀÜzÉ.

CO1: ,Á¢ÄiÁfPÀ, gÁdQÄAiÄÄ, zsÄ«ÄðPÀ, ,ÁA,ÀìøwPÀ, ¢Äj,ÀgÀ °ÁUÄE °AUÄ,ÁA§Acü «ZÁgÀUÀ¼ÉqÉ UÄ¢ÄÄÉÄ ¢Äj,À¢Ä¢ÄÄzÄgÉEAÇUÉ «zÁÿðUÀ¼À°è ZÄZÄð ¢ÄÄÉÉÉÄ“sÁ¢Ä¢Ä “É¼ÉAiÄÄÄvÀÜzÉ.

CO2:fÄ¢ÄÉÄzÀ°è §gÄÄ¢Ä CÖüΥÄæAiÄÄ “ÉÄzsÄUÀ¼ÄÄ, ,À¢ÄÄ,ÉäUÀ¼ÄÉÄÄB DzszÄäPÀ ,ÁAzÀ“sÄðzÀ°è ¢ÄiÁÉÄ«ÄAiÄÄvÉAiÉEAÇUÉ ¢Ääð»,À¢Ä¢ÄAvÉ ΥÉæÄgÉÄ!,ÀÄvÀÜzÉ.

CO3:GvÄÜ¢ÄÄ ,ÁA¢Ä°ÀÉÄ PÀ-ÉAiÄÄÉÄÄB “É¼É,À¢Ä¢Ä GzÉYÄ±Ä¢ÄÉÄÄB FqÉÄj,ÀÄvÀÜzÉ.

CO4: ,ÁA±ÉÉÄzÄÉÄ ¢ÄÄÉÉÉÄ“sÁ¢Ä ¢ÄÄvÀÄÜ ,ÀzszÁðvÀäPÀ ¢ÄjÄPÉèUÀ½UÉ «zÁÿðUÀ¼ÄÉÄÄB ,ÀdÄÖUÉE¼,ÀÄvÀÜzÉ

#### Course Pre-requisites:

- PÀÉÄBqÀ “sÁµÉAiÄÄ §UEUÉ ΥÄæxÀ«ÄPÀ w¼ÄÄ¢Ä½PÉ CUÄvÀä..
- “sÁµÉAiÄÄÉÄÄB NzÄ°Ä ¢ÄÄvÀÄÜ §gÉAiÄÄ°Ä w¼ÇgÀ-ÉÄPÄÄ.
- ΥÄzÀ« ΥÄE¢Äð²PÄëtzÀ°è PÀÉÄBqÀ “sÁµÉAiÄÄÉÄÄB NÇgÀ-ÉÄPÄÄ.

**Pedagogy:** Direct method, ICT and Digital support, Collaborative and Cooperative learning, Differentiated Instruction, Flipped Classroom

**LTP: 2:1:0**

**Course type:** CC

**Contact Hours: 39**

| Units  | Detailed Syllabus                                                                                                                                                                             | CH | CO                 | PO       | PSO |
|--------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|--------------------|----------|-----|
| Unit-1 | <b>dÉÄ¢ÄzÀ/ΥΑæaÄÉÄ/¢ÄÄzsÄäPÁ°ÄÉÄ PÁ¢Ää</b><br>1. PÉgÉUÉ °ÁgÀ –dÉÄ¢ÄzÀ PÁ¢Ää<br>2. ,Á¢ÄiÁÉÄ¢Ä¢ÄÉÄ §UEAiÉÄ “sÄAvÉIÄ±ÄΥÄ±Ä ΥÄæΥÄAZÄA? - ΥÄAΥÄ<br>3. ΥÉE°è¢ÄÄAiÉÄ -ÉÄ,ÀÄ ÉÄ°ègÀ ¢ÄÄAiÉÉÄ¼i – dÉÄB | 10 | CO1, CO2, CO3, CO4 | PO5, PO8 | 00  |
| Unit-2 | <b>¢ÄÄzsÄäPÁ°ÄÉÄ PÁ¢Ää</b><br>1. ÉÄ¼PÀE§gÄÉÄ ΥÄæ,ÀAUÄ - ÉÁUÄZÄAzÄæ<br>2. ¢ÄZÄÉÄUÀ¼ÄÄ – DAIÄÄY ¢ÄZÄÉÄUÀ¼ÄÄ<br>3. E¼ÉAiAiAAqÀ UÄÄr¢ÄiÁgÄÉÄ gÀUÀ¼É - ¢Äj°ÄgÀ                                     | 10 | CO1, CO2, CO3, CO4 | PO5, PO8 | 00  |



17. <sup>2</sup>AgÄzÄæ¥Àà f.J.i. PÀÈÀßqÀ ,Á»vÀå ,Ä«ÄÄPÉë, ¥ÀæPÁ±ÀPÀgÄÄ ,Àé¥Àß \$ÄPï 9E,ï, "ÉAUÀ¼ÄÆgÄÄ. 2013
18. ,ÄA.f.J.i.CªÄÄÆgÄ, PÀÈÀßqÀ ,ÄtÚ PÀxÉUÀ¼ÄÄ, £ÁµÀ£Ä"ï \$ÄPï læ,ïÖ, £ÄªÄzÉºÀ, 2000
19. ,ÄA. qÁ. "ÉÊgÄªÄÄAUÀ® gÁªÉÄÄUËqÀ, ªÄvÀðªÄiÁ£ÄzÀ PÀxÉUÀ¼ÄÄ, PÀÈÀßqÀ ,Á»vÀå ¥ÄjµÄvÄÄÜ, "ÉAUÀ¼ÄÆgÄÄ 2011
20. ,ÄA. qÁ. gÁªÄÄAUÀ¥Àà n. "ÉÄUÀÆgÄÄ, ªÄvÀðªÄiÁ£ÄzÀ PÀxÉUÀ¼ÄÄ, PÀté ¥ÀæPÁ±À£Ä, "ÉAUÀ¼ÄÆgÄÄ, 2013

|                                                                                                                                                                                                                                                                                                                                                                                                                                               |                          |           |           |           |            |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|-----------|-----------|-----------|------------|
| <b>Course Title:</b> Hindi                                                                                                                                                                                                                                                                                                                                                                                                                    |                          |           |           |           |            |
| <b>Course Code:</b> B20BE1022                                                                                                                                                                                                                                                                                                                                                                                                                 |                          |           |           |           |            |
| <b>Course Description:</b><br>यह पाठ्यक्रम नौसिखिया अपनी भाषा की क्षमता का विकास करने हेतु तथा विभिन्न साहित्यिक प्रक्रियाओं द्वारा समाज, संस्कृति एवं जीवन के मूल्यों को समझने हेतु अभिकल्पित है ।                                                                                                                                                                                                                                           |                          |           |           |           |            |
| <b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. संदर्भानुसार उचित भाषा का प्रयोग करने की दक्षता को छात्रों में उत्पन्न करना ।</li> <li>2. साहित्य के माध्यम से समाज एवं मानवीय मूल्यों को समझाकर, उन मूल्यों की रक्षा हेतु प्रेरित करना ।</li> <li>3. छात्रों में पुस्तक पठन एवं लेखन की अकृतिम प्रवृत्ति स्थापित करना ।</li> <li>4. अध्येताओं में साहित्य के माध्यम से प्रभावी एवं कुशल संचार का विकास करना ।</li> </ol> |                          |           |           |           |            |
| <b>Course Outcomes:</b><br>अध्ययन की समाप्ति पर अध्येता –<br>CO1: सामाजिक मूल्य एवं नैतिक जवाबदेही को स्वीकार कर सकता है ।<br>CO2: साहित्य की प्रासंगिकता को जीवन में समझने की दक्षता रखता है ।<br>CO3: समाज में अंतर्निहित पद्धतियाँ एवं विचारधाराओं का व्याख्यान करने में सक्षम बन सकता है ।<br>CO4: साहित्य के माध्यम से प्रभावी एवं कुशल संचार का विकास कर सकता है ।                                                                      |                          |           |           |           |            |
| <b>Course Pre-requisites:</b> <ul style="list-style-type: none"> <li>• अध्येता, पी.यु.सी के स्तर पर द्वितीय भाषा के रूप में हिन्दी का अध्ययन करना चाहिए ।</li> <li>• हिन्दी साहित्य के इतिहास का संक्षिप्त ज्ञान की आवश्यकता है ।</li> <li>• हिन्दी व्याकरण का अवबोधन आवश्यक है ।</li> <li>• अंग्रेज़ी – हिन्दी अनुवाद से संबंधित जानकारी जरूरी है ।</li> </ul>                                                                               |                          |           |           |           |            |
| <b>Pedagogy:</b> ICT and Digital support, Collaborative and Cooperative learning, Flipped Classroom                                                                                                                                                                                                                                                                                                                                           |                          |           |           |           |            |
| <b>LTP:2:1:0</b>                                                                                                                                                                                                                                                                                                                                                                                                                              |                          |           |           |           |            |
| <b>Course type: CC</b>                                                                                                                                                                                                                                                                                                                                                                                                                        |                          |           |           |           |            |
| <b>Contact Hours:39</b>                                                                                                                                                                                                                                                                                                                                                                                                                       |                          |           |           |           |            |
| <b>Units</b>                                                                                                                                                                                                                                                                                                                                                                                                                                  | <b>Detailed Syllabus</b> | <b>CH</b> | <b>CO</b> | <b>PO</b> | <b>PSO</b> |



|               |                                                                                                                                                                   |        |             |             |  |
|---------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|-------------|-------------|--|
| <b>Unit-1</b> | <b>इकाई - 1</b><br>1 कहानी – तावान – प्रेमचंद<br>2 कहानी – उसकी रोटी – मोहन राकेश<br>3 व्यंग्य रचना – वैष्णव की फिसलन – हरीशंकर परसाई                             | 10Hrs. | CO1&<br>CO2 | PO5&<br>PO8 |  |
| <b>Unit-2</b> | <b>इकाई - 2</b><br>1 कहानी -वापसी- उषा प्रियंवदा<br>2 कहानी -तीसरी बेटी के नाम- सुधा अरोड़ा<br>3 निबंध – अच्छी हिन्दी – रवीन्द्रनाथ त्यागी                        | 10Hrs. | CO1&<br>CO2 | PO5&<br>PO8 |  |
| <b>Unit-3</b> | <b>इकाई - 3</b><br>4 कहानी – जल्लाद – पांडेय बेचन शर्मा 'उग्र'<br>5 रेखाचित्र – बुधिया कब आएगा – ज्ञानचंद मर्मज्ञ<br>6 एकांकी – अंधेर नगरी – भारतेन्दु हरिश्चंद्र | 10Hrs. | CO3&<br>CO4 | PO5&<br>PO8 |  |
| <b>Unit-4</b> | <b>इकाई - 4</b><br>अनुवाद अनुच्छेद )अंग्रेजी से हिन्दी में(<br>संक्षेपण<br>निबंध लेखन<br><b>सूचना : प्रत्येक इकाई 25 अंक के लिए निर्धारित है ।</b>                | 9Hrs.  | CO3&<br>CO4 | PO5&<br>PO8 |  |

#### Reference Books:

1. हिन्दी पाठ्य पुस्तक – रेवा विश्वविद्यालय ।
2. सुबोध व्यवहारिक हिन्दी – डॉ. कुलदीप गुप्त
3. अभिनव व्यवहारिक हिन्दी – डॉ.परमानन्द गुप्त
4. हिन्दी साहित्य का इतिहास - डॉ. नागेन्द्र
5. आधुनिक हिन्दी साहित्य का इतिहास - डॉ. बच्चन सिंह
6. हिन्दी साहित्य का नवीन इतिहास - डॉ. लाल साहब सिंह
7. शुद्ध हिन्दी कैसे बोले कैसे लिखे- पृथ्वीनाथ पाण्डे
8. कार्यालय अनुवाद निदेशिका
9. संक्षेपण और पल्लवन - के.सी.भाटिया&तुमन सिंह

10. हिन्दी निबंध लेखन – प्रो. विराज
11. निबंध माला – योगेशचंद जैन

|                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Course Title: Additional English – I</b>                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Course Code:</b> B20BE1023                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Course Description:</b> This is a 3-credit course designed to help the learner gain competency in language through the introduction of various genres of literature. The course aims to inculcate a critical view among learners while sensitizing them to the contemporary issues around. It facilitates creative learning and helps to appreciate, assimilate and research on the various dimensions of society, culture and life. |
| <b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To develop linguistic prowess of the students.</li> <li>2. To appraise different genres of literature.</li> <li>3. To illustrate the fundamentals of creative language.</li> <li>4. To enhance consistent reading habits.</li> </ol>                                                                                                                                |
| <b>Course Outcomes:</b><br>After the completion of the course, students will be able to:<br>CO1: Demonstrate a thorough understanding of sensitive and critical social issues.<br>CO2: Develop reading skills and a wide range of vocabulary.<br>CO3: Critically analyze a piece of prose or poetry.<br>CO4: Explain their opinion in a coherent and communicable manner.                                                               |
| <b>Course Pre-requisites:</b> The student must possess fundamentals of language skills and be aware of social issues.                                                                                                                                                                                                                                                                                                                   |
| <b>Pedagogy:</b> Direct method, ICT, Collaborative learning, Flipped Classroom.                                                                                                                                                                                                                                                                                                                                                         |
| <b>LTP:</b> 2:1:0                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Course type:</b> CC                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Contact Hours:</b> 39                                                                                                                                                                                                                                                                                                                                                                                                                |

| Units  | Detailed Syllabus                                                                                                                                                                                                                                                   | CH     | CO  | PO  | PSO |
|--------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|-----|-----|-----|
| Unit-1 | <b>Values &amp; Ethics:</b> Literature:<br>Rabindranath Tagore - Where the Mind is Without Fear<br>William Wordsworth – Three Years She Grew in Sun and Shower<br>Saki – The Lumber-room<br>William Shakespeare – Extract from Julius Caesar (Mark Antony's Speech) | 10Hrs. | CO1 | PO5 |     |

|        |                                                                                                                                                                                                                                                       |        |     |         |  |
|--------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|-----|---------|--|
|        | Language: Vocabulary Building                                                                                                                                                                                                                         |        |     |         |  |
| Unit-2 | <b>Natural &amp; Supernatural:</b> Literature: John Keats – La Belle Dame Sans Merci<br>Charles Dickens – The Signal Man<br>Hans Christian Anderson - The Fir Tree<br>William Shakespeare – An Excerpt from The Tempest<br>Language: Collective Nouns | 10Hrs. | CO2 | PO8     |  |
| Unit-3 | <b>Travel &amp; Adventure:</b> Literature: R.L. Stevenson – Travel. Elizabeth Bishop - The Question of Travel. H.G. Wells – The Magic Shop. Jonathan Swift – Excerpt from Gulliver’s Travels Book – I. Writing Skills: Travelogue                     | 10Hrs. | CO3 | PO8     |  |
| Unit-4 | <b>Success Stories:</b> Literature: Emily Dickinson – Success is Counted Sweetest. Rupert Brooke – Success. Dr. Martin Luther King - I Have a Dream<br><br>Helen Keller – Excerpt from The Story of My Life<br>Writing Skills: Brochure & Leaflet     | 09Hrs. | CO4 | PO5&PO8 |  |

### Reference Books:

1. Tagore, Rabindranath. Gitanjali. Rupa Publications, 2002.
2. Wordsworth, William. The Complete Works of William Wordsworth. Andesite Press, 2017.
3. Munro, Hector Hugh. The Complete Works of Saki. Rupa Publications, 2000.
4. Shakespeare, William. The Complete Works of William Shakespeare. Sagwan Press, 2015.
5. Chindhade, Shirish. Five Indian English Poets: Nissim Ezekiel, A.K. Ramanujan, Arun Kolatkar, Dilip Chitre, R. Parthasarathy. Atlantic Publications, 2011.
6. Dickens, Charles. The Signalman and Other Horrors: The Best Victorian Ghost Stories of Charles Dickens: Volume 2. Createspace Independent Publications, 2015.
7. Anderson, Hans Christian. The Fir Tree. Dreamland Publications, 2011.
8. Colvin, Sidney. The Works of R. L. Stevenson. (Edinburgh Edition). British Library, Historical Prints Edition, 2011.
9. Bishop, Elizabeth. Poems. Farrar, Straus and Giroux, 2011.
10. Swift, Jonathan. Gulliver’s Travels. Penguin, 2003.
11. Dickinson, Emily. The Complete Poems of Emily Dickinson. Createspace Independent Publications, 2016.
12. Brooke, Rupert. The Complete Poems of Rupert Brooke. Andesite Press, 2017.
13. King, Martin Luther Jr. & James M. Washington. I Have a Dream: Writings And Speeches That Changed The World. Harper Collins, 1992.

14. Keller, Helen. The Story of My Life. Fingerprint Publishing, 2016.
15. Green, David. Contemporary English Grammar Structures and Composition. New Delhi: MacMillan Publishers, 2010.
16. Thorpe, Edgar and Showick Thorpe. Basic Vocabulary. Pearson Education India, 2012.
17. Leech, Geoffrey and Jan Svartvik. A Communicative Grammar of English. Longman, 2003.
18. Murphy, Raymond. Murphy's English Grammar with CD. Cambridge University Press, 2004.

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|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Course Title : Entrepreneurial Finance</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Course Code: B20BE1030</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Course Description:</b><br>This course is intended to introduce future entrepreneurs and managers of start-ups to the issues they will face in financial management and valuation of a new venture through its lifecycle. The topics start off with introducing students to the world of finance and highlighting the challenges and various financing options such as venture capital, angel investors and debt faced by a start-up entrepreneur. The strategic financial decisions, evaluation of projects, risk assessment and forecasting within the venture will be analyzed. Valuation of firms, exit strategies and harvesting will be covered. |
| <b>Course Objectives:</b><br>1. To equip the students with the understanding of accounting principles and practices and various books of accounts to be maintained by start-ups in order to plan their finances.<br>2. To develop the knowledge and skills of financing and evaluating a new venture<br>3. To familiarise the students with the techniques of valuing early stage ventures, venture capital methods and exit strategies.                                                                                                                                                                                                                  |
| <b>Course Outcomes:</b><br><b>After completion of the course the students shall be able to:</b><br>CO1: Appreciate and explain about the accounting principles and practices and books of accounts to be maintained by start-ups.<br>CO2: Describe and distinguish between the methods of organising and financing a new venture.<br>CO3: Analyse and apply the methods and process for project valuation, risk assessment and evaluate financial performance of the venture<br>CO4: Discuss and comment on venture capital methods, exit, harvest and turnaround strategies.                                                                             |
| <b>Course Pre-requisites:</b> Basic knowledge about management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Pedagogy: ICT, collaborative teaching pedagogy, Discussions</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>LTP: 3:0:1</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Course type:</b> Hard Core                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Contact Hours:</b> 52 hours                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |

| <b>Units</b> | <b>Detailed Syllabus</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <b>Contact hours</b> | <b>CO</b> | <b>PO</b> | <b>PSO</b> |
|--------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|-----------|-----------|------------|
| Unit-1       | <p>Introduction to Entrepreneurial Finance- <i>Accounting systems &amp; process in start-ups</i>- Accounting Practices, Generally Accepted Accounting Principles (GAAP), IFRS and proposed changes in Indian Accounting Standards.</p> <p>Accounting equation - Systems of Accounting, Process of Accounting transactions, types of Accounts, Rules of Accounting. Journal - Meaning, features, simple and compound entries, Capital and revenue expenditures, Capital and revenue receipts, Contingent assets and contingent liabilities, Preparation of ledgers. Types of subsidiary books - Sales book, Sales return book, Purchases book, Purchase returns book, receivable book, payable book, Cash Book- (Single column, double column, and three columnar cash book, petty cash book) and journal proper (only basic knowledge).</p> | 13 Hours             | 1         | 1,2       | 1,2,3      |
| Unit-2       | <p>Organising and Financing a new venture- Entrepreneurial Finance Strategy, Financial Statements, Financial statement analysis, Nature, scope and objective of financial management in start-ups.</p> <p>Organizing and financing a new venture, Considerations and choices- Valuation of project, Raising Capital, Venture capital, Bootstrapping, Equity Financing angel investors, debt financing, Bank Financing, Venture Capitalists, Crowd funding.</p>                                                                                                                                                                                                                                                                                                                                                                              | 13 Hours             | 2         | 1,2       | 1,2,3      |
| Unit-3       | Project evaluation-Project evaluation through real options and risk assessment. Measuring and evaluating financial performance, Financial strategy and capital structure, Governance, Government Subsidies and schemes, incentives and deal structure.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 13 Hours             | 3         | 1,2       | 1,2,3      |
| Unit-4       | Valuing early stage ventures-Valuing early stage ventures, venture capital methods, Exit strategies and harvesting, valuation of an enterprise, Turnaround strategies for troubled ventures.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 13 hours             | 4         | 1,2       | 1,2,3      |

**Reference Books:**

1. Jain S.P., & Narang K L. (2013). *Basic Financial Accounting*, I, Kalyani publishers, New Delhi
2. Maheshwari, S.N., & Maheshwari, S.K. (2012). *Advanced Accountancy*, 1, JainBookAgency, New Delhi.
3. Shukla, M. (2013). *Advanced Accounts*, SChand Publishers, New Delhi
4. Tulsian, P.C. (2011), *Financial Accounting*, S Chand Publishers, New Delhi.
5. Leach and Melicher, *Entrepreneurial Finance*, Cengage Learning; 4 th. edition, 2011.
6. Janet Kiholm Smith, Smith and Bliss, (2011). *Entrepreneurial Finance: Strategy, Valuation and Deal Structure*, Stanford Economics and Finance; 1st edition,.

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|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Course Title : Business Economics</b>                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Course Code:</b> B20BE1040                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Course Description:</b> Business economics covers a broad range of topics that are relevant to management decisions. The conceptual framework in microeconomics provides the foundation of business economics. Some of the basic tools in this course may seem familiar to students who had introductory economics before. The course focuses on three major topics: production theory, market structure, and pricing strategy.    |
| <b>Course Objectives:</b> <ol style="list-style-type: none"><li>1. To provide knowledge about economic situation of the country and buying behaviour of the consumers</li><li>2. To impart knowledge about those factors which influence the business economics</li><li>3. To enable the students to understand and identify demand and supply patterns in the growing economy and the kinds of competitions in the market</li></ol>  |
| <b>Course Outcomes:</b> <p>After completion of the course students shall be able to:</p> <p>CO1: Understand the concepts of micro and macroeconomics and consumer purchase patterns</p> <p>CO2: Understand the demand determinants which influence the decisions producers</p> <p>CO3: Comprehend the concepts related to demand and supply elasticity</p> <p>CO4: Differentiate between the various types of market competitions</p> |
| <b>Course Pre-requisites:</b> Basic understanding of business environment.                                                                                                                                                                                                                                                                                                                                                            |
| <b>Pedagogy:</b> ICT, Classroom Discussions, lectures, Collaborative teaching methods                                                                                                                                                                                                                                                                                                                                                 |
| <b>LTP:</b> 2-1-0                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Course type:</b> Soft core                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Contact Hours:</b> 39 Hours                                                                                                                                                                                                                                                                                                                                                                                                        |

| Units  | Detailed Syllabus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Contact hours | CO | PO    | PSO   |
|--------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|----|-------|-------|
| Unit-1 | <b>Introduction</b> : Business Economics, Meaning, Scope, Importance, Basic terminologies of Economics, Ordinal utility theory: (Indifference curve approach), Consumer's preferences; Budget line; Consumer's equilibrium; Effects on Consumer Equilibrium; Revealed preference theory. Problems of Economics, Micro and Macro Economics: Meaning & Differences with examples. Goals of a business firm, Application of Economics in business decisions.                                                                 | 8 Hours       | 1  | 1,2,3 | 1,2,4 |
| Unit-2 | <b>Consumer Theory:</b> Demand and supply: Meaning, Determinants of demand, movements vs. shift in demand curve, Law of demand Criticisms of the law of demand, Determinants of supply, movement along a supply curve vs. shift in supply curve; - Market equilibrium, Elasticity of demand and supply, Application of demand and supply. Income distribution, factor pricing- demand for factor, supply of factor, backward bending supply curve for labor concepts of economic rent. Functional distribution of income. | 9 Hours       | 2  | 1,2,3 | 1,2,4 |
| Unit-3 | <b>Production and Cost</b> : Production: Firm as an agent of production. Concepts of Production function. Law of variable proportions; Iso-quants; Return to scale; Economies and Diseconomies of scale. Costs: Costs in the short run, Costs in the long run, Profit maximization and cost minimization, Equilibrium of the firm, Technological change.                                                                                                                                                                  | 9 Hours       | 3  | 1,2,3 | 1,2,4 |
| Unit-4 | <b>Market Structure:</b> a) Perfect Competition: Assumption; Theory of a firm under perfect competition; Demand and Revenue; Equilibrium of the firm in the short run and long run, The long run industry supply curve; Increasing, decreasing and constant cost industry. Allocation efficiency under perfect competition.                                                                                                                                                                                               | 13 Hours      | 4  | 1,2,3 | 1,2,4 |

|  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  |  |  |  |
|--|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|--|--|
|  | <p>b) Monopoly: Meaning, Reasons for existence of Monopoly, Short-run and long-run equilibrium of monopoly firm; Price discrimination.</p> <p>c) Imperfect Competition: Difference between perfect competitions, monopoly and imperfect competition; Monopolistic Competition: Features; Short-run Equilibrium; Long-run Equilibrium; Concepts of excess capacity; Empirical relevance.</p> <p>Oligopoly: Causes for the existence of oligopolistic firms in the market rather than perfect competition; Cooperative vs. Non cooperative Behavior and dilemma of oligopolistic firms.</p> |  |  |  |  |
|--|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|--|--|

### References Books:

- 1) Salvatore, D. Schaum's. Outline of Theory and Problems of Microeconomic Theory, New Delhi: McGraw-Hill, International Edition,; 2nd Revised edition (1 May 1983)
- 2) Ahuja, H.L. Business Economics, S. Chand & Co Publishers, New Delhi, 13<sup>th</sup> Edition, 2019.
- 3) Pindyck, R.S., and Rubinfeld, D.L. Microeconomics. Prentice-Hall of India Pvt. Ltd, 8<sup>th</sup> Edition.
- 4) Deepashree, Business Economics, New Delhi: Ane Books Pvt. Ltd.
- 5) Varian, H.R. Intermediate Microeconomics: A Modern Approach, Affiliated East-West Press, New Delhi.

### Course Title : Management and Entrepreneurship

**Course Code:** B20BE1050

**Course Description:** Management and Entrepreneurship course will teach the learner the functions and principles of management, entrepreneurship and process of entrepreneurship. It will educate the learner about how to start own business, grow a family business or innovate inside an existing organisation. Studying this course will not only provide the learner with the management skills and entrepreneurial qualities, but it will also offer the abilities of start-up business management.

### Course Objectives:

1. To familiarize the learner with the fundamentals of management and principles
2. To educate the learner about the management process and functions in the context of small business management
3. To enable the student to understand the nature of entrepreneurship and entrepreneurial roles and responsibilities



**Course Outcomes:**

Upon successful completion of this course, a student will be able to:

CO1: Apply the basic principles of management in the context of a new venture creation

CO2: Describe and apply the understanding of the various basic functions of management

CO3: Explain the concept of entrepreneurship, its importance and types

CO4: Distinguish managerial and entrepreneurial roles

**Course Pre-requisites:** Basic knowledge about management

**Pedagogy:** ICT, Lectures, Classroom discussions, Collaborative learning methods

**LTP:** 2:1:0

**Course type:** Soft core

**Contact Hours:** 39 Hours

| Units  | Detailed Syllabus                                                                                                                                                                                                                                                                                                                                                                                                                                          | Contact hours | CO | PO  | PSO   |
|--------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|----|-----|-------|
| Unit-1 | <b>Introduction to management functions:</b><br>- Concept of Management, Scope, Functions and Principles of Management, Management as art or science, art or profession - Management & Administration - Roles of Management, Levels of Management, Development of Management Thought - early management approaches - Modern management approaches. Planning: - The Process of Planning, Objectives, Policy and Procedures, Forecasting and Decision Making | 9 Hours       | 1  | 1,2 | 1,2,4 |
| Unit-2 | <b>Organizing:</b> - Meaning, Importance and Principles, Span of Management, Centralization and Decentralization, Patterns of Organization, Line and Staff Relationships: Staffing: - Nature & Scope of Staffing, Manpower Planning, Selection & Training, Performance Appraisal. Controlling: - Concept or Managerial Control, Control aids, Core Responsibilities of Managers-Case Studies.                                                              | 9 Hours       | 2  | 1,2 | 1,2,4 |
| Unit-3 | <b>Introduction to Entrepreneurship:</b> Meaning & Definition of Entrepreneurship, Entrepreneur & Enterprise - Types of Entrepreneurs - Functions of Entrepreneur - Role of Entrepreneur in Economic Development, Entrepreneurship in India; Entrepreneurship - its Barriers, Process of                                                                                                                                                                   | 8 Hours       | 3  | 1,2 | 1,2,4 |

|        |                                                                                                                                                                                                                                                                                                                                                                                                                           |          |   |     |       |
|--------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|---|-----|-------|
|        | Entrepreneurship.                                                                                                                                                                                                                                                                                                                                                                                                         |          |   |     |       |
| Unit-4 | <b>Small scale industries:</b> Definition; Characteristics; Need and rationale; Objectives; Scope; role of SSI in Economic Development. Advantages of SSI, Steps to start and SSI - Government policy towards SSI; Different Policies of SSI; Government Support for SSI during 5 year plans. Institutional support: Different Schemes; TECKSOK; KIADB; KSSIDC; KSIMC; DIC Single Window Agency; SISI; NSIC; SIDBI; KSFC. | 12 Hours | 4 | 1,2 | 1,2,4 |

### Reference Books:

- 1) Paul Hersey & Ken Blanchard, (2012). Management & Organizations Behaviour, Pearson Publishers, 10<sup>th</sup> Edition.
- 2) Koontz & O'Donald, (1 March 1986). Essentials of Management, McGraw Hill Higher Education; 4th Revised edition edition.
- 3) L.M. Prasad, (2013). Principles and Practice of Management, Sultan Chand & Sons; Eight edition.
- 4) David Holt, Entrepreneurship – New Venture Creation, PHI
- 5) Rober D. Hisrich, et al, (2016). Entrepreneurship, McGrawhill Publishing Co.
- 6) Rajiv Roy, Entrepreneurship, Oxford University Press.

### Course Title : Social Entrepreneurship

**Course Code:** B20BE1060

**Course Description:** Social Entrepreneurship is an emerging and rapidly changing business field that examines the practice of identifying, starting and growing successful mission-driven for profit and non-profit ventures, that is, organizations that strive to advance social change through innovative solutions. This course is designed to provide a socially relevant academic experience in order to help students gain in-depth insights into economic and social value creation across a number of sectors/areas including poverty alleviation, energy, health and sustainability. Through case studies, lectures, and classroom dialogue, students will learn to think strategically and act opportunistically with a socially-conscious business mindset. Topics will include problem/opportunity assessment, acquiring the necessary resources to grow a social enterprise, and the tradeoffs between social and financial returns on investment.

### Course Objectives:

1. To provide students with the knowledge of the concepts, opportunities and challenges of social entrepreneurship.
2. To demonstrate the role of social entrepreneurship in creating innovative responses to critical social needs (e.g., hunger, poverty, inner city education, global warming, etc).
3. To engage in a collaborative learning process to develop a better understanding of the context and domain of social entrepreneurship.

**Course Outcomes:**

Upon successful completion of this course, a student will be able to:

CO1: Explain the concept and definition of social entrepreneurship and social entrepreneurship ecosystem.

CO2: Conduct proper analysis of market and industry and describe the social entrepreneurship models

CO3: Appreciate and apply the concepts of funding sources for social entrepreneurs and revenue streams.

CO4: Describe and apply the process of Structuring social change ventures and other organization considerations like performance management tools.

**Course Pre-requisites:** Basic knowledge about business environment and entrepreneurship.

**Pedagogy:** ICT, Classroom discussion, collaborative methods

**LTP:** 2-1-0

**Course type:** Softcore

**Contact Hours:** 39 Hours

| Units  | Detailed Syllabus                                                                                                                                                                                                                                                                                                                   | Contact hours | CO | PO  | PSO   |
|--------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|----|-----|-------|
| Unit-1 | <b>Introduction to Social Entrepreneurship:</b> Social entrepreneurship - Overview, definition, concept, objectives, advantages, Mapping the Social Entrepreneurship Ecosystem, assessing social change opportunities and designing social change ventures to meet unmet needs, Social Goals, SDGs and MDGs as social goals.        | 9 hours       | 1  | 1,2 | 1,2   |
| Unit-2 | <b>Market and industry analysis:</b> Marketing strategy, industry analysis, porter's industry analysis, Business planning for social entrepreneurs, Business model for social enterprises,                                                                                                                                          | 8 Hours       | 2  | 1,2 | 1,2   |
| Unit-3 | <b>Funding your social venture:</b> Funding sources for social enterprises, how organizations generate revenue, operating revenue, and differences between available revenue streams for nonprofits, for profits, government organizations and hybrid models. Capital structures of nonprofits, for profits and social enterprises. | 10 Hours      | 3  | 1,2 | 1,2,3 |
| Unit-4 | <b>Structuring social change ventures and other organization considerations:</b> Concept, idea, Overview of legal structures, funding considerations, and legal and tax risks and liabilities, Evaluating outcomes and measuring                                                                                                    | 12 Hours      | 4  |     | 1,2   |

|  |                                                                                                                                                                                                                                                                          |  |  |  |  |
|--|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|--|--|
|  | impact. Examination of performance measurement concepts and tools used in the human services sector (e.g. Theory of Change and the Logic Model or Theory of Change), as well as performance management concepts and tools (e.g. triple bottom line, balanced scorecard). |  |  |  |  |
|--|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|--|--|

### Reference Books-

- 1) Wei-Skillern, J., Austin, J., Leonard, H., & Stevenson, H. (2007). Entrepreneurship in the Social Sector (ESS). Sage Publications
- 2) Chahine, T. (2016). Introduction to social entrepreneurship. Boca Raton, FL: CRC Press.
- 3) Guo, C., & Bielefeld, W. (2014). Social entrepreneurship: An evidence-based approach to creating social value. San Francisco, CA: Jossey-Bass. WSU eBook, <http://elibrary.wayne.edu/record=b4810879~S47>
- 4) Janus, K. K. (2017). Social startup success. New York, NY: Lifelong Books.
- 5) Bornstein, D. (2007). How to Change the World: Social Entrepreneurs and the Power of New Ideas. Oxford University Press. pp 48-61.
- 6) Gladwell, Malcolm. (2008). Outliers: The Story of success. Allen Lane Penguin Book. pp 35- 68
- 7) Zahra, Shaker A., Satish Nambisan. (2012, May-June). Entrepreneurship and strategic thinking in business ecosystems. Business Horizons. pp 219-229.
- 8) Banker to the Poor, by Muhammad Yunus  
[http://www.amazon.com/Banker-Poor-Micro-Lending-AgainstPoverty/dp/1586481983/ref=sr\\_1\\_1?ie=UTF8&s=books&qid=1262030368&sr=8-1](http://www.amazon.com/Banker-Poor-Micro-Lending-AgainstPoverty/dp/1586481983/ref=sr_1_1?ie=UTF8&s=books&qid=1262030368&sr=8-1)
- 9) **E-resources:** Dabbawalas Case  
<http://www.youtube.com/watch?v=N25inoCea24>

### Course Title : Indian Constitution and Human Rights

**Course Code:** B20BE1070

**Course Description:** This course provides the student with indepth information about the Indian constitution, directive principles and Human rights, that every citizen of the country should know and follow. It provides a good understanding about constitutional, statutory and institutional aspects of human rights protection in India. It covers constitutional provisions dealing with human rights and special legislations regarding protection of human rights and minority rights.

| <b>Course Objectives:</b><br>1. To provide indepth insight about the Indian constitution and human rights.<br>2. To create awareness about constitutional, statutory and institutional aspects of human rights protection in India<br>3. To develop understanding of the central and state legislature, judiciary and executive.                                                     |                                                                                                                                                                                                                                                                                                |               |    |     |      |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|----|-----|------|
| <b>Course Outcomes:</b><br><b>At the end of the course the student shall be able to-</b><br>CO1: Describe the features of the constitution and preamble of India<br>CO2: Explain the powers and functions of union, state legislature, executive and judiciary.<br>CO3: Discuss about the concept and development of Human rights<br>CO4: Enlist the scope of human rights in India. |                                                                                                                                                                                                                                                                                                |               |    |     |      |
| <b>Course Pre-requisites:</b> Basic knowledge about Indian government.                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                |               |    |     |      |
| <b>Pedagogy:</b> ICT, Discussion, Collaborative methods                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                |               |    |     |      |
| <b>LTP:</b> 0-0-0                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                |               |    |     |      |
| <b>Course type:</b> Fundamental Course                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                |               |    |     |      |
| <b>Contact Hours:</b> 30 hours                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                |               |    |     |      |
| Units                                                                                                                                                                                                                                                                                                                                                                                | Detailed Syllabus                                                                                                                                                                                                                                                                              | Contact hours | CO | PO  | PSO  |
| Unit-1                                                                                                                                                                                                                                                                                                                                                                               | <b>Indian Constitutional Philosophy:</b> Features of the Constitution and Preamble. Fundamental Rights and Fundamental Duties. Directive Principles of State Policy.                                                                                                                           | 8 hours       | 1  | 1,2 | 1,21 |
| Unit-2                                                                                                                                                                                                                                                                                                                                                                               | <b>Union and State Executive, Legislature and Judiciary:</b> Union Parliament and State Legislature: Powers and Functions. President, Prime Minister and Council of Ministers. State Governor, Chief Minister and Council of Ministers. The Supreme Court and High Court: Powers and Functions | 8 hours       | 2  | 1,2 | 1,2  |
| Unit-3                                                                                                                                                                                                                                                                                                                                                                               | <b>Concept and Development of Human Rights:</b> Meaning Scope and Development of Human Rights. United Nations and Human Rights- UNHCR, UDHR 1948, ICCR 1996 and ICESCR 1966                                                                                                                    | 8 hours       | 3  | 1,2 | 1,2  |
| Unit-4                                                                                                                                                                                                                                                                                                                                                                               | <b>Human Rights in India:</b> Protection of Human Rights Act, 1993 ( NHRC & SHRC). First, Second and Third Generations- Human Rights. Judicial Activities and Human Rights                                                                                                                     | 6 hours       | 4  | 1.2 | 1,2  |

**Reference Books:**

1. M.P. Singh (ed.), V.N. Shukla, Constitutional Law of India (2000), Oxford.
2. S.C Kashyap, Human Rights and Parliament (1978) Metropolitan, New Delhi.
3. Durga Das Basu, Human Rights in Constitutional Law, Prentice – Hall of India Pvt. Ltd.. New Delhi.
4. Subash Kashyap, Indian Constitution, National Book Trust.

| Course Code | Course Title                                            | Course Type | L | T | P | C | Hrs./ Wk. |
|-------------|---------------------------------------------------------|-------------|---|---|---|---|-----------|
| B20BE1080   | SDC-1-<br>Entrepreneurial<br>Personality<br>Development | SDC         | 0 | 0 | 0 | 0 | 4         |

**Note:** The students will have to undergo Skill Development course being conducted by

Entrepreneurship Development Institute of India, Ahmedabad, (MOU partner of REVA University).

**SECOND SEMESTER**

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Course Title: Communicative English – II</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Course Code:</b> B20BE2010                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Course Description:</b> This 3-credit course focuses on enhancing written proficiency required for professional enhancement. It also polishes the spoken skills of the learners to make them effective and confident presenters. It also addresses the functional aspects of language usage while providing specific linguistic tools through professional language learning software. The practical components discussed in this course enables a fruitful transition from academia to the industry of their choice |
| <b>Course Objectives:</b> <ol style="list-style-type: none"><li>1. To build skills essential for corporate communication.</li><li>2. To enhance context specific language skills.</li><li>3. To discover the creative linguistic potential through language and literature.</li><li>4. To develop communication skills necessary for employability.</li></ol>                                                                                                                                                           |

|                                                                                                                                                                                                                                                                                                                                                                                                       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Course Outcomes:</b><br>After the completion of the course, students will be able to:<br>CO1: Apply acquired skills to communicate effectively in a corporate scenario.<br>CO2: Demonstrate command over rhetoric of language<br>CO3: Develop critical and creative thinking through assimilated language skills.<br><br>CO4: Utilize the communication skills learnt to match industry standards. |
| <b>Course Pre-requisites:</b> The student must possess functional knowledge of LSRW skills.                                                                                                                                                                                                                                                                                                           |
| <b>Pedagogy:</b> Direct method, ICT, Collaborative learning, Flipped Classroom.                                                                                                                                                                                                                                                                                                                       |
| <b>LTP:</b> 2:1:0                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Course type:</b> CC                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Contact Hours:</b> 39 Hours                                                                                                                                                                                                                                                                                                                                                                        |

| Units   | Detailed Syllabus                                                                                                                                                                                 | CH | CO  | PO        | PSO |
|---------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-----|-----------|-----|
| Unit-1  | <b>Language Acquisition:</b> Remedial Grammar: Questions & Negatives; Questions Tags. Writing Skills: Email Writing. Activities: Group Discussions. Literature: Alphonse Daudet - The Last Lesson | 9  | CO1 | PO8       | 0   |
| Unit-2  | <b>Persuasive Skills :</b> Remedial Grammar: Past Simple & Past Perfect. Writing Skills: Report Writing. Activities: Book & Movie Reviews. Literature: Lord Alfred Tennyson – Ulysses             | 10 | CO2 | PO8       |     |
| Unit -3 | <b>Cognitive Skills:</b> Remedial Grammar: Present & Past Passive; Conditionals<br><br>Writing Skills: Creative Writing<br>Activities: Role Plays<br>Literature: O. Henry – The Gift of the Magi  | 10 | CO3 | PO8       |     |
| Unit-4  | <b>Employability Skills :</b> Remedial Grammar: Reported Speech; Idioms. Writing Skills: Cover Letter & CV. Activities: Exchanging Information. Literature: Saki – The Open Window                | 10 | CO4 | PO5 & PO8 | -   |

**Reference Books:**

1. Bansal, R.K. and J.B. Harrison. *Spoken English*. Orient Blackswan, 2013.
2. Raman, Meenakshi and Sangeeta Sharma. *Technical Communication*. Oxford University Press, 2015.
3. Thorpe, Edgar and Showick Thorpe. *Objective English*. Pearson Education, 2013.

4. Dixon, Robert J. *Everyday Dialogues in English*. Prentice Hall India Pvt Ltd., 1988.
5. Turton, Nigel D. *ABC of Common Errors*. Mac Millan Publishers, 1995.
6. Samson, T. (ed.) *Innovate with English*. Cambridge University Press, 2010.
7. Kumar, E Suresh, J. Savitri and P Sreehari (ed). *Effective English*. Pearson Education, 2009.
8. Goodale, Malcolm. *Professional Presentation*. Cambridge University Press, 2013.

**Course Title : PÀ£ÀßqÀ – II**

**Course Code:** B20BE2021

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**Course Description:**

“sÁmÉAiÀÄÉÄÄß ðAiÁvÀÉÁqÄÄðÀ sgÉAiÀÄÄðÀ PÉ±À®ð, Á»vÀázÀ sUÉÍ, ÁÆÜ®ðÁV ¥ÀjZÀ-Ä, ÄÄðÀ ðÄÄÆ®PÀ «zÁÿðUÀ¼À ðÄÄQÜvÀé «PÁ,À °ÁUÄÄ ,ÀázsÁðvÀäPÀ ¥ÀjÄPÉèUÀ¼ÀÆÄÄß UÄðÄÄÉÄzÀ°èlÄÖPÉÆAqÄÄ, ¥Àæ,ÄÄÜvÀ ,ÄAzÀ`sÄðPÉl «zÁÿðUÀ¼ÀÆÄÄß ,ÄdÄÖUÉÆ½,À®ð ¥ÀoÀððÆÄÄß gÄÆÍ,À-ÁVzÉ. Á»vÀð, PÀ-É, ðÁtÄdð, DqÀ½vÁvÀäPÀ ðÄÄvÀÄÜ «eÁÖÉÄzÀ «ZÁgÀUÄ¼UÉ MvÀÜÉÄÄß ðÄÄQÄ-ÁVzÉ. EzÄÄ ðÉÆzÀ® JgÄqÄÄ ,É«Ä,ÄÖgí ðÄÄÆgÄÄ PÉærmíUÀ¼ÀÆÄÄß; ðÄÄÆgÄÄ ðÄÄvÀÄÜ ÉÁ®lÉÉÄ ,É«Ä,ÄÖgí JgÄqÄÄ PÉærmíUÀ¼ÀÆÄÄß °ÉÆAczÉ.

### Course Objectives:

£Á®Àì ,É«Ä,ÀÖgīUÀ¼À°è ,ÀªÄÄUÀæ PÀ£ÀßqÀ ,Á»vÀªªÀ£ÀÄß ¥ÀjZÀ-Ä,ÀÄªÀ GzÉÝÃ±ÀªÀ£ÀÄß  
 °É£AçZÉ. CzÀgÀAvÉ JgÀqÀ£ÉAiÄÄ ,É«Ä,ÀÖgī£À°è ¢ÄZsÀªPÀ°Ä£À PÀªªÀUÀ¼ÄÄ,  
 ´ÊR£ÀUÀ¼ÄÄ °ÁUÄÄ ,ÀAQÃtð ,Á»vÀªªÀ£ÀÄß ¥ÀoÀªªÀ£ÀÁßV DAiÉÀì ¢AiÁrPÉ£AqÄÄ,  
 «ZÄÿøUÀ¼À°è ,Á»vÀªZÀ §UÉÍ ,ZÀ©ügÄÄaAiÄÄ£ÀÄß ¢ÄÆr,À-ÁUÄÄvÀÛZÉ. ,Á,ÀìøwPÀ  
 w¼ÄÄªÀ½PÉAiÄÄ eÉ£vÉUÉ ¢ÄQÔÜvÀé «PÀ À£ZÀ PÀqÉUÉ UÀªÄÄ£À ¢ÄqÀ-ÁUÄÄvÀÛZÉ.

1. "sÁµÉ, Á»vÀã, Ew°Á,À ¢ÄÄvÀÄÛ ÁA,ÀìøwUA¼À£ÄÄß PÀ£ÄßqÀ, PÀ£ÄÏPÀPÈÌ ÁA\$AÇü¹zÀAvÉ ¥ÁJZÀ-Ä,À-ÁUÄÄvÀÛzÉ.
2. «zÁäyðUA¼À ÁªÄðvÉ£ÄªÄÄÄR "É¼ÀªAtAUÉUÉ Ç£ÄªÄUAÄªAvÉ °ÁUAÆ CªAgÀ°è ¢AiÁ£ÄªÀ ÁA\$AzsUA¼À \$UÊÎ UÊgÀªÀ, ÁªAiÁ£ÄvÉ ¢ÄÄ£r¹, "É¼É,ÄªªÀ ¤nÖ£Ä°è ¥ÀoÀåUA¼À DAiÉÄÌAiAiÁvzÉ.
3. CªAgÀ°è ÀÈd£Ä²Ä°vÉ, ±ÄZzÀP "sÁµÉ, GvÀÛªÄ «ªÄ±Áð UÄÄt, ¤gÀUAð¼À ÁA"sÁµÀuÉ, "sÁµÀt PÀ-É °ÁUAÆ \$gÀ°À P£±À°åUA¼À£ÄÄß "É¼É,ÄªªÀÄZÄÄ UÄÄJaiAiÁvzÉ
4. ÀzsaðvÀäPÀ ¥ÄJÁP£èUA½UÉ Ç£ÄÁPÀ£°ªÁUAÄªAvÀ°À «µÄAiÄÄUA¼À£ÄÄß UÄªÄ£ÄZzÀ°èèlÄÖP££AqÄÄ À£PÀÛ ¥ÀoÀåUA¼À£ÄÄß DAiÉÄÌ ¢AiÁrP££¼ÄÏ-ÁvzÉ.

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**Course Outcomes:**

³ÄÄzsÄâPÁ°ÅÆÄzÄ ««zsÄ ¥ÄæPÁgÄzÄ PÁ³ÄâUÄ¼ÄÄ, ¯ÉÄÆÄUÄ¼ÄÄ ³ÄÄvÄÄÜ ,ÄAQÄtð sgÄ°Ä  
 ,Ä»vÄâ PÄ°PÉAIÄÄ ³ÄÄÆ°PÄ PÄ°zÄ ¹ÜvÄâAvÄgÄUÄ¼ÄÆÄÄß CzÄgÄ M¼ÄÆÉÆÄIUÄ¼ÄÆÄÄß  
 ¯É¼É ÄÄvÄÜzÉ.

CO1:„ÁªÀiÁfPÀ, gÁdQÃAiÄÄ, zsÁ«ÄöPÀ, „ÁA„ÀìøwPÀ, ¥Àj„ÀgÀ °ÁUÀÆ °AUÀ„ÀA\$Açü  
«ZÁgAUÀ%ÉqÉ UÀªÄÄ£À °Àj„ÄªÄÄÅZàgÉ£EAçUÉ «ZÁäyðUÀ%À°è ZÀZÁð ªÄÄ£É£Ä“sÁªÀªÄÄ  
“É%ÉAiÄÄÄvÀÛzÉ.



CO2: fĀāĀĀzā°è šgĀĀā C@üŸāæAiĀĀ "ĒĀzsĀUĀ%ĀĀ, ĴāĀĀĴĀUĀ%ĀĒĀĀ DzsĀĀĤPĀ ĴĀzĀ"sĀđzā°è āiĀĒĀ«ĀAiĀĀvĒAiĒĒACUĒ ĤāĀđ»,ĀĀāĀAvĒ ŸĒæĀgĒĒĴĴ,ĀĀvĀŪzĒ.

CO3:GvĀŪāĀ ĴĀāĀ°ĀĒĀ PĀĒĒAiĀĀĒĀĀĀ "Ē%Ē,ĀĀāĀ GzĒŸĀ±ĀāĒĒĀĀĀ FqĒĴĴ,ĀĀvĀŪzĒ.

CO4:ĴĀ±ĒĒĀzĒĒĒ āĀĒĒĒĒĒ"sĀāĀ āĀĀvĀĀŪ ĴāzsĀđvĀĀPĀ ŸĴĴĴĒĒĒUĀ%UĒ «zĀāŸđUĀ%ĀĒĀĀĀ ĴĀđŌUĒĒ%ĴĴ,ĀĀvĀŪzĒ.

#### Course Pre-requisites:

- PĀĒĀĤqĀ "sĀĴĒAiĀĀ ŸUĒUĒ ŸĀæxĀ«ĀPĀ w%ĀĀā%PĒ CUĀvĀā..
- "sĀĴĒAiĀĀĒĀĀĀ NzĀ®Ā āĀĀvĀĀŪ šgĒAiĀĀ®Ā w%ĴĴĀĒĒĒĒĒ.
- ŸĀzĀ« ŸĀĒĒāđ ²PĀĒtzĀ°è PĀĒĀĤqĀ "sĀĴĒAiĀĀĒĀĀĀ NĴĴĀĒĒĒĒĒ.

**Pedagogy:** Direct method, ICT and Digital support (Links attached), Collaborative and Cooperative learning, Differentiated Instruction, Flipped Classroom

**LTP:2:1:0**

**Course type:** CC

**Contact Hours:** 39 hours

| Units  | Detailed Syllabus                                                                                                                                                            | CH | CO                 | PO       | PSO |
|--------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|--------------------|----------|-----|
| Unit-1 | <b>āĀĀzsĀāPĀ°ĀĒĀ PĀāĀā</b><br>1. UĀĒĀĴĀĀAiĀĀĴĀ ĴĀāĀzĀ – gĀWĀāĀPĀ<br>2. 'qĀ® ŸĒĒĴĴ PĀnŌ ĴĒĀĀ PĒĒqĀĀāĴĒĒ – PĀāāiĀĴĀāĀĀ<br>3. ĴāĀđđŌĒĀ āĀzĀĒĀUĀ%ĀĀ - ĴāĀđđŌ                     | 10 | CO1, CO2, CO3, CO4 | PO5, PO8 | -   |
| Unit-2 | <b>āĀĀzsĀāPĀ°ĀĒĀ PĀāĀā</b><br>1. V%AiĀĀĀ ŸĀĀdgĀzĒĒ%®è - ŸĀĴĀĀzĀĴĀĴĀ<br>2. ĴĒĀĒĀ āiĀqĀāāĀzĀĀ – PĀĒĀPĀzĀĴĀ<br>3. Ĵ®ĒĴĀvĀāĒĒ®è ĒĒĒĀUĀĀqĀ - ²±ĀĀĒĒĀĴĀ ±ĴĴŸsĀ                     | 10 | CO1, CO2, CO3, CO4 | PO5, PO8 | -   |
| Unit-3 | <b>"ĒĒĒĒĀUĀ%ĀĀ</b><br>1. ŸĒĒĒĒĒĒĒĒ ĴĒĀŌUĀĀwŪgĀāĀ zĒĒ±Ā – Ĵ.Ĵ.ĒĒ. CŸĀŸĴĴ PĀĒĀĀ<br>2. "ĀŸĀĀ āAvĀĒĒ – ©.Ĵ. ²āĀzsĀĴĀ<br>3. "sĀĴĀvĀ ĴĀ«zsĀĒĒĒĒ "sĀĒvĀ' zĒĒĴĒ – zĒĒāĒĒĒĒĒ āĀāĀzĒĒĀ | 10 | CO1, CO2, CO3, CO4 | PO5, PO8 | -   |
| Unit-4 | <b>ĴĀQĀĴ šgĀ°Ā</b><br>1. ĴāĀ PĀĒĴ - ŸĀĒĴĴ zĀĀzĀæ vĒĒĴ'Ē                                                                                                                      | 9  | CO1, CO2, CO3, CO4 | PO5, PO8 | -   |

#### Reference Books:

1. āĀĀUĀ% gĀĀ.²āĒ., PĀĒĀĤqĀ ĴĀ»vĀā zĀĴvĒæ, ŸĀæPĀ±ĀPĀgĀĀ VĀvĀ šĴĴĴ ēĴĴ, ēĒĒĴĴĒĒ. 2014
2. ĴĀUĀāĀ. ĒĀUĒĴĴĴĴ ĴĴĴĴĴ, zĀĴwĒPĀ đĒĀŸzĀ PĀxĒĒĀ PĀāāUĀ%ĀĀ, ŸĀæPĀ±ĀPĀgĀĀ PĀĒĀĴĴĀ ēĒĒĀzĀ ŸĴĴĀvĀĀŪ, "ĒĀUĀ%ĒĒĒĒ. 2008
3. 'ĀāiĀwĀvĀ PĀĒĀĤqĀ ĴĀ»vĀā zĀĴvĒæ ĴĀŸĀĴĴ 1,2,3,4,5 āĀĀvĀĀŪ 6, PĀāĒĒĒĒ PĀĒĀĤqĀ CzsĀāAiĀĒĒĒ ĴĀĒĴ, ēĒĒĴĴĒĒĒ «±ĀĒ«zĀāĤ®AiĀĀ, ēĒĒĴĴĒĒĒ. 2014

4. ,AAUAæ°À. fAUÉAUËqÀ JZi.Ji., PÀÈÀßqÀ dÈÀ¥ÀzÀ PÀxÀÈÀ PÁ³ÀÀUA¼ÀÀ, ¥ÀæPÁ±ÀPÀgÀÀ PÀÈÀðIPÀ eÀÈÀ¥ÀzÀ ¥ÀjµÀvÀÀÛ, "ÉAUÀ¼ÀÆgÀÀ. 2007
5. fÁGÁAiÀÀt |.«, ZÀA¥ÀÆ PÀ«UÀ¼ÀÀ, ¥ÀæPÁ±ÀPÀgÀÀ ,Àé¥Àß §ÄPi °Ëj, "ÉAUÀ¼ÀÆgÀÀ. 2010
6. PÁ¼ÉAUËqÀ fAUÀ³ÁgÀ, wæ¥Àç, gÀUÀ¼É æÀvÀÀÛ eÀÈÀ¥ÀzÀ ,Á»vÀå, ¥ÀæPÁ±ÀPÀgÀÀ ,Àé¥Àß §ÄPi °Ëj, "ÉAUÀ¼ÀÆgÀÀ. 2010
7. ,AA. "ÉÈAUÀTi gÁ³À gÁ³i æÀvÀÀÛ ¥ÀÈÀÀA ,ÀÀzÀgÀ ±Á¹ÛÇ, ¥ÀÀgÀt fÁ³À ZÀÈqÀ³ÀÀtÀ, ¥ÀæPÁ±ÀPÀgÀÀ ¥Àæ,ÁgÁAUÀ, æÈÈ,ÀÆgÀÀ «±Àé«zÀÀ³®AiÀÀ. 2010
8. qÁ. azÁÈÀzÀ æÀÆwð, æZÀÈÀ ,Á»vÀå, ¥ÀæPÁ±ÀPÀgÀÀ ,Àé¥Àß §ÄPi °Ëj, "ÉAUÀ¼ÀÆgÀÀ. 2013
9. ,AA æÀgÀÀ¼À¹zÀ¥ÀÀ PÉ, fAUÀgÁd Q.gÀA. æZÀÈÀ PÀæÀÄl, ¥ÀæPÁ±ÀPÀgÀÀ ,Àé¥Àß §ÄPi °Ëj, "ÉAUÀ¼ÀÆgÀÀ. 2016
10. æÀgÀÀ¼À¹zÀ¥ÀÀ PÉ, µÀlàç ,Á»vÀå, ¥ÀæPÁ±ÀPÀgÀÀ ,Àé¥Àß §ÄPi °Ëj, "ÉAUÀ¼ÀÆgÀÀ. 2010
11. ,AA. ,ÉvÀÀgÁ³À gÁ³i C.gÁ., ²æÀ ®QëöäÀÀÈÀ eÈÈ«Äx "sÁgÀvÀ(æÀÆ®-vÀvÀAiÀÄð-,ÁavÀæ), ¥ÀæPÁ±ÀPÀgÀÀ PÁæÀzÉÈÀÀ ¥ÀÀ,ÀÛPÀ "sÀæÈÀ, "ÉAUÀ¼ÀÆgÀÀ. 2010
12. ,AA. ,ÉvÀÀgÁ³À gÁ³i C.gÁ., ²±ÀÈÈÀ¼À ±ÀjÀsÀgÀ ÈÀÆgÁgÀÀ vÀvÀé¥ÀzÀUÀ¼ÀÀ, ¥ÀæPÁ±ÀPÀgÀÀ PÁæÀzÉÈÀÀ ¥ÀÀ,ÀÛPÀ "sÀæÈÀ, "ÉAUÀ¼ÀÆgÀÀ. 2007
13. ,AA. f.J.i."sÀmi., PÀæÀAiÁgÀ³ÀÀ,ÈÈÀ PÀuÀðl "sÁgÀvÀ PÀxÀæÀÀAdj ¥ÀææÈÀ±À, ¥ÀæPÁ±ÀPÀgÀÀ CPÀègÀ ¥ÀæPÁ±ÀÈÀ, °ÉUÉÈiÀqÀÀ, ,AUÀgÀ. 2006
14. gÀAeÁÈi zÀUÀð, ±ÀgÀtgÀ ,ÀæÀUÀæ PÁæAw, ¥ÀæPÁ±ÀPÀgÀÀ. "ÉÈÀ»AiÀiÁ ¥ÀæPÁ±ÀÈÀ, §¼Áj. 2015
15. QÀvÀðÈÁxÀ PÀvÀðPÉÈÀn, PÀÈÀßqÀ ,Á»vÀå ,AAUÁw, ¥ÀæPÁ±ÀPÀgÀÀ PÀvÀðPÉÈÀ æÈæÈÈjAiÀÀTi læjÖ, zsÁgÀ³ÀqÀ. 2009
16. ±ÀæÀgÁAiÀÀ vÀ.ÀÀ., PÀÈÀßqÀ ,Á»vÀå ZÀjvÉæ, ¥ÀæPÁ±ÀPÀgÀÀ vÀ¼ÀÀQÈÀ æÈAPÀtÚAiÀÀ ,ÁgÀPÀ UÀæAxÀæÀiÁÉ, æÈÈ,ÀÆgÀÀ -2014
17. ²æÀgÀÀzÀæ¥ÀÀ f.J.i. PÀÈÀßqÀ ,Á»vÀå ,À«ÀPÉè, ¥ÀæPÁ±ÀPÀgÀÀ ,Àé¥Àß §ÄPi °Ëj, "ÉAUÀ¼ÀÆgÀÀ. 20

**Course Title :** Hindi

**Course Code:** B20BE2022

**Course Description:**

यह पाठ्यक्रम नौसिखिया अपनी भाषा की क्षमता का विकास करने हेतु तथा विभिन्न साहित्यिक प्रक्रियाओं द्वारा समाज, संस्कृति एवं जीवन के मूल्यों को समझने हेतु अभिकल्पित है ।

**Course Objectives:**

1. संदर्भानुसार उचित भाषा का प्रयोग करने की दक्षता को छात्रों में उत्पन्न करना ।
2. साहित्य के माध्यम से समाज एवं मानवीय मूल्यों को समझाकर, उन मूल्यों की रक्षा हेतु प्रेरित करना
3. छात्रों में पुस्तक पठन एवं लेखन की अकृतिम प्रवृत्ति स्थापित करना ।
4. अध्येताओं में साहित्य के माध्यम से प्रभावी एवं कुशल संचार का विकास करना ।

**Course Outcomes:**

अध्ययन की समाप्ति पर अध्येता –

CO1: सामाजिक मूल्य एवं नैतिक जवाबदेही को स्वीकार कर सकता है ।

CO2: साहित्य की प्रासंगिकता को जीवन में समझने की दक्षता रखता है ।

CO3: समाज में अंतर्निहित पद्धतियाँ एवं विचारधाराओं का व्याख्यान करने में सक्षम बन सकता है ।

CO4: साहित्य के माध्यम से प्रभावी एवं कुशल संचार का विकास कर सकता है ।

**Course Pre-requisites:**

- अध्येता, पी.यु.सी के स्तर पर द्वितीय भाषा के रूप में हिन्दी का अध्ययन करना चाहिए ।
- हिन्दी साहित्य के इतिहास का संक्षिप्त ज्ञान की आवश्यकता है ।
- हिन्दी व्याकरण का अवबोधन आवश्यक है ।
- अंग्रेज़ी – हिन्दी अनुवाद से संबंधित जानकारी जरूरी है ।

**Pedagogy:** ICT and Digital support, Collaborative and Cooperative learning, Flipped Classroom

**LTP: 2 :1:0**

**Course type: CC**

**Contact Hours:39**

| Units         | Detailed Syllabus                                                                                                                                              | CH     | CO  | PO       | PSO |
|---------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|-----|----------|-----|
| <b>Unit-1</b> | <b>इकाई - 1</b><br><br>1 कबीरदास के दोहे – कबीरदास<br>2 कविता -अर्जुन की प्रतिज्ञा– मैथिलीशरण गुप्त<br>3 कविता – वीरों का कैसा हो बसंत – सुभद्रकुमारी चौहान    | 10Hrs. | CO1 | PO5& PO8 |     |
| <b>Unit-2</b> | <b>इकाई – 2</b><br><br>1 तुलसीदास के पद –तुलसीदास<br>2 कविता – संध्या सुंदरी – सूर्यकांत त्रिपाठी 'निराला'<br>3 कविता – करमवीर – अयोध्या सिंह उपाध्याय 'हरिऔध' | 10Hrs. | CO2 | PO5& PO8 |     |
| <b>Unit-3</b> | <b>इकाई – 3</b><br><br>4 मीराबाई के पद – मीराबाई<br>5 कविता – मधुशाला – हरिवंशराय बच्चन<br>6 कविता – हम झुक नहीं सकते – अटलबिहारी                              | 10Hrs. | CO3 | PO5& PO8 |     |

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|               | बाजपाई                                                                                                                                                                                                                                                  |        |     |             |  |
| <b>Unit-4</b> | <b>इकाई - 4</b><br>अनुवाद अनुच्छेद )हिन्दी से अंग्रेजी(<br>सृजनात्मक व्यक्तित्व<br>अ कबीर, महादेवी वर्मा, प्रेमचंद<br>आ महात्मा गांधी, डॉ बाबासाहेब आंबेडकर,<br>अब्दुल कलाम<br><b>सूचना : प्रत्येक इकाई 25 अंक<br/>           के लिए निर्धारित है ।</b> | 09Hrs. | CO4 | PO5&<br>PO8 |  |

#### Reference Books:

1. हिन्दी पाठ्य पुस्तक – रेवा विश्वविद्यालय ।
2. सुबोध व्यवहारिक हिन्दी – डॉ. कुलदीप गुप्त
3. अभिनव व्यवहारिक हिन्दी – डॉ.परमानन्द गुप्त
4. हिन्दी साहित्य का इतिहास - डॉ. नागेन्द्र
5. आधुनिक हिन्दी साहित्य का इतिहास - डॉ. बच्चन सिंह
6. हिन्दी साहित्य का नवीन इतिहास - डॉ. लाल साहब सिंह
7. शुद्ध हिन्दी कैसे बोले कैसे लिखे- पृथ्वीनाथ पाण्डे
8. कार्यालय अनुवाद निदेशिका
9. संक्षेपण और पल्लवन - के.सी.भाटिया&तुमन सिंग

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| <b>Course Title: Additional English – II</b>                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Course Code:</b> B20BE2023                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Course Description:</b> This is a 3-credit course designed to help the learner gain competency in language through the introduction of various genres of literature. The course aims to inculcate a critical view among learners while sensitizing them to the contemporary issues around. It facilitates creative learning and helps to appreciate, assimilate and research on the various dimensions of society, culture and life. |
| <b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To assess ecological and environmental concerns through literature.</li> <li>2. To identify the unequal structures of power in society.</li> <li>3. To compare the position of men and women in society.</li> <li>4. To interpret the representation of society in popular culture.</li> </ol>                                                                      |

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| <b>Course Outcomes:</b><br>After the completion of the course, students will be able to:<br>CO1: Demonstrate a thorough understanding of sensitive and critical ecological and environmental issues.<br>CO2: Analyze the rigid structure of center and margin in our society.<br>CO3: To criticize the subordinate position of women in society.<br>CO4: To justify the depiction of society in popular culture. |
| <b>Prerequisites:</b> The student must possess fair knowledge of language and literature.                                                                                                                                                                                                                                                                                                                        |
| <b>Pedagogy:</b> Direct method / ICT / Collaborative Learning / Flipped Classroom.                                                                                                                                                                                                                                                                                                                               |
| <b>LTP:</b> 2:1: 0                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Course type:</b> CC                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Contact Hours:</b> 39                                                                                                                                                                                                                                                                                                                                                                                         |

| Units   | Detailed Syllabus                                                                                                                                                                                                                                     | CH     | CO  | PO    | PSO |
|---------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|-----|-------|-----|
| Unit-1  | <b>Ecology &amp; Environment:</b> Literature: Toru Dutt - Casuarina Tree Robert Frost – Stopping by Woods on a Snowy Evening Tomas Rivera –The Harvest C.V. Raman – Water – The Elixir of Life<br>Language: Degrees of Comparisons                    | 10Hrs. | CO1 | PO8   |     |
| Unit-2  | <b>Voices from the Margin:</b> Literature: Tadeusz Rozewicz – Pigtail. Jyoti Lanjewar – Mother. Sowvendra Shekhar Hansda – The Adivasi Will Not Dance Harriet Jacobs – Excerpt from Incidents in the Life of a Slave Girl Language: Prefix and Suffix | 10Hrs. | CO2 | PO8   |     |
| Unit 3: | <b>Women &amp; Society:</b> Literature: Kamala Das – An Introduction. Usha Navrathnaram – To Mother. Rabindranath Tagore – The Exercise Book. Jamaica Kincaid – Girl. Writing Skills: Dialogue Writing                                                | 10Hrs. | CO3 | PO5&8 |     |
| Unit 4: | <b>Popular Culture:</b> Literature: Rudyard Kipling – The Absent-minded Beggar. Sir Arthur Conan Doyle – The Hound of the Baskervilles. Aldous Huxley – The Beauty Industry. Writing Skills: Story Writing                                            | 09Hrs. | CO4 | PO5   |     |

#### Reference Books:

1. Agrawal, K.A. Toru Dutt the Pioneer Spirit of Indian English Poetry - A Critical Study. Atlantic Publications, 2009.
2. Latham, Edward Connery (ed). The Poetry of Robert Frost. Holt Paperbacks, 2002.
3. Gale, Cengage Learning. A Study Guide for Tomas Rivera's The Harvest. Gale,

Study Guides, 2017.

4. Basu, Tejan Kumar. The Life and Times of C.V. Raman. PrabhatPrakashan, 2016.
5. Rozewicz, Tadeusz. New Poems. Archipelago, 2007.
6. Manohar, Murli. Critical Essays on Dalit Literature. Atlantic Publishers, 2013.
7. Hansda, SowvendraShekhar. The Adivasi Will Not Dance: Stories. Speaking Tiger Publishing Private Limited, 2017.
8. Jacobs, Harriet. Incidents in the Life of a Slave Girl. Createspace Independent Publication, 2014.
9. Das, Kamala. Selected Poems. Penguin Books India, 2014.
10. Tagore, Rabindranath. Selected Short Stories of Rabindranath Tagore. Maple Press, 2012.

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| <b>Course Title : Entrepreneurial Management</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Course Code:</b> B20BE2030                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Course Description:</b> This course aims to provide a thoughtful, practical guide to identify and analyze the factors that contribute to the process of successfully launching an entrepreneurial venture and managing a new business. This course covers the entrepreneurial process from idea generation to implementation. The course explores the creation and management of start-up businesses. Students develop a business plan for a start-up business. This course evaluates the necessary qualities and characteristics of the successful entrepreneurial profile. It helps students recognize and determine the steps necessary to design and develop a startup for-profit business and to open and operate a small business enterprise. |
| <b>Course Objectives:</b> <ol style="list-style-type: none"><li>1. To develop indepth understanding about entrepreneurship and entrepreneurial mindset.</li><li>2. To create awareness about entrepreneurial process and creativity</li><li>3. To equip the students with the knowledge of feasibility analysis for business idea identification</li></ol>                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Course Outcomes:</b><br><b>At the end of the course student shall be able to-</b><br>CO1: Discuss about entrepreneurship and entrepreneurial skills and mindset.<br>CO2: Explain and adopt the process of entrepreneurship systematically.<br>CO3: Apply the understanding of creativity, innovation and creativity process in idea generation.<br>CO4: Analyse feasibility of business idea or opportunity for setting up new venture.                                                                                                                                                                                                                                                                                                             |
| <b>Course Pre-requisites:</b> Basic knowledge of entrepreneurship                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Pedagogy:</b> ICT, Classroom discussions, flip classrooms, collaborative learning methods                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>LTP:</b> 3-1-0                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Course type:</b> Hard core                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Contact Hours:</b> 52 Hours                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |

| Units  | Detailed Syllabus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Contact hours | CO | PO  | PSO   |
|--------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|----|-----|-------|
| Unit-1 | <b>Entrepreneurship and Entrepreneurial skillset:</b> Concept of entrepreneurship, Entrepreneurship and Intrapreneurship, entrepreneurial mindset, Key Elements of Entrepreneurship. Personality Characteristics of Successful Entrepreneurs. Common Myths about Entrepreneurs. Ethics and Social Responsibility of Entrepreneurs. Generating new ideas, creativity and innovation, What motivates entrepreneurs to innovate? Emerging Trends and Issues in Entrepreneurship.                                                                | 13 Hours      | 1  | 1,2 | 1,2   |
| Unit-2 | <b>The Entrepreneurial Process:</b> Stages of entrepreneurial process- Identify and Evaluate the Opportunity, Develop a Business Plan, Determine the Resources Required, Manage the Enterprise. Managerial Versus Entrepreneurial Decision Making: Strategic Orientation, Commitment to Opportunity, Commitment of Resources, Control of Resources, Management Structure, Entrepreneurial Venturing inside a Corporation, Causes for Interest in Intrapreneurship, Climate for Entrepreneurship, Intrapreneurial Leadership Characteristics. | 13 Hours      | 2  | 1,2 | 1,2,4 |
| Unit-3 | <b>Creativity and Business Idea:</b> Identify and Recognizing Opportunities: Observing Trends and Solving Problems. Creativity: Concept, Components and Types of Creativity, Stages of Creative Process. Sources of New Venture Ideas. Techniques for Generating Ideas. Stages of Analyzing and Selecting the Best Ideas. Protecting the Idea: Intellectual Property Rights and its Components. Linking Creativity, Innovation and Entrepreneurship.                                                                                         | 13 hours      | 3  | 1,2 | 1,2   |
| Unit-4 | <b>Feasibility Analysis:</b> Concept of Feasibility Analysis. When To Conduct a Feasibility Analysis. Four Forms of Feasibility Analysis and its Issues (Product/Service Feasibility Analysis, Industry/Market Feasibility Analysis, Organizational Feasibility Analysis &                                                                                                                                                                                                                                                                   | 13 hours      | 4  | 1,2 | 1,2,4 |

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|  | Financial Feasibility Analysis) |  |  |  |  |
|--|---------------------------------|--|--|--|--|

### Reference Books:

1. Barringer, Ireland, **“Entrepreneurship: Successfully Learning New Ventures”**, Pearson, Latest Edition.
2. Hisrich, Peters, Shepherd, **“Entrepreneurship”**, Mc Graw Hill, Sixth Edition.
3. Neck, Heidi, Christopher P. Neck, Emma L. Murray. Entrepreneurship: The Practice and Mindset. Los Angeles: Sage Publications, 2018. ISBN 978-148338353-1 <https://edge.sagepub.com/neckentrepreneurship>
4. Business Model Generation, Osterwalder and Pigneur, ISBN 978-047087641-1
5. The Startup Owners Manual. Blank and Dorf, ISBN 978-0-984999309. Also see Steve Blank’s website at <https://steveblank.com/> and his Udacity course at <https://www.udacity.com/course/how-to-build-a-startup--ep245>

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| <b>Course Title : Fundamentals of Marketing</b>                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Course Code:</b> B20BE2040                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Course Description:</b> This 3 credits course provides knowledge of basic concepts and principles of Marketing. The course provides detailed knowledge about the functions, tools and techniques of marketing and understanding regarding the application of marketing mix and strategies in improving business operations. It also equips the students about the understanding of consumer behaviour and client handling and building Relationships.        |
| <b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To provide knowledge of basic concepts and principles of Marketing.</li> <li>2. To equip students with the understanding of the functions, tools and techniques of marketing and marketing mix .</li> <li>3. To create thorough awareness about consumer behaviour and consumer purchase decisions.</li> </ol>                                                                              |
| <b>Course Outcomes:</b><br><b>After completion of this course the students will be able to:</b><br>CO1: Explain the concept, functions and role of Marketing.<br>CO2: Interpret and analyse the Marketing environment and consumer behaviour aspects.<br>CO3: Appreciate and apply the understanding of Marketing Mix and Channels of Distribution<br>CO4: Categorize the Market into various segments and examine the Marketing strategy adopted by companies. |
| <b>Course Pre-requisites:</b> Basic understanding about business environment and management functions.                                                                                                                                                                                                                                                                                                                                                          |
| <b>Pedagogy:</b> ICT, Classroom discussions, Collaborative learning methods.                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>LTP:</b> 2-1-0                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Course type:</b> Soft Core                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Contact Hours:</b> 39 Hours                                                                                                                                                                                                                                                                                                                                                                                                                                  |



| Units  | Detailed Syllabus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Contact hours | CO | PO  | PSO   |
|--------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|----|-----|-------|
| Unit-1 | <b>Introduction to Marketing</b> :Meaning & Definition – Goals – Concepts of Marketing – Approaches of Marketing – Functions of Marketing, Core Marketing Concepts, Role of Strategic Planning in Marketing, and Recent trends in Marketing.                                                                                                                                                                                                                                                                          | 9 Hours       | 1  | 1   | 1,2,4 |
| Unit-2 | <b>Marketing Environment and Consumer Behavior:</b> Components of Modern Marketing Information System: Internal Records, Marketing Intelligence System, Marketing Research process; Importance of Macro environment (trends)factors; measuring and forecasting Market Demand, Factors Influencing Consumer Behavior, Buying Decision Process, Difference between Business Market and Consumer Market.                                                                                                                 | 10 Hours      | 2  | 1   | 1,2,4 |
| Unit-3 | <b>Marketing Mix</b> : Meaning, Elements, Product, Product Mix, Product Line – (PLC) – Product Planning – New product Development, Product Life Cycle: Design Marketing Strategies for each Stage of the Product Lifecycle; Branding, Packaging, Labeling, Pricing – Objectives, Factors influencing Pricing Policy and Methods of Pricing. Process of Pricing; Physical Distribution – Meaning – Types of Marketing channel–Promotion – Meaning and Significance of Promotion Mix: Personal Selling and Advertising. | 10 hours      | 3  | 1,2 | 1,2,4 |
| Unit-4 | <b>Segmentation, Targeting, Positioning, and Competitive Dynamics:</b> Segment Consumer Markets based on Demographic Variables, Psychographic Variables, Behavioral Variables; Segmenting Business Markets, Effective segmentation criteria and Targeting Strategies; Examine Competitive Strategies for Market Leaders, Examine Competitive Strategies for Market Challengers and Followers, Develop and Establish an Effective Positioning Strategy.                                                                | 10 Hours      | 4  | 1,2 | 1,2,4 |

**Reference Books:**

1. Philip Kotler, (2011). *Marketing Management*, Prentice Hall, 14<sup>th</sup> edition.

2. Kuranakaran, (2010). *Marketing Management*, Himalaya Publishers.
3. Ramesh & Jayanti Prasad (2012), *Marketing Management*, I.K. International Publishers, 1<sup>st</sup> edition.
4. Michael J. Etzel, Bruce J. Walker, and William J Stanton, (2018) Tata Mc Graw Hill, Publishing Co Ltd.
5. Kotable and Helsen, *Global Marketing Management*, John Wiley and Sons Publishing, 7<sup>th</sup> edition.
6. William J. Stanton, Michael J. Etzel, Bruce J Walker, *Fundamentals of Marketing*, McGraw Hill Education.

| <b>Course Title : Entrepreneurial Competency Development</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                |               |    |    |     |
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| <b>Course Code:</b> B20BE2050                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                |               |    |    |     |
| <b>Course Description:</b> This 3-credit course sensitizes the students about essential competencies to be developed as an entrepreneurial person. It creates a thorough understanding about the importance of these competencies for leading and establishing a successful start up. This course facilitates the students by providing an experiential learning environment wherein the students learn about entrepreneur competencies and acquire the opportunity to develop on those skills and abilities. |                                                                                                                |               |    |    |     |
| <b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To create an awareness about the essential competencies to be developed as an entrepreneurial person.</li> <li>2. To sensitize the students about the importance of these competencies for a successful start up</li> <li>3. To enable the students to understand the problem solving and decision-making process in entrepreneurial success and businesses failure.</li> </ol>                                                           |                                                                                                                |               |    |    |     |
| <b>Course Outcomes:</b><br><b>After successful completion of the course the student shall be able to-</b><br>CO1: Display a clear understanding about entrepreneur competencies.<br>CO2: Appreciate and apply the skills and abilities that make up a successful entrepreneur<br>CO3: Discuss and apply the problem-solving and decision-making process adopted by an entrepreneur.<br>CO4: Analyse and interpret the systematic approach to planning adopted by an entrepreneur.                             |                                                                                                                |               |    |    |     |
| <b>Course Pre-requisites:</b> Basic knowledge about entrepreneurship                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                |               |    |    |     |
| <b>Pedagogy:</b> ICT, Classroom discussions, Collaborative learning methods                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                |               |    |    |     |
| <b>LTP:</b> 2-1-0                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                |               |    |    |     |
| <b>Course type:</b> soft core                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                |               |    |    |     |
| <b>Contact Hours:</b> 39 hours                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                |               |    |    |     |
| Units                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Detailed Syllabus                                                                                              | Contact hours | CO | PO | PSO |
| Unit-1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <b>Introduction to competency:</b><br>Competency – Meaning and Definition – Competency Vs Competence- Types of | 9 Hours       | 1  | 1  | 1,2 |

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|        | Competencies; Individual Entrepreneurial Competencies- Key Startup Competencies- Steps in developing entrepreneurial competencies; Skill Assessment and Development Exercises: Tower Building Exercise Self Rating Questionnaires                                                                                                                                                                                                                                                                                                    |          |   |     |     |
| Unit-2 | <b>Entrepreneurial Competencies:</b> Making of an Entrepreneur? Traits, Qualities and Characteristics: Entrepreneurial Process; , Three Perspectives on Competencies- Triggers, Process and Consequences; Beliefs about self, actions and control - Locus of Control; Interpersonal Competencies ; Thematic Apperception Test (TAT) ; Skill Assessment and Development Exercises- Locus of Control, TAT, FIROB                                                                                                                       | 10 Hours | 2 | 1   | 1,2 |
| Unit-3 | <b>Problem Solving and Decision Making in entrepreneurial success:</b> Steps involved in problem solving - Innovation Creativity and Critical Thinking: Entrepreneurial Strategy Matrix; How to Identify Problems, Immersion Techniques, Collection of Data, Decision Making, developing viable solutions- Problem solving skills and competencies needed: Skill Assessment and Development Exercises- Lost at Sea, Business Games.                                                                                                  | 10 Hours | 3 | 1   | 1,2 |
| Unit-4 | <b>Systematic Planning:</b> Systems Approach to Planning- Merits and Limitations; Strategic Planning Skills; Business Planning- Importance: Steps involved: Core competencies required by business leaders- Planning competencies for successful entrepreneurs; Developing planning skills through simulation: Why do businesses fail? Competencies required by entrepreneurs to overcome failures; Skill Assessment and Development Exercises- Simulation Exercises; Personal Assessment Worksheet, Self Rating Questionnaire (SRQ) | 10 Hours | 4 | 1,2 | 1,2 |

#### Reference Books:

1. Zimmerer & Scarborough, Essentials of Entrepreneurship and Small Business management, 5<sup>th</sup> Edition, 2011.

2. Khanka, S.S., Entrepreneurial Development, S. Chand Publishers, Revised Edition, 2012.
3. Raval, H C & Murali, B P., Identification of entrepreneurial competencies and evolving tools and techniques for assessing the same, EDII Ahmadabad.
4. Michael J Morris, Starting a Successful Business, Kogan page Publishers, 2008.
5. Helga Drummond, how to be a Successful Entrepreneur, Kogan page Publishers, 2009.
6. Developing Entrepreneurship: A Handbook for Policy Makers, Entrepreneurs, Trainers and Development Personnel; Learning Systems, New Delhi, 1978.
7. Identification and selection of Entrepreneurs, (Eds. T.V. Rao and T.K. Moulik), Indian Institute of Management, Ahmedabad.

| <b>Course Title: Business Statistics</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                   |               |    |     |     |
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| <b>Course Code:</b> B20BE2060                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                   |               |    |     |     |
| <b>Course Description:</b> This 3-credit course provides a basic knowledge of the application of mathematics and statistics to business discipline. The course provides knowledge, understanding and application-level information to students about statistics tools and techniques and their application in business decisions. Students get a clear understanding about central tendency analysis, variation analysis, association analysis like correlation and regressions using MS excel for application in business decision making. |                                                                                   |               |    |     |     |
| <b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To provide a basic knowledge of the application of statistics to business discipline.</li> <li>2. To develop an ability to analyze and interpret data to provide meaningful information to assist in making management decision.</li> <li>3. To develop an ability to apply modern quantitative tools (Ms-Excel) to data analysis in a business context.</li> </ol>                                                                                                     |                                                                                   |               |    |     |     |
| <b>Course Outcomes:</b><br><b>After completion of the course student shall be able to-</b><br>CO1: Discuss and distinguish between different methods of statistical calculations<br>CO2: Describe how tests of association like correlation and regression can be used to identify relationships between variables.<br>CO3: Interpret the results from one-way / two –way ANOVA Tests.<br>CO4: Develop an ability to apply modern quantitative tools (Ms-Excel) to data analysis in a business context.                                     |                                                                                   |               |    |     |     |
| <b>Course Pre-requisites:</b> Basic understanding of mathematics                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                   |               |    |     |     |
| <b>Pedagogy:</b> ICT, Classroom discussions, Flip classrooms, Collaborative methods                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                   |               |    |     |     |
| <b>LTP:</b> 2-0-1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                   |               |    |     |     |
| <b>Course type:</b> Soft Core                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                   |               |    |     |     |
| <b>Contact Hours:</b> 39 Hours                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                   |               |    |     |     |
| Units                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Detailed Syllabus                                                                 | Contact hours | CO | PO  | PSO |
| Unit-1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>Statistics an over view:</b> Growth and development of Statistics– Definition– | 10 Hours      | 1  | 1,2 | 1,2 |

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|        | descriptive and inferential statistics; Importance and scope of Statistics – Limitations of statistics, Presentation of data to convey meaning– Tables, Graphs and Frequency Distribution. Measures of Central Tendency: Arithmetic mean – Weighted mean, – Median, – Mode, Measures of dispersion: Range, – Quartile deviation, – Mean Deviation– Standard deviation, – Coefficient of variation, Skewness, Kurtosis.                                                                                                                                                                                                                                               |          |   |     |       |
| Unit-2 | <b>Correlation and Regression analysis:</b> Final sampling distributions and estimations, The need for sampling distributions, sampling distribution of the mean and the proportion, sampling techniques. Estimation: Point and Interval estimation for population parameters of large sample and small samples, determining the sample size (simple Problems on sample size). Null and alternative hypothesis, Hypothesis Testing: Sampling Theory; Formulation of Hypotheses; Significance level, confidence level, Type-I and Type-II errors, Critical region, one tailed and 2 tailed tests, large and small sample tests, Z and t-test for mean and proportion. | 10 hours | 2 | 1,2 | 1,2   |
| Unit-3 | <b>Statistical Inference:</b> Theory and problems- One way and two ways ANOVA, Karl person and spearman's correlation (with, without, repeated ranks), regression coefficients, line of regression, relation between correlation coefficient and regression coefficients. Interpretation of results and Application in Business decisions                                                                                                                                                                                                                                                                                                                            | 9 hours  | 3 | 1,2 | 1,2,4 |
| Unit-4 | <b>Use of Computers in Descriptive Statistical Analysis:</b> Chi square and goodness of fit and independence of attributes. Time Series Analysis and Forecasting: Importance, –Components, –Trend – Free hand method, Method of semi averages, Method of moving averages, –Method of least squares.<br><br><b>Note:</b> Introduction and overview, using statistical packages for quantitative data analysis, simple statistical analysis using                                                                                                                                                                                                                      | 10 Hours | 4 | 1,2 | 1,2,4 |

|  |        |  |  |  |  |
|--|--------|--|--|--|--|
|  | EXCEL. |  |  |  |  |
|--|--------|--|--|--|--|

### Reference Books:

1. Beri, G. C. (2011). *Business Statistics*, New Delhi: Tata McGraw Hill Educations Pvt Ltd.
2. Sharma, J. K. (2014). *Fundamentals of Business Statistics*. New Delhi: Vikas Publishers.
3. Foster, D. & Stine, E.R., (2010). *Statistics For Business: Decision Making And Analysis*, New Delhi: Pearson Publishers
4. Gupta, S. P. (2010). *Statistical Methods*. New Delhi: Sultan Chand.
5. Sharma, J. K. (2011). *Business Statistics*, New Delhi: Pearson Publishers.
6. Vishwanathan, P.K. (2007). *Business Statistics: An Applied Orientation*, New Delhi: Pearson Publishers.

| <b>Course Title : Environment Studies and Public Health</b>                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                              |               |    |    |     |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|----|----|-----|
| <b>Course Code:</b> B20BE2070                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                              |               |    |    |     |
| <b>Course Description:</b> The course would enable the students to get indepth knowledge about environmental aspects and public health issues. The student comprehends and is able to apply the concepts of climate change, implications on health, waste management, policies and practices related to environment protection and diseases in contemporary society.                                             |                                                                                                                                                                                                                                                                              |               |    |    |     |
| <b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To provide detailed information about environment and health.</li> <li>2. To create awareness about climate change and implications on public health.</li> <li>3. To develop basic understanding about diseases in contemporary society and interventions in public health.</li> </ol>                                                       |                                                                                                                                                                                                                                                                              |               |    |    |     |
| <b>Course Outcomes:</b><br><b>At the end of the course student shall be able to-</b><br>CO1: Apply the knowledge about environment and health in improving personal health.<br>CO2: Appreciate and apply the awareness about climate change and implications on personal health.<br>CO3: Explain the diseases in contemporary society<br>CO4: Discuss about the perspectives and interventions in public health. |                                                                                                                                                                                                                                                                              |               |    |    |     |
| <b>Course Pre-requisites: Basic knowledge about science and environment</b>                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                              |               |    |    |     |
| <b>Pedagogy: ICT, Lectures, Flip classrooms, collaborative methods</b>                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                              |               |    |    |     |
| <b>LTP:</b>                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                              |               |    |    |     |
| <b>Course type:</b> Foundation course                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                              |               |    |    |     |
| <b>Contact Hours:</b> 30 hours                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                              |               |    |    |     |
| Units                                                                                                                                                                                                                                                                                                                                                                                                            | Detailed Syllabus                                                                                                                                                                                                                                                            | Contact hours | CO | PO | PSO |
| Unit-1                                                                                                                                                                                                                                                                                                                                                                                                           | <b>Linkages Between Environment and Health:</b> Understanding linkages between Environment and Public Health Effect of quality of air, water and soil on health. Perspective on Individual health: Nutritional, socio –cultural and developmental aspects, Dietary diversity | 6 Hours       | 1  | 1  | 1,2 |

|        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |         |   |   |     |
|--------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|---|---|-----|
|        | for good health; Human developmental indices for public health.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |         |   |   |     |
| Unit-2 | <b>Climate Change and Implications on Public Health:</b> Global warming – Agricultural practices (chemical agriculture) and Industrial technologies (use of non-biodegradable materials like plastics, aerosols, refrigerants, pesticides): Manifestations of Climate change on Public Health-Burning of Fossil fuels, automobile emissions and Acid rain. <i>Environmental Management Policies and Practices.</i> Municipal solid waste management: Definition, sources, characterization collection and transportation and disposal methods. Solid waste management system in urban and rural areas. Municipal Solid waste rules. Policies and practices with respect to Environmental Protection Act, Forest Conservation Act, Wild life protection Act, Water and Air Act, Industrial, Biomedical and E waste disposal rules. | 8hours  | 2 | 1 | 1,2 |
| Unit-3 | <b>Diseases in Contemporary Society:</b> Definition – need for good health- factors affecting health. Types of diseases – deficiency, infection, pollution diseases- allergies, respiratory, cardiovascular, and cancer Personal hygiene-food – balanced diet. Food habits and cleanliness, food adulterants, avoiding smoking, drugs and alcohol. Communicable diseases: Mode of transmission –epidemic and endemic diseases. Management of hygiene in public places – Railway stations, Bus stands and other public places. Infectious diseases: Role of sanitation and poverty case studies on TB, diarrhea, malaria, viral diseases. Non-communicable diseases: Role of Lifestyle and built environment. Diabetes and Hypertension.                                                                                           | 8 hours | 3 | 1 | 1,2 |
| Unit-4 | <b>Perspectives and Interventions in Public Health:</b> Epidemiological perspective – Disease burden and surveillance; Alternative systems of medicine – Ayurveda, Yoga, Unani, Siddha and Homeopathy (AYUSH); Universal Immunization Programme (UIP); Reproductive Health-Youth Unite for                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 8 hours | 4 | 1 | 1,2 |

|  |                                                                                                                                                                      |  |  |  |  |
|--|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|--|--|
|  | Victory on AIDS (YUVA) programme of Government of India. Occupational health hazards-physical-chemical and biological, Occupational diseases-prevention and control. |  |  |  |  |
|--|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|--|--|

### Reference Books:

1. Singh, Y.K, Environmental Science, New Age International, 2006.
2. Arvind Kumar, A Textbook on Environmental Science, APH Publishing, 2004.
3. Desai R.G. - Environmental studies. Himalaya Pub. House.
4. Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
5. Carson, R. 2002. Silent Spring. Houghton Mifflin Harcourt.
6. Gadgil, M., & Guha, R.1993. This Fissured Land: An Ecological History of India. Univ. of California Press.
7. Gleeson, B. and Low, N. (eds.) 1999. Global Ethics and Environment, London, Routledge.
8. Gleick, P.H. 1993. Water in Crisis. Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute, Oxford Univ. Press.
9. Groom, Martha J. Gary K. Meffe and Carl Ronald carroll Principles of Conservation Biology.

| Course Code | Course Title                                            | Course Type | L | T | P | C | Hrs ./ Wk. |
|-------------|---------------------------------------------------------|-------------|---|---|---|---|------------|
| B20BE2080   | Business Analysis using Excel- Skill Development Course | SDC         | 0 | 0 | 0 | 0 | 2          |

**Note:** Soft Skill Training courses are organized by Entrepreneurship Development Institute of India, EDII, Ahmedabad.

### THIRD SEMESTER

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Course Title : PÀ£ÀßqÀ – III</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Course Code:</b> B20BE3011                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Course Description:</b><br>“sÁµÉAiÀ£Àß qÀiÁvÀ£ÁqÀÄqÀ §gÉAiÀÄÄqÀ PÉ±À®á, Á»vÀázÀ §UÉÍ ÁÆÜ®ÁV ¥ÀjZÀ-Ä,ÄÄqÀ qÀÄÆ®PÀ «zÁÿðUÀ¼À qÀQÜvÀé «PÁ,À °ÁUÄÄ ,ÀzsÁðvÀäPÀ ¥ÀjÄPÉèUÀ¼À£ÄÄß UÀqÀÄ£ÄzÀ°èIÄÖPÉ£AqÀÄ, ¥Àæ,ÄÄÜvÀ ,ÄAzÀ`sÀðPÉI «zÁÿðUÀ¼À£ÄÄß ,ÄdÄÓUÉÆ½,À® ¥ÀoÀqÀ£ÄÄß gÀÆ,À ÁVzÉ. Á»vÀä, PÀ´É, qÀtÄdä, DqÀ½vÀvÀäPÀ qÀÄvÀÄÜ «eÁÖ£ÄzÀ «ZÁgUÀ¼UÉ MvÀÜ£ÄÄß xÄqÀ´ÁVzÉ. EzÄÄ qÉÆzÀ® JgÀqÄÄ ,É«Ä,ÄÖgi qÀÄÆgÄÄ PÉærmUÀ¼À£ÄÄß; qÀÄÆgÄÄ qÀÄvÀÄÜ £Á®ì£ÉÄ ,É«Ä,ÄÖgi JgÀqÄÄ PÉærmUÀ¼À£ÄÄß °É£AçzÉ.” |



**Course Objectives:**

ΕΑ®ΑΙ, Ε«Α, ΑÖgïUÀ¼À°è, ΑΑΑUÀæ PÀΕΑΒqÀ, Α»vÀâΑΕΑΑΒ ¥ÀjZÀ-Ä, ΑΑΑ GzÉYÃ±ΑΑΕΑΑΒ °ΕΕΑÇzÉ. CzÀgÀAvÉ ΑΑΑΕgÀΕΕΑiÀÄ, Ε«Α, ΑÖgïEÀ°è ΕΑΕÇÃzÀAiÀÄ PÁÀâ, ΕΑÀâ PÁÀâ, ΑÁtÂdâ PÀΕΑΒqÀ, ΕΕΕΑÖPÀ ΤΕÄRΕAUÀ¼ÄÄ ΑÄvÀÄÜ KPÁAPÀ, Α»vÀâΑΕΑΑΒ ¥ÀoÀâΑΕΑΒV DAIÉÄI ΑiÁrPÉΕAqÀÄ, «zÁÿðUÀ¼À°è, Α»vÀâZÀ §UÉI, ÄzÀ©ügÀÄaAiÀÄΕΑΑΒ ΑÄÆr, À-ÁUÀÄvÀÜzÉ. ΑA, ÀìøwPÀ w¼ÄÄ¼PÉAiÀÄ eÉEvÉUÉ ΑâQÜvÀÉ «PÀ, ÄΕÄZÀ PÀqÉUÉ UÀΑÄΕÄ ÄqÀ-ÁUÀÄvÀÜzÉ.

1. "sÁµÉ, Α»vÀâ, Ew°Á, Ä ΑÄvÀÄÜ, ΑA, ÀìøwUÀ¼ÄΕΑΑΒ PÀΕΑΒqÀ, PÀΕÁðIPÀPÉI, ÄAŞAcü¹zÀAvÉ ¥ÀjZÀ-Ä, À-ÁUÀÄvÀÜzÉ.
2. «zÁÿðUÀ¼À, ÄΑðvÉΕÄÄÄÄR "É¼ÄÄtÂUÉUÉ CΕÄÄÁUÀÄÄAvÉ °ÁUÀΕ CÄgÀ°è ΑiÁΕÄÄÄ, ÄAŞAzsÀUÀ¼Ä §UÉI UÉgÀÄ, ÄÄiÁΕÄvÉ ΑÄÆr¹, "É¼É, ÄÄÄÄ ÄnÖΕÄ°è ¥ÀoÀâUÀ¼Ä DAIÉÄIÄiÁVzÉ.
3. CÄgÀ°è, ÄEdΕÄ²Ä°vÉ, ±ÄÄZÀP "sÁµÉ, GvÀÜÄÄ «ÄÄ±Äð UÄt, ÄgÀUÀð¼Ä, ÄA"sÁµÄUÉ, "sÁµÄt PÀ-É °ÁUÀΕ §gÀ°Ä PÉ±Ä°ÄUÀ¼ÄΕÄÄB "É¼É, ÄÄÄÄÄzÄÄ UÄjAiÀiÁVzÉ
4. ÄÄzsÄðvÀäPÀ ¥ÄjÄPÉèUÀ¼UÉ CΕÄÄPÀΕ®ÄUÀÄÄAvÀ°Ä «µÄAiÀÄUÀ¼ÄΕÄÄB UÀÄÄΕÄZÀ°èèIÖPÉΕAqÀÄ, ÄEPÀÜ ¥ÀoÀâUÀ¼ÄΕÄÄB DAIÉÄI ΑiÁrPÉΕ¼ÄÄ-ÄVzÉ.

**Course Outcomes:**

ΕΑΕÇÃzÀAiÀÄ PÁÀâ, ΕΑÀâ PÁÀâ, ΑÁtÂdâ PÀΕΑΒqÀ, ΕΕΕΑÖPÀ ΤΕÄRΕAUÀ¼ÄÄ ΑÄvÀÄÜ KPÁAPÀ ΕÁIPÄzÀ PÀ°PÉAiÀÄ ΑÄÆ®PÀ PÁ°zÀ 'ÜvÀâAvÀgÀUÀ¼ÄΕÄÄB CzÀgÀ M¼ÄΕΕΕÄIÜÀ¼ÄΕÄÄB "É¼É, ÄÄvÀÜzÉ.

CO1: ÄÄAiÁfPÀ, gÁdQÄAiÀÄ, zsÁ«ÄðPÀ, ΑA, ÀìøwPÀ, ¥Äj, ÄgÀ °ÁUÀΕ °AUÀ, ÄAŞAcü «ZÄgÀUÀ¼ÉqÉ UÄÄÄΕÄ °Äj, ÄÄÄÄÄzÄgÉΕAÇUÉ «zÁÿðUÀ¼À°è ZÄZÄð ÄÄÄΕΕÄÄ"sÁÄÄÄÄ "É¼ÉAiÀÄÄvÀÜzÉ.

CO2: fÄÄΕÄZÀ°è §gÄÄÄÄ C©ü¥ÄæAiÀÄ "ÉÄzsÀUÀ¼ÄÄ, ÄÄÄÄ, ÉÄUÀ¼ÄΕÄÄB DzsÄÄPÀ, ÄÄÄÄ"sÄðZÀ°è ÄiÁΕÄ«ÄAiÀÄvÉAiÉΕAÇUÉ ÄÄð», ÄÄÄÄAvÉ ¥ÉæÄgÉÄ!, ÄÄvÀÜzÉ.

CO3: GvÀÜÄÄÄ, ÄÄÄÄ°ÄΕÄ PÀ-ÉAiÀÄΕÄÄB "É¼É, ÄÄÄÄ GzÉYÃ±ΑΑΕΑΑΒ FqÉÄj, ÄÄvÀÜzÉ.

CO4: ÄÄ±ÉΕÄzÄΕÄ ÄÄΕΕΕÄÄ"sÄÄÄ ÄÄvÀÄÜ, ÄÄzsÄðvÀäPÀ ¥ÄjÄPÉèUÀ¼UÉ «zÁÿðUÀ¼ÄΕÄÄB, ÄÄÄÖUÉΕ¼ÄÄvÀÜzÉ.

**Course Pre-requisites:**

- PÀΕΑΒqÀ "sÁµÉAiÀÄ §UÉUÉ ¥ÄæxÄ«ÄPÀ w¼ÄÄ¼PÉ CUÄvÀÄ..
- "sÁµÉAiÀÄΕÄÄB NzÀ®Ä ÄÄvÀÄÜ §gÉAiÀÄ®Ä w¼ÇgÄ"ÉÄPÄÄ.
- ¥ÄZÄ« ¥ÄΕÄð²PÄetzÀ°è PÀΕΑΒqÀ "sÁµÉAiÀÄΕÄÄB NÇgÄ"ÉÄPÄÄ.

**Pedagogy:** Direct method, ICT and Digital support (Links attached), Collaborative and Cooperative learning, Differentiated Instruction, Flipped Classroom

**LTP: 2:1:0**

**Course type:** CC

**Contact Hours:** 39

| Units  | Detailed Syllabus                                                                                                                  | CH     | CO          | PO          | PSO |
|--------|------------------------------------------------------------------------------------------------------------------------------------|--------|-------------|-------------|-----|
| Unit-1 | ΕΑΕÇÃzÀAiÀÄ PÁÀâ<br>1. E¼zÄÄ "Ä vÄAiÉÄ – zÄ.gÄ. "ÉÄAzÉæ<br>2. zÉÄÄgÄÄ gÄÄdÄ ÄiÁrZÄΕÄÄ – PÄÄÄΕÄ¥ÄÄ<br>3. ΕÄΕÄB ΕÄ®è- ÄÄÄzsÄÄgÄZÉΕÄB | 9 Hrs  | CO1         | PO5,<br>PO8 | --  |
| Unit-2 | ΕΑÀâ PÁÀâ<br>1. ΕΕ®, Ä¥Än®è – UÉΕÄ¥Ä® PÀÈµÄÜ CrUÄ<br>2. EqÄÇgÄÄ ΕÄΕÄB ÄΕÄB 'A°Ä, ÄΕÄZÄ ÄÄÄÄ-É<br>—                                 | 10Hrs. | CO1,<br>CO2 | PO5,<br>PO8 | --  |

|               |                                                                                                                                                                                                                                                                                                                    |        |             |             |    |
|---------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|-------------|-------------|----|
|               | <p>ΠΕ, J, I. ΕΑΓΑ'Α'Α, Αέ«Α</p> <p>3. CεΑέ -  . ®ΑΡΕΑ±ι</p>                                                                                                                                                                                                                                                        |        |             |             |    |
| <b>Unit-3</b> | <p><b>ΑτΑΔα ΡΑΕΑΒqÀ εΕΕεΑΟϣΡΑ ΞΕΑΡΕΑUÀ¼ΑÄ</b></p> <p>1. Cw ,ÀtÚ, ,ÀtÚ ¥ÀæªÀiÁtzÀ GzÀªªÀÄUÀ¼ÀÄ<br/> οÁUÀÆ</p> <p>«±ΕÄμÀ DyðΡΑªÀ®AiÄÄ (J, I. E. gÉhÄqī) –<br/> ªÄÄÄgÄÄ½zsÀgÀ © ΡÄÄ®ΡÄtÄð</p> <p>2. εΕÆ"ΕΕ"ι "ÁªAQAUī §®Ä ,ÄÄ®"sÀ –<br/> ªÄÄºΕÄ±ι ZÀAzÀæ</p> <p>3. «eÁΟΞÀªÄÄvÄÄÛ zsÀªÄÄð – qÁ f.<br/> gÁªÄÄΡÄÈμÀÚ</p> | 10Hrs. | CO3,<br>CO4 | PO5,<br>PO8 | -- |
| <b>Unit-4</b> | <p><b>ΚΡÁΑΡÀ</b></p> <p>1.ªÀiÁϣμÁzÀ – VjÄ±ι ΡÁΕÁðqī</p>                                                                                                                                                                                                                                                            | 10Hrs. | CO3,<br>CO4 | PO5,<br>PO8 | -- |

1. «ÄÄÜÄ½ gÄ.²æÄ., PÆÀßqÄ ‚Ä»vÄ ZÄjvÉæ, ¥ÄæPÄ±ÄPÀgÄÄ VÄVÄ §ÄPì °Ë, ÆÄÊ, ÄÆgÄÄ. 2014
2. ¹Ä«ÄiÁwÄvÄ PÆÀßqÄ ‚Ä»vÄ ZÄjvÉæ ‚ÄÄÄÄI 1,2,3,4,5 ÄÄvÄÄÜ 6, PÄÄÆÄ¥ÄÄ PÆÀßqÄ CzsÄÄAiÄÄÆÄ ‚ÄÄ, Ü, æÄÊ, ÄÆgÄÄ «±Ä«zÄâ®AiÄÄ, æÄÊ, ÄÆgÄÄ. 2014
3. qÄ. CgÄ«AzÄ ÄÄiÄ°UÄwÜ, ‚Ä»vÄ ‚ÄÄ, Äìøw ÄÄvÄÄÜ zÄ°vÄ ¥ÄæEÖ, ¥ÄæPÄ±ÄPÀgÄÄ PÆÀßqÄ ‚Ä»vÄ ¥ÄjµÄvÄÄÜ, “ÉAUÄ¼ÄÆgÄÄ. 2014
4. qÄ. F.J.ï. DÄÄÆgÄ, PÆÀßqÄ PÄxÄÆÄ ‚Ä»vÄ : PÄzÄÄsj, ¥ÄæPÄ±ÄPÀgÄÄ ‚Äé¥Äß §ÄPì °Ë, “ÉAUÄ¼ÄÆgÄÄ. 2016
5. zÉÄ±Ä¥ÄAQÉ J.ï.J.“, “ÉÄZÉæ ±ÄjÄ¥sAgÄ PÄÄÄÄAiÄiÄÆÄ, ¥ÄæPÄ±ÄPÀgÄÄ zÉÄ' ¥ÄÄ, ÄUPÄ, “ÉAUÄ¼ÄÆgÄÄ. 2013
6. QÄvÄðÆAxÄ PÄÄvÄðPÉÆÄn, PÆÀßqÄ ‚Ä»vÄ ÄAUÄw, ¥ÄæPÄ±ÄPÀgÄÄ PÄÄvÄðPÉÆÄn æÄæÆÄjAiÄÄ“læ, üÖ, zsÄgÄæÄqÄ. 2009
7. ±ÄæÄÄgÄAiÄÄ vÄ.‚ÄÄ., PÆÀßqÄ ‚Ä»vÄ ZÄjvÉæ, ¥ÄæPÄ±ÄPÀgÄÄ vÄ¼ÄÄQFÄ æÉAPÄtÜAiÄÄÄ ‚ÄägÄPÄ UÄæAxÄæÄiÄ´É, æÄÊ, ÄÆgÄÄ -2014
8. ‚Ä. qÄ! ¹. Dgi. ZÄAzÄæ±ÉÄRgi, ÄÄÄÄzÄ¼ÄÄvÄÆÄzÄ ®PÄëtUÄ¼ÄÆÄß “É¼É¹PÉÆ¼ÄÄäÄÄÄ °ÉÄUÉ?, ¥ÄæPÄ±ÄPÀgÄÄ ÉÄ±ÄPÄÉÄðIPÄ ¥Ä©èPÉÄµÄÆü ¥ÉæöÉæmí°«ÄmÉqi. 2010
9. DzÄÄÄPÄ PÆÀßqÄ PÄÄÄ “sAUÄ-2, PÄÄÆÄ¥ÄÄ PÆÀßqÄ CzsÄÄAiÄÄÆÄ ‚ÄÄ, Ü, æÄÊ, ÄÆgÄÄ «±Ä«zÄâ®AiÄÄ, æÄÊ, ÄÆgÄÄ. 2004
10. ²ÄÄgÄÄzÄæ¥ÄÄ f.J.ï. PÆÀßqÄ ‚Ä»vÄ „ÄÄÄPÉë, ¥ÄæPÄ±ÄPÀgÄÄ ‚Äé¥Äß §ÄPì °Ë, “ÉAUÄ¼ÄÆgÄÄ. 2013

**Course Title :** Hindi

**Course Description:**

यह पाठ्यक्रम नौसिखिया अपनी भाषा की क्षमता का विकास करने हेतु तथा विभिन्न साहित्यिक प्रक्रियाओं द्वारा समाज, संस्कृति एवं जीवन के मूल्यों को समझने हेतु अभिकल्पित है

**Course Objectives:**

1. संदर्भानुसार उचित भाषा का प्रयोग करने की दक्षता को छात्रों में उत्पन्न करना ।
2. साहित्य के माध्यम से समाज एवं मानवीय मूल्यों को समझाकर, उन मूल्यों की रक्षा हेतु प्रेरित करना ।
3. छात्रों में पुस्तक पठन एवं लेखन की अकृतिम प्रवृत्ति स्थापित करना ।
4. अध्येताओं में साहित्य के माध्यम से प्रभावी एवं कुशल संचार का विकास करना ।

**Course Outcomes:**

अध्ययन की समाप्ति पर अध्येता –

CO1: सामाजिक मूल्य एवं नैतिक जवाबदेही को स्वीकार कर सकता है ।

CO2: साहित्य की प्रासंगिकता को जीवन में समझने की दक्षता रखता है ।

CO3: समाज में अंतर्निहित पद्धतियाँ एवं विचारधाराओं का व्याख्यान करने में सक्षम बन सकता है ।

CO4: साहित्य के माध्यम से प्रभावी एवं कुशल संचार का विकास कर सकता है ।

**Course Pre-requisites:**

- अध्येता, पी.यु.सी के स्तर पर द्वितीय भाषा के रूप में हिन्दी का अध्ययन करना चाहिए ।
- हिन्दी साहित्य के इतिहास का संक्षिप्त ज्ञान की आवश्यकता है ।
- हिन्दी व्याकरण का अवबोधन आवश्यक है ।
- अंग्रेज़ी – हिन्दी अनुवाद से संबंधित जानकारी जरूरी है ।

**Pedagogy:** ICT and Digital support, Collaborative and Cooperative learning, Flipped Classroom

**LTP:2:1:0**

**Course type: CC**

**Contact Hours:39 hours**

| Units  | Detailed Syllabus                                                                                    | CH         | CO          | PO    | PSO |
|--------|------------------------------------------------------------------------------------------------------|------------|-------------|-------|-----|
| Unit-1 | <b>इकाई - 1</b><br><br>नाटक - आधे -अधूरे- मोहन राकेश<br>नाटक विधा का परिचय<br>आधे- अधूरे प्रथम अंक - | 9Hrs       | CO1,<br>CO2 | PO5&8 |     |
| Unit-2 | <b>इकाई - 2</b><br><br>नाटक - आधे - अधूरे - मोहन राकेश आधे - अधूरे - ्वितीय अंक                      | 10Hrs<br>. | CO1,<br>CO2 | PO5&8 |     |
| Unit-3 | <b>इकाई -3</b><br><br>नाटक - आधे -अधूरे-                                                             | 10Hrs<br>. | CO3,<br>CO4 | PO5&8 |     |

|        |                                                                                                                                                                                                                                                                     |            |             |       |  |
|--------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|-------------|-------|--|
|        | मोहन राकेश<br>आधे – अधूरे - तृतीय अंक                                                                                                                                                                                                                               |            |             |       |  |
| Unit-4 | <b>इकाई -4</b><br>नगदी रहित व्यवहार<br>अ 1 चेक तथा बैंक प्रणाली द्वारा भुगतान<br>2 कम्प्यूटर इंटरनेट प्रणाली द्वारा भुगतान<br>आ 3 स्वैप (POS) मशीन द्वारा भुगतान<br>4 भ्रमणध्वनि द्वारा भुगतान<br>इ 5 ए टी एम द्वारा भुगतान<br>6 विभिन्न बैंकों के ऐप द्वारा भुगतान | 10Hrs<br>. | CO3,<br>CO4 | PO5&8 |  |

**Reference Books:**

1. नाटक - आधे -अधूरे- मोहन राकेश
2. हिन्दी नाटक उद्भव और विकास –दशरथ ओझा
3. हिन्दी साहित्य का इतिहास -डॉ. नागेन्द्र
4. आधुनिक हिन्दी साहित्य का इतिहास -डॉ. बच्चन सिंह
5. हिन्दी साहित्य का नवीन इतिहास -डॉ. लाल साहब सिंह
6. शुद्ध हिन्दी कैसे बोले कैसे लिखे -पृथ्वीनाथ पाण्डे
7. हिन्दी नाटक और रंगमंच – डॉ. रामकुमार वर्मा
8. कंप्यूटर सूचना प्रणाली विकास – रामबंसल वाज्ञाचार्या
9. कंप्यूटर के भाषिक अनुपयोग - विजयकुमार मल्होत्रा

|                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Course Title: Additional English – III</b>                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Course Code: B20BE3013</b>                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Course Description:</b> This 2-credit course allows the learners to explore the various socio-political aspects represented in literature. The concepts discussed in the course provide learning exposure to real life scenarios. The course is designed to develop critical thinking ability among learners, through the socio-political aspects discussed in literature. Thus, the aim is to produce responsible and sensitive individuals. |

|                                                                                                                                                                                                                                                                                                                                                                                           |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To outline the global and local concerns of gender and identity.</li> <li>2. To identify the complexities of human emotions through literature.</li> <li>3. To assess the struggles of human survival throughout history.</li> <li>4. To compare and contrast between the various dimensions of childhood.</li> </ol> |
| <b>Course Outcomes:</b><br>After the completion of the course, students will be able to:<br>CO1: Evaluate the pressing gender issues within our society.<br>CO2: Criticize human actions through a humane and tolerant approach.<br>CO3: Perceive the human conflicts with an empathetic perspective.<br>CO4: To disprove the assumption of a privileged childhood.                       |
| Prerequisites: The student must possess fair knowledge of language, literature and society.                                                                                                                                                                                                                                                                                               |
| Pedagogy: Direct method / ICT / Collaborative Learning / Flipped Classroom.                                                                                                                                                                                                                                                                                                               |
| <b>LTP:</b> 2:1:0                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Course type:</b> CC                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Contact Hours:</b> 39 hours                                                                                                                                                                                                                                                                                                                                                            |

| Units  | Detailed Syllabus                                                                                                                                                                                                                                  | CH     | CO  | PO    | PSC |
|--------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|-----|-------|-----|
| Unit-1 | <b>Gender &amp; Identity:</b> Anne Sexton – Consorting with Angels. Eugene Field – The Doll’s Wooing Vijay Dan Detha – Double Life Charlotte Perkins Gilman – The Yellow Wallpaper                                                                 | 09Hrs. | CO1 | PO5   |     |
| Unit-2 | <b>Love &amp; Romance:</b> Literature: Tadeusz Rozewicz – Pigtail Jyoti Lanjewar – Mother Sowvendra Shekhar Hansda – The Adivasi Will Not Dance Harriet Jacobs – Excerpt from Incidents in the Life of a Slave Girl<br>Language: Prefix and Suffix | 10Hrs. | CO2 | PO5   |     |
| Unit-3 | <b>War &amp; Trauma:</b> Lord Alfred Tennyson – The Charge of the Light Brigade TaufiqRafat – The Medal Guy de Maupassant – Two Friends Sadaat Hasan Manto – Toba Tek Singh                                                                        | 10Hrs. | CO3 | PO5&8 |     |
| Unit-4 | <b>Children’s Literature:</b> William Blake – The Chimney Sweeper.D.H. Lawrence – Discord in Childhood. Anna Sewell – The Black Beauty (Extract). Rudyard Kipling – The Jungle Book (Extract)                                                      | 10Hrs. | CO4 | PO8   |     |

**Reference Books:**

1. Sexton, Anne. The Complete Poems. Houghton Mifflin, 1999.
2. Namjoshi, Suniti. Feminist Fables. Spinifex Press, 1998.

3. Vanita, Ruth & Saleem Kidwai (ed.) Same Sex Love in India. Penguin India, 2008.
4. Gilman, Charlotte Perkins. The Yellow Wallpaper. Rockland Press, 2017.
5. Gale, Cengage Learning. A Study Guide for Alfred Noyes's "The Highwayman". Gale, Study Guides, 2017. (Kindle Edition Available)
6. Shakespeare, William. Poems and Sonnets of William Shakespeare. Cosimo Classics, 2007.
7. Stockton, Frank Richard. The Lady, or the Tiger? Create space Independent Publications, 2017.
8. Wilde, Oscar. The Collected Works of Oscar Wilde. Wordsworth Editions Ltd., 1997.
9. Tennyson, Lord Alfred. The Complete Works of Alfred Tennyson. Forgotten Books, 2017.
10. Blake, William Erdman, David V. (ed.). The Complete Poetry and Prose (Newly revised ed.). Anchor Books, (1988).
11. Maupassant, Guy de. Guy de Maupassant-The Complete Short Stories. Projapati, 2015.
12. Manto, Sadaat Hasan. Manto: Selected Short Stories. RHI, 2012.
13. Ricks, Christopher. Metaphysical Poetry. Penguin, 2006.
14. Sewell, Anna. The Black Beauty. Maple Press, 2014.
15. Kipling, Rudyard. The Jungle Book. Amazing Reads, 2018.

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|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Course Title : Human Behaviour at Work</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Course Code:</b> B20BE3020                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Course Description:</b> The study of this 4credit course- Human behavior at work encompasses the behavior of individual organization members and groups within organizations; the myriad of organizational processes, dynamics, and conditions of the organization as a whole; and the ways in which all these factors interrelate. This course helps students develop conceptual, diagnostic and personal skills for dealing with human interaction in complex organizations with diverse workforces. Students would be able to understand and apply behavioral theories and deal with a range of topics, including individual development and motivation, group and team development and dynamics, communication, leadership, conflict, power/politics, culture, diversity, creativity, ethics, decision-making, and the organizational psyche. |
| <b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To acquaint the students with the fundamentals of individual behavior required for managing business</li> <li>2. To know in-depth about the concepts and significance of personality, perception, attitude and emotions at workplace.</li> <li>3. To understand individual and group behavior at work place so as to improve the effectiveness of an organization.</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                    |

**Course Outcomes:****At the end of the course the student shall be able to-**

CO1: Develop a deep understanding of the various dimensions of individual behavior.

CO2: Appreciate and apply the understanding from the theories of personality, values and learning.

CO3: Discuss and design ways to improve attitude, perception and leadership styles.

CO4: Analyze group behavior and adopt specific decision-making techniques

**Course Pre-requisites:** Basic understanding about management and business organisation.**Pedagogy:** ICT, Classroom discussions, Flip classroom, Collaborative method, story-boarding.**LTP:** 3-1-0**Course type:** Hard core**Contact Hours:** 52 Hours

| Units  | Detailed Syllabus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Contact hours | CO | PO  | PSO   |
|--------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|----|-----|-------|
| Unit-1 | <b>Introduction:</b> Concepts of Organisation Behaviour; Management functions, Roles, Skills and activities; Disciplines that contribute to OB; Scope of OB; OB Model, Types of Organizational Design; OB Challenges facing management; Emerging organizations. Emotions and Moods - Introduction, Basic Emotions, Sources, Theories, Emotional Intelligence, Applications of Emotions and Moods in organizations and decision making. Diversity in Organisations. Application of Organisation Behaviour in handling diversity.                                | 13 hours      | 1  | 1,2 | 1,2   |
| Unit-2 | <b>Personality, Values and Learning :</b><br>Personality: Introduction, Determinants of personality, Theories – Psychoanalytical, Socio-psychological, Trait theories, Erikson's Theory, Myers-Briggs Type Indicator, Big Five Personality, Other personality traits. Values: Introduction, Types, Terminal versus Instrumental, Generational, International, how to develop ethical values? Case studies on personality. Learning: Concept of Learning, Principles of learning, Process, Theories of Learning- Cognitive, Behavioral, Social learning theory. | 13 Hours      | 2  | 1,2 | 1,2,8 |
| Unit-3 | <b>Perception, Attitude, and Leading Teams:</b><br>Perception:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 13 Hours      | 3  | 1,2 | 1,2,7 |

|        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |          |   |     |       |
|--------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|---|-----|-------|
|        | Introduction, Factors influencing perception, Process, Attribution theory, Halo effect, Contrast effect, Stereotyping, Selective perception, Barriers to perception. Attitude: Characteristics, Components, Functions, Attitude formation, Attitude measurement. Cross cultural teams, Cross functional teams, Leadership, Leading teams, Project teams, Self-managed teams; Teams; Team work; working with virtual teams.                                                                         |          |   |     |       |
| Unit-4 | <b>Group Dynamics and Decision Making-</b> Groups: Characteristics, why groups in organizations, Types, Stages, Group development process, Group properties – roles, norms, status, size cohesiveness & diversity, Groupthink and group shift. Bounded rationality perspective; Business ethics; Cognitive psychology; Decision making; Decision making techniques - Divergent and convergent decision-making techniques, Decision making tools; Group decision making; Intuitive decision making. | 13 Hours | 4 | 1,2 | 1,2,4 |

#### Reference Books:

1. Fred, L. (2011). *Organizational behavior : an evidence-based approach* (12 ed.). NewYork: McGraw-Hill/Irwin
2. Don, H., & Slocum, J. W. (2004). *Organizational behavior* (10 ed.). Mason, Ohio Thomson/South-Western.
3. Dwivedi. (2008). *Human Relations and Organisational Behaviour* (5 ed.). Laxmi Publications.
4. Jerald, G. (2010). *Behaviour in Organizations* (10 ed.). Pearson.
5. Stephen, P. R., & Timothy, A. J. (2015). *Organizational Behavior* (15 ed.). Pearson education.
6. Stephen P. Robbins, Timothy A. Judge. *Organisation Behaviour*, Global Edition, 18th Edition
7. Ashwathappa, K. (2016), *Organisation Behaviour*, Himalaya Publishing House, 12<sup>th</sup> Revised Edition.

**Course Title: HRM for Small Business**

**Course Code: B20BE3030**

**Course Description:** This 4-credit course imparts basic understanding of human resource management and develops an understanding of HRM policies and functions of small business organization. The course provides detailed information about the HR functions like manpower planning, human resources acquisition, training and development, performance and compensation management and employee relationship management that facilitate people management in small businesses. Basic concepts related to wage and salary administration and issues



related to health and safety in small business organizations has been discussed.

**Course Objectives:**

1. To familiarize the students about the different aspects of managing people in the organization from the stage of acquisition to development and retention.
2. To comprehend the various aspects of human resource development strategies for better management of people in the organizations.
3. To develop better people management skills and ability to design and manage HR functions effectively.

**Course Outcomes:**

**At the end of the course the student shall be able to-**

CO1: Appreciate the functions and practices of HRM applied in small business organizations.

CO2: Describe the Human resources acquisition and absorption functions and their significance in small business organizations.

CO3: Explain the various human resources development functions for managing manpower

CO4: Discuss and appreciate the compensation and benefits functions and design effective employee relationship management policies in small businesses.

**Course Pre-requisites:** Basic knowledge about management functions.

**Pedagogy:** ICT, lectures, Discussions, Flip classrooms, Collaborative methods

**LTP:** 2-1-1

**Course type:** Hard Core

**Contact Hours:** 52 Hours

| Units  | Detailed Syllabus                                                                                                                                                                                                                                                                                                                                         | Contact hours | CO | PO  | PSO   |
|--------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|----|-----|-------|
| Unit-1 | <b>Introduction of HRM:</b> HRM- Definition, meaning, nature and Scope. Evolution of HRM difference between HRM & Personnel Management, objectives, functions of HRM, HRM Models Chapter 2 Strategic Role of HRM Meaning of strategic management, Benefits of strategic management, Role of HRM in strategic management Components of HRM, HR strategies. | 13 Hours      | 1  | 1,2 | 1,6   |
| Unit-2 | <b>HR Acquisition:</b> Man power planning Definition, need, objectives, Process, Problems, limitations of Man power                                                                                                                                                                                                                                       | 13 Hours      | 2  | 1,2 | 1,2,6 |

|        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |          |   |     |       |
|--------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|---|-----|-------|
|        | planning Job analysis Nature, process, importance of job analysis, Methods of data collection for job analysis, Job description and job specification, Job design Job enrichment and job enlargement, Job evaluation -importance and methods. Recruitment, Selection Meaning, objectives & factors affecting Recruitment, Methods of recruitment, Nature and importance, difference between recruitment and selection& steps in selection process, Placement, Induction.                                                                                                                                            |          |   |     |       |
| Unit-3 | <b>Training and Development:</b> Meaning, Nature and importance of training and development, Training process, how training needs are identified, Methods of training, Effectiveness of training programme.<br>Performance Appraisal- Meaning nature, importance & purpose of performance Appraisal, Traditional and modern Methods of Performance Appraisal, Challenges and legal issues in Performance appraisal, Promotion transfer and demotion. Promotion and transfer (definition and types).                                                                                                                 | 13 Hours | 3 | 1.2 | 1,2,6 |
| Unit-4 | <b>Wage and salary Administration:</b> Objective of wage and salary administration, principles of wage and salary administration Different components of wage and salary administration, Process of wage and salary fixation, Factors that influence wage and salary. Employee Safety and Health - Meaning and importance of employee health, occupational Hazards and diseases, Industrial accidents and industrial injury , Safety programme/ Measures and Statutory provision for industrial health.<br>Employee Discipline and employee rights, employee counseling, Grievances, grievances settlement process. | 13 Hours | 4 | 1,2 | 1,2,6 |

**Reference Books:**

1. K Aswathappa, Human Resource Management, Mc Graw Hill, 12<sup>th</sup> Edition.

2. Gary Dessler, Biju Varkkey, Human Resource Management, Pearson Publishing, 12<sup>th</sup> Edition.
3. S.S Khanka Human Resource Management, S. Chand Publishing, 2<sup>nd</sup> Edition, 2019.
4. Subba Rao, Personnel and HRM, Himalaya Publication House, 2009.
5. Dave Ulrich, Jon Younger, Wayne Brockbank, Mike Ulrich, HR from the Outside In: Six Competencies for the Future of Human Resources, 2017.

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                          |                      |           |           |            |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|----------------------|-----------|-----------|------------|
| <b>Course Title: Understanding Business Opportunities</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                          |                      |           |           |            |
| <b>Course Code:</b> B20BE3040                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                          |                      |           |           |            |
| <b>Course Description:</b> This 3-credit course provides unique content and learning experience to students to explore and analysis novel business opportunities. The course provides knowledge to understand new idea generation process and allows students to experience and explore this creative process through experiential methods and techniques. The course provides knowledge to exploit innovative business ideas and market opportunities and convert those innovative ideas into business plans.                                                              |                          |                      |           |           |            |
| <b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To explore and experience the joy of creating unique solutions to market opportunities.</li> <li>2. To create and exploit innovative business ideas and market opportunities.</li> <li>3. To turn market opportunities into a business plan.</li> </ol>                                                                                                                                                                                                                                                 |                          |                      |           |           |            |
| <b>Course Outcomes:</b><br><b>At the end of the course student shall be able to-</b><br>CO1: Build a mindset focusing on the significance of developing novel and unique approaches to market opportunities.<br>CO2: Appreciate and apply the process of business opportunity identification.<br>CO3: Display the knowledge and application of the process of screening of opportunities.<br>CO4: display understanding and application of the tools and opportunity identification process necessary to evaluate competition and create sustainable and viable businesses. |                          |                      |           |           |            |
| <b>Course Pre-requisites:</b> Basic knowledge about entrepreneurship                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                          |                      |           |           |            |
| <b>Pedagogy:</b> ICT, Discussions, experiential methods, case-studies, Collaborative methods                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                          |                      |           |           |            |
| <b>LTP:</b> 2-0-1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                          |                      |           |           |            |
| <b>Course type:</b> Soft Core                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                          |                      |           |           |            |
| <b>Contact Hours:</b> 39 Hours                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                          |                      |           |           |            |
| <b>Units</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <b>Detailed Syllabus</b> | <b>Contact hours</b> | <b>CO</b> | <b>PO</b> | <b>PSO</b> |

|        |                                                                                                                                                                                                                                                                                                                                                                                                                               |             |   |   |       |
|--------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|---|---|-------|
| Unit-1 | <b>Business Ideas and Opportunities-</b><br>Business idea- sources of business ideas-<br>methods of generating business ideas-<br>Pattern Recognition-Experience factor-<br>Business Ideas and Creative thinking-<br>Approaches to unleash creativity:<br>Difference between idea and opportunity;<br>Idea to Opportunity-Business Idea<br>Presentations using idea canvas                                                    | 9 Hours     | 1 | 1 | 1,2   |
| Unit-2 | <b>Identification of business opportunities-</b><br>objectives- sources –<br>challenges and factors influencing<br>opportunity identification- Skill<br>Assessment and Development Exercises                                                                                                                                                                                                                                  | 9 Hours     | 2 | 1 | 1,2   |
| Unit-3 | <b>Screening of opportunities-</b> Introduction<br>-entrepreneurial process- Screening<br>criteria- Gathering information- Sources-<br>Published- Market Studies- Projections<br>and forecasts: Scanning external<br>environment and industry analysis-<br>Business Opportunity Identification.<br>Sources of opportunity identification,<br>opportunity register, Limitations and<br>problems in opportunity identification. | 11<br>Hours | 3 | 1 | 1,2   |
| Unit-4 | <b>Evaluating opportunities-</b><br>Understanding competitive landscape-<br>Business Model Canvas- RAMP Model -<br>Mullin's 7 Domain Model- Skill<br>Assessment and Development Exercises.                                                                                                                                                                                                                                    | 10<br>Hours | 4 | 1 | 1,2,5 |

#### Reference Books:

1. Stephen Spinnelli Jr and Robert J. Adams Jr, New Venture Creation- Entrepreneurship in 21<sup>st</sup> Century, Mc Graw Hill International, 2016.
2. Kathleen R. Allen, Launching new ventures- An entrepreneurial approach, Cengage India, 6<sup>th</sup> Edition, 2012.
3. Alexander Osterwalder and Yves Pigneur, Business Model Generation, Wiley India P Ltd, New Delhi.
4. Zimmerer & Scarborough, Essentials of Entrepreneurship and Small Business management, 5<sup>th</sup> Edition, 2011.
5. Khanka, S.S., Entrepreneurial Development, S. Chand Publishers, Revised Edition, 2012

**Course Title: Entrepreneurship Lab**

**Course Code: B20BE3050**

**Course Description:** Entrepreneurship Lab course curriculum provides business skill development to accelerate venture creation through the use of interactive exercises and business readings. Throughout the course, participants will explore lessons from understanding how startups are facing various challenges and involve in working with them to understand how the problems are solved and challenges are addressed. The students are expected to regard every task assigned to complete as assignment (i.e., as if from an employer) and not simply a course requirement. Everything in this course is designed to help the learner to work effectively on real-time projects.

In this course teams of students will be assigned to startups and are expected to spend 40 percent of course time on visiting entrepreneurs and complete tasks assigned.

**Course Objectives:**

- 1.To familiarize students with the issues and challenges facing entrepreneurs in emerging markets.
- 2.To provide students with experiential opportunities collaborating with start-up entrepreneurs to understand small business operations.
- 3.To familiarize students with the power of informal networks and the importance of leveraging with start-ups at REVA NEST -related and other networks while working.

**Course Outcomes:**

**After completing the course student shall be able to-**

CO1: Display knowledge and skills related to product and business model definition and defining strategic plan for a start-up.

CO2: Work on issues related to early stage venture financing, IPR and competitive situations

CO3: Apply knowledge and abilities in pitching the business plan and IPR related matters.

CO4: Demonstrate strategic and problem-solving competencies with respect to competition and market analysis.

**Course Pre-requisites:** Knowledge of entrepreneurship and business processes.

**Pedagogy:** ICT, Discussions, Flip classrooms, case-studies, experiential methods, collaborative methods

**LTP:** 2-0-1

**Course type:** Soft core

**Contact Hours:** 39 Hours

| Units  | Detailed Syllabus                                                                                                                                                                                            | Contact hours | CO | PO  | PSO   |
|--------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|----|-----|-------|
| Unit-1 | Components of a successful strategic plan (Market Opportunity, Customer Definition, Competitive Analysis), Tools and methods for market analysis, competition analysis, market segmentation. Business Models | 9 Hours       | 1  | 1,2 | 1,2,5 |

|        |                                                                                                                                                                                                                             |          |   |     |       |
|--------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|---|-----|-------|
|        | Process for Product & business model definition. Case study discussion.                                                                                                                                                     |          |   |     |       |
| Unit-2 | Early-stage venture financing, Source of financing and fundraising. Financial Statements, Cash Flow Projection, Valuation.                                                                                                  | 10 Hours | 2 | 1,2 | 1,2,3 |
| Unit-3 | Intellectual property- Concept, definition, importance, process, IPR. Investor Expectations & Communications. Delivering an Investor Pitch- Guidelines for effective investor pitch. Project on creating own investor pitch | 10 Hours | 3 | 1,2 | 1,2   |
| Unit-4 | Competition Analysis- methods and models used in competition analysis<br>Marketing and Sales- Tools and methods for market analysis, importance, problems encountered                                                       | 10 hours | 4 | 1,2 | 1,2   |

#### **Reference Books:**

1. Vasanth Desai, Dynamics of Entrepreneurial Development and Management, Himalayan Publishing House, New Delhi, 2016
2. Raj Shankar, Entrepreneurship : Theory and Practice , Mc Graw Hill Education, Noida, UP, 2015
3. Kathleen and R. Allen, New Venture Creation, Cengage Learning, New Delhi, 2015

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Course Title : Legal Aspects of Entrepreneurship</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Course Code:</b> B20BE3060                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Course Description:</b> This 3 credit course provides important legal information required by an entrepreneur to start an run business successfully. It familiarizes the students about various legal issues regarding formation of a business with a special reference to MSME legislations. It provides information on business ownership forms and legal issues to be followed in small business operations. The course covers information on legal issues related to tax liabilities of businesses and IPR issues. |
| <b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To provide important legal information required by an entrepreneur to start and run business successfully.</li> <li>2. To familiarize students with various legal issues connected with formation of a business with a special reference to MSME legislations.</li> <li>3. To enable students to understand business operations keeping in view legal and tax laws.</li> </ol>                                                                        |

| <b>Course Outcomes:</b><br><b>After completing the course students shall be able to:</b><br>CO1: Understand the application of various legal issues pertaining to form of business organizations<br>CO2: Identify the legal framework that an entrepreneur needs to address at various stages of business.<br>CO3: Interpret various provisions with respect to export and import taxation laws and regulations.<br>CO4: Appreciate and apply the Intellectual Property Rights. |                                                                                                                                                                                                                                                                                                                                      |               |    |    |     |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|----|----|-----|
| <b>Course Pre-requisites:</b> Basic understanding about business.                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                      |               |    |    |     |
| <b>Pedagogy:</b> ICT, discussions, Flip classrooms, case studies, collaborative methods                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                      |               |    |    |     |
| <b>LTP:</b> 2-1-0                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                      |               |    |    |     |
| <b>Course type:</b> Soft Core                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                      |               |    |    |     |
| <b>Contact Hours:</b> 39 Hours                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                      |               |    |    |     |
| Units                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Detailed Syllabus                                                                                                                                                                                                                                                                                                                    | Contact hours | CO | PO | PSO |
| Unit-1                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Business types and Legal Compliances - Sole Proprietorships, Partnerships, Companies Act, (2013) Corporations, Limited Partnerships and Limited Liability Partnerships, Companies and Limited Liability Companies ; Franchises-Concept- benefits, requirements, and the key components of the Franchise policies-Franchises in India | 10 hours      | 1  | 1  | 1,2 |
| Unit-2                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Legal issues in Business Operations- Law of Contract; Sale of Goods Act, warranties, guarantees, rights of buyers & sellers, unpaid seller ; MSME Act 2016 , Companies Act- provisions, prospectus, memorandum of understanding.                                                                                                     | 9 Hours       | 2  | 1  | 1   |
| Unit-3                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Laws related to Taxes and Duties- Income Tax Act, Import and Export Legislations (EXIM policy of India); GST.                                                                                                                                                                                                                        | 10 Hours      | 3  | 1  | 1   |
| Unit-4                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Understanding Intellectual Property Rights- Intellectual Property Rights- Patents, Copyrights, Trademarks and Trade Secrets.                                                                                                                                                                                                         | 10 Hours      | 4  | 1  | 1,2 |

**Reference Books:**

1. Vasant Desai, Dynamics of Entrepreneurial Development and Management, Himalayan Publishing House, New Delhi, 2016
2. Poornima M Charantimath, Entrepreneurship Development and Small Business Enterprises, Pearsons, 2<sup>nd</sup> Edition.  
<http://www.gbv.de/dms/zbw/85816762X.pdf>

3. Bruce R. Barringer , R.Duane Ireland, Entrepreneurship – Successfully Launching New Ventures, Pearson, 2010.
4. Akhileshwar Pathak, Legal Aspect of Business, McGraw Hill Publication, 5<sup>th</sup> Edition, 2013.
5. Avtar Singh, Principles of Mercantile Law , Eastern Book Company , New Delhi , 2000 .
6. Kapoor, N.D., Elements of Mercantile law, Sultan Chand and Sons, 38<sup>th</sup> Edition, 2020.
7. V.S.Dubey, Students Guide to Corporate Laws,Taxman Publication.

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Course Title : Indian Business Environment</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Course Code:</b> B20BE3070                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Course Description:</b> This 3 credits course provides detailed information of the Indian business environment that would facilitate them to analyse the business environment appropriately and select the most profitable business opportunity. Selecting a business opportunity that leads to successful entrepreneurial venture depends upon proper understanding of business environment, that would be highly facilitated through this course. The course provides knowledge on business environmental factors (macro-economic and micro-economic factors), environmental problems related to business and commerce and nature of economic, political, technological, cultural and social environment that forms the entrepreneurial ecosystem in India. |
| <b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To develop knowledge base of environmental factors affecting business in India</li> <li>2. To make students aware of environmental problems related to business and commerce.</li> <li>3. To provide deep understanding of the business environmental factors that comprise the entrepreneurial ecosystem in India.</li> </ol>                                                                                                                                                                                                                                                                                                                                                               |
| <b>Course Outcomes:</b><br><b>At the end of the course student shall be able to-</b><br>CO1: Describe the factors of business environment and economic indicators in Indian business environment<br>CO2: Discuss about the basic issues in economic development in India<br>CO3: Appreciate and analyse the policy regimes and structural changes in Indian economy<br>CO4: Analyse and Interpret the recent trends in the economic development of industrial sectors in India.                                                                                                                                                                                                                                                                                  |
| <b>Course Pre-requisites:</b> Basic knowledge about economics and business                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Pedagogy:</b> ICT, Discussions, Flip classrooms, Case-studies, collaborative methods                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>LTP:</b> 2-1-0                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |



**Course type:** Soft core

**Contact Hours:** 39 Hours

| Units  | Detailed Syllabus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Contact hours | CO | PO  | PSO   |
|--------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|----|-----|-------|
| Unit-1 | <b>An Overview of Business Environment:</b> Type of Environment-internal, external, micro and macro environment. Competitive structure of industries, environmental analysis and strategic management. Managing diversity. Factors of external business environment-Economic, political, technological, social and cultural environmental factors, Process and limitations of environmental analysis.                                                                                                                                                                                                                                                                                                                                                                                                               | 9 Hours       | 1  | 1,2 | 1,2   |
| Unit-2 | <b>Basic Issues in economic development in India:</b> Concept and Measures of Development -Underdevelopment-Human Development -Basic Features of the Indian Economy at Independence - Composition of national income and occupational structure- the agrarian scene and industrial structure.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 10 hours      | 2  | 1,2 | 1,2   |
| Unit-3 | <b>Policy Regimes and structural changes in Indian Economy:</b> The evolution of planning and import substituting industrialization- Economic reform and liberalization.<br>a) The experience of Growth - Development and Structural Change in different phases of growth and policy regimes across sectors and regions.<br>b) The Institutional Framework - Patterns of assets ownership in agriculture and industry; Policies for restructuring agrarian relations and for regulating concentration of economic power;<br>c) Changes in policy perspectives on the role of institutional framework post 1991.<br>d) Growth and Distribution - Unemployment and Poverty; Human Development; Environmental concerns.<br>e) Demographic Constraints - Interaction between population change and economic development | 10 hours      | 3  | 1,2 | 1,2,8 |
| Unit-4 | <b>Sectoral Trends in India:</b> a) <b>Agriculture:</b> Agrarian growth and performance in different phases of policy regimes i.e. pre                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 10 hours      | 4  | 1,2 | 1,2   |

|  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |  |  |  |  |
|--|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|--|--|
|  | <p>green revolution and the two phases of green revolution - Factors influencing productivity and growth - the role of technology and institutions - price policy - the public distribution system and food security.</p> <p><b>b) Industry and Services:</b><br/>Phases of Industrialisation – the rate and pattern of industrial growth across alternative policy regimes - Public sector – its role - performance and reforms - The small scale sector -Role of Foreign capital.</p> <p><b>c) The Financial Sector:</b><br/>Structure, Performance and Reforms - Foreign Trade and balance of Payments - Structural Changes and Performance of India's Foreign Trade and Balance of Payments - Trade Policy Debate - Export policies and performance - Macro Economic Stabilisation and Structural Adjustment - India and the WTO - India at the United Nations - Security Council Reforms.</p> |  |  |  |  |
|--|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|--|--|

#### Reference Books:

1. Mishra and Puri, *Indian Economics*, Himalaya Publishing House
2. Gaurav Dutt and KPM Sundarum and Ashwani Mahajan, *Indian Economy*, S. Chand & Company.
3. Kapila, Uma., (ed), *Indian Economy since Independence*, Relevant articles.
4. Deepashree, *Indian Economy, Performance and Policies*, Scholar Tech. New Delhi
5. Bettelheim. Charles *India Independent*. Chapters 1, 2 and 3.
6. Bhagwati, J. and Desai, P. *India: Planning for industrialization*, OUP, Ch 2.
7. Patnaik, Prabhat. *Some Indian Debates on Planning*. T. J. Byres (ed.). *The Indian Economy: Major Debates since Independence*, OUP.
8. Ahluwalia, Montek S. *State-level Performance under Economic Reforms in India* in A. O.
9. Krueger. (ed.). *Economic Policy Reforms and the Indian Economy*, The University of Chicago Press.
10. Dreze, Jean and Amartya Sen. *Economic Development and Social Opportunity*. Ch. 2. OUP.

#### OPEN ELECTIVE COURSE:

|                                                        |
|--------------------------------------------------------|
| <b>Course Title : Introduction to Entrepreneurship</b> |
|--------------------------------------------------------|

**Course Code:** B20BE3080

**Course Description:** This 3 credits open elective course provides students with an introduction to the concept, importance, potential and pitfalls of Entrepreneurship. Students will learn about the various methods for starting up, managing and financing a new venture. They will get a chance to evaluate real world business plans and videos of entrepreneurs. The course includes individual components of entrepreneurship and its implications for society. Special emphasis is placed on decision-making and problem solving in society through an understanding of opportunity recognition, economic/financial models, value creation, and basic entrepreneur-related concepts.

**Course Objectives:**

1. To provide detailed information regarding entrepreneurship and skills of an entrepreneur
2. To create a deep understanding of the entrepreneurial process and types of entrepreneurship
3. To develop awareness about governmental support available to entrepreneurs in India and create entrepreneurial interest in the students.

**Course Outcomes:**

**At the end of the course, student shall be able to-**

**CO1:** Explain the concept and importance of entrepreneurship

**CO2:** Interpret and apply the process of entrepreneurship in setting a new enterprise.

**CO3:** Appreciate the governmental regulations and policies for the support of entrepreneurs in India.

**CO4:** Discuss the evolutionary trends and types of entrepreneurship.

**Course Pre-requisites:** Basic knowledge about business

**Pedagogy:** ICT, Discussions, Flip classrooms, Case-studies, collaborative methods

**LTP: 3-1-0**

**Course type: Open Elective**

**Contact Hours: 39 Hours**

| Units  | Detailed Syllabus                                                                                                                                                                                                                                                                                                                                                                                                                 | Contact hours | CO | PO  | PSO |
|--------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|----|-----|-----|
| Unit-1 | <b>Overview of the concept of entrepreneurship and Intrapreneur-</b> Entrepreneurship, definition, importance, opportunities, pitfalls of entrepreneurship, theories of Entrepreneurship, idea generation, opportunity identification, factors influencing entrepreneurship, role of Entrepreneurs, types of entrepreneurs, qualities of entrepreneur, Intrapreneur, Contributions of entrepreneurship in development of economy. | 10 Hours      | 1  | 1,2 | 1,2 |
| Unit-2 | <b>Entrepreneurial process-</b> Stages in the entrepreneurial process, creativity and innovation, types of innovation, process of creativity, Innovation and inventions Legal                                                                                                                                                                                                                                                     | 10 hours      | 2  | 1,2 | 1,2 |

|        |                                                                                                                                                                                                                                                                                                                                                                                                       |          |   |     |     |
|--------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|---|-----|-----|
|        | Protection of innovation, idea generation process, opportunity identification, setting up enterprise, resource allocation, affectuation, affectuation process.                                                                                                                                                                                                                                        |          |   |     |     |
| Unit-3 | <b>Assistance to Entrepreneurs-</b> Government Assistance to an entrepreneur, New Ventures, Industrial Park (Meaning, features, & examples), Special Economic Zone (Meaning, features & examples), Financial assistance by different agencies MSME Act, Small Scale Industries, SISI, SIDBI, SSIDC, KASSIA, SHG, KVIC, MUDRA scheme, Recent government schemes for supporting entrepreneurs in India. | 10 hours | 3 | 1,2 | 1,2 |
| Unit-4 | <b>Evolutionary Trends in Entrepreneurship-</b> New generations of entrepreneurship - social entrepreneurship, Edupreneurship, Health entrepreneurship, Tourism entrepreneurship, Women entrepreneurship, rural entrepreneurship, sustainable entrepreneurship, Barriers to entrepreneurship.                                                                                                         | 9 hours  | 4 | 1,2 | 1,2 |

#### References:

1. Vasant Desai, Dynamics of Entrepreneurial Development and Management, Himalayan Publishing House, New Delhi, 2016
2. Poornima M Charantimath, Entrepreneurship Development and Small Business Enterprises, Pearsons, 2<sup>nd</sup> Edition. <http://www.gbv.de/dms/zbw/85816762X.pdf>
3. Bruce R. Barringer, R.Duane Ireland, Entrepreneurship – Successfully Launching New Ventures, Pearson, 2010.
4. Zimmerer & Scarborough, Essentials of Entrepreneurship and Small Business management, 5<sup>th</sup> Edition, 2011.
5. Khanka, S.S., Entrepreneurial Development, S. Chand Publishers, Revised Edition, 2012.
6. Raval, H C & Murali, B P., Identification of entrepreneurial competencies and evolving tools and techniques for assessing the same, EDII Ahmadabad.

| Course Code | Duration | Course Title                                        | L | T | P | C |
|-------------|----------|-----------------------------------------------------|---|---|---|---|
| B20BE3090   | 16 weeks | Skill Development Course- Entrepreneurial Marketing | 0 | 0 | 0 | 0 |

#### FOURTH SEMESTER

**Course Code:** B20BE4011

“sÁµÉAiÀÄÆÀÄß ðAiÁvÀÆAqÀÄðÀ ŠgÉAiÀÄÄðÀ PÉ±À®ð, Á»vÀázÀ ŠUÉÍ, ÀÆÜ®ðÁV ¥ÀjZÀ-À, ÄÄðÀ ðÄÄÆ®PÀ «zÁÿðUÀ¼À ðÄÄQÛvÀé «PÁ, À °ÁUÄÄ , ÀàzsÁðvÀäPÀ ¥ÀjÄPÉëUÀ¼ÀÆÈÄÄß UÀðÄÄÆÈZÀ°èiÄÖPÉÆAqÀÄ, ¥Àæ, ÄÄÛvÀ , ÄAzÀ`sÄðPÉÍ «zÁÿðUÀ¼ÀÆÈÄÄß , ÄdÄÖUÉÆ¼, Ä®Ä ¥ÀoÀððÄÆÈÄÄß gÀÆÍ, À-ÁVzÉ. Á»vÀð, PÀ-É, ðÁtÁdð, DqÀ½vÁvÀäPÀ ðÄÄvÀÄÛ «eÁÖÆÀZÀ «ZÁgÀUÀ½UÉ MvÀÛÆÄÄß ðÄÄqÀ-ÁVzÉ. EzÄÄ ðÉÆzÀ® JgÀqÀÄ , É«Ä, ÄÖgí ðÄÄÆgÀÄ PÉærmíUÀ¼ÀÆÈÄÄß; ðÄÄÆgÀÄ ðÄÄvÀÄÛ £Á®lÉÉÄ , É«Ä, ÄÖgí JgÀqÀÄ PÉærmíUÀ¼ÀÆÈÄÄß °ÉÆAÇzÉ.

£À³ÉÇÃzÀÀiÄÄ PÁ³Àã, £À³Àã PÁ³Àã, ³ÁtÄdå PÀ£ÀßqÀ, ³ÉÊeÁÕπPÀ ´ÉÃ£ÀUÀ¼ÄÄ ³ÄvÀÄÜ  
 KPÁAPÀ £ÁIPàzÀ PÀ°PÉAiÄÄ ³Ä££®PÀ PÁ®zÀ ´ÜvÀãAvÀgÀUÀ¼À£ÄÄß CzÀgÀ  
 M¼À£££ÄIÜÀ¼À£ÄÄß ´´É¼£.ÄÄvÀÜzÉ.

CO1:ÁªÀiÁfPÀ, gÁdQAAiÀÄ, zsÁ«ÄðPÀ, ,ÁA,ÀìøwPÀ, ¥Aj,ÀgÀ °ÁUÀÆ °AUÀ,ÀAŞAcü  
«ZÁgÀUÀ¼ÉqÉ UÀªÀÄÆÀ °Aj,ÀÄªÀÄZAgÉÆACUÉ «zÁâyðUÀ¼À°è ZAZÁð ªÀÄÆÉÆÄ“sÁªÀªÀÄ  
“É¼ÉAiÀÄÄvÀÛzÉ.

CO2: fÃªÀ£ÀzÀ°è §gÃªªÀ C©ü¥ÁæAiÃÄ ``ÉÃzsÀUÀ¼ÃÄ, ,ÀªÃÄ,ÉåUÀ¼À£ÃÄß DzsÃÄ¤PÀ ,ÀAzÀ`sÀðzÀ°è ªÀiÀÍ£À«ÃÀiÀÃVÉAiÉÆACUÉ ¤ªÀð» ,ÃªªÀAvÉ ¥ÉªªÃgÉ£', ,ÃªªÀUzÉ.

CO3:GvÀÛªÄÄ ,ÄÄªÄºÄÈÀ PÀ`ÉAiÄÄÈÄÄB `É¼É ,ÄÄªÄ GzÉÝÃ±ÄªÄÈÄÄB FqÉÄj ,ÄÄvÀÛÉ.

CO4: ,AA±ÉÆÃzÀÉÁ      ¢ÀÄÉÆÆÃ"sÁ¢À      ¢ÀÄvÀÄÛ      ,ÀàzsÁðvÀäPÀ      ¥AjÃPÉëUÀ½UÉ  
«zÁävðUÀ¼ÀÆÀÄß      ÀdÄÓUÉÆ½      ÄÄvÀÛzÉ.

- PÀ£ÀßqÀ "sÁµ£AiÀÄ §U£U£ ¥ÁæxÀ«ÄPÀ w¼ÄÄ³½P£ CUÀvÀå..
- "sÁµ£AiÀÄ£Äß NzÀ® Ä³ÄvÀÄÜ §g£AiÀÄ® Ä w½çgÀ"£ÄPÄÄ.
- ¥ÄzÀ« ¥Ä£³Äð ²PäetzÀ°è PÀ£ÀßqÀ "sÁµ£AiÀÄ£Äß NçgÀ"£ÄPÄÄ.

**Pedagogy:** Direct method, ICT and Digital support (Links attached), Collaborative and Cooperative learning, Differentiated Instruction, Flipped Classroom

**LTP: 2:1:0**

**Course type:** CC

**Contact Hours: 39 hours**

93

|               |                                                                                                                                                                                                                             |        |          |          |    |
|---------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|----------|----------|----|
| <b>Unit-3</b> | <b>DqÀ½vÁvÀäPÀ PÀÈÀßqÀ àÄvÀÄÜ àÉÉÁÖxPÀ -ÉÄÈÀUÀ¼ÄÄ</b><br>1. ¥ÁvÀæ-ÉÄÈÀ àÄvÀÄÜ àÀgÀÇUÀ¼À vÀAiAiAj<br>2. «eÁÖÈÀ ,AAàÈÈÀPÉI DzsÀÄxPÀ vÀAvÀæeÁÖÈÀZÀ ,àà®vÀÄÜUÀ¼ÄÄ – n f ²æÄxÇü<br>3. «eÁÖÈÀ àÄvÀÄÜ ,ààAiAd - °ÉZi ÈÀgÀ¹A°ÀAiÀÄä | 10Hrs. | CO3, CO4 | PO5, PO8 | 00 |
| <b>Unit-4</b> | <b>PÁzÀASj</b><br>1. PÁqÀÄ – ²æÄPÀÈÈµÀÜ D®ÈÀ°À½î                                                                                                                                                                            | 10Hrs. | CO3, CO4 | PO5, PO8 | 00 |

#### Reference Books:

1. àÄÄUÀ½ gÀA.²æÄ., PÀÈÀßqÀ ,Á»vÀä ZÀjvÉæ, ¥ÀæPÀ±ÀPÀgÀÄ VÁvÁ \$ÄPî °Éj, àÉÄÈ,ÀÈgÀÄ. 2014
2. 'ÄàAiAwÁvÀ PÀÈÀßqÀ ,Á»vÀä ZÀjvÉæ ,AA¥ÄÄ 1,2,3,4,5 àÄvÀÄÜ 6, PÀäÉÁ¥ÄÄ PÀÈÀßqÀ CzsÀäAiÀÄÈÀ ,AA,ÉÜ, àÉÄÈ,ÀÈgÀÄ «±Àé«zÀäx®AiÀÄ, àÉÄÈ,ÀÈgÀÄ. 2014
3. qÁ. CgÀ«AzÀ àAiÀ®UÀwÜ, ,Á»vÀä ,AA,ÀlØw àÄvÀÄÜ zÀ°vÀ ¥ÀæeÉÖ, ¥ÀæPÀ±ÀPÀgÀÄ PÀÈÀßqÀ ,Á»vÀä ¥ÀjµvÀÄÜ, "ÉAUÀ¼ÀÈgÀÄ. 2014
4. qÁ. F.J.i. DàÄÄÈgÀ, PÀÈÀßqÀ PÀxÀÈÀ ,Á»vÀä : PÁzÀASj, ¥ÀæPÀ±ÀPÀgÀÄ ,Àé¥Àß \$ÄPî °Éj, "ÉAUÀ¼ÀÈgÀÄ. 2016
5. zÉÄ±À¥ÁAQÉ J.i.J.î., "ÉÄAzÉæ ±Àj¥sÀgÀ PÁàÁàAiÀiÁÈÀ, ¥ÀæPÀ±ÀPÀgÀÄ zÉÄ¹ ¥ÄÄ,ÀÜPÀ, "ÉAUÀ¼ÀÈgÀÄ. 2013
6. QÁvÀðÈÁxÀ PÀÄvÀðPÉÆÄn, PÀÈÀßqÀ ,Á»vÀä ,AAUÁw, ¥ÀæPÀ±ÀPÀgÀÄ PÀÄvÀðPÉÆÄn àÉÄàÉÆÄjAiÀÄ"i læjÖ, zsÁgÀàÁqÀ. 2009
7. ±ÀàÄgÀAiÀÄ vÀ,ÄÄ., PÀÈÀßqÀ ,Á»vÀä ZÀjvÉæ, ¥ÀæPÀ±ÀPÀgÀÄ vÀ¼ÄÄQÈÀ àÉAPÀtÚAiÀÄä ,ÁgÀPÀ UÀæAxÀàAiÀ-É, àÉÄÈ,ÀÈgÀÄ -2014
8. ,AA. qÁ! ¹. Dgî. ZÀAzÀæ±ÉÄRgî, àÄÄAzÁ¼ÄvÀÈÈZÀ ®PÀètUÀ¼ÀÈÄÄß "É¼É¹PÉÆ¼ÄÄàÄZÀÄ àÉÄÜÉ?, ¥ÀæPÀ±ÀPÀgÀÄ ÈÀàPÀÈÁðIPÀ ¥À©èPÉÄµÀÈî ¥ÉæöÈàÉmî °«ÄmÉqî. 2010
9. DzsÀÄxPÀ PÀÈÀßqÀ PÁàä "sÁUÀ-2, PÀäÉÁ¥ÄÄ PÀÈÀßqÀ CzsÀäAiÀÄÈÀ ,AA,ÉÜ, àÉÄÈ,ÀÈgÀÄ «±Àé«zÀäx®AiÀÄ, àÉÄÈ,ÀÈgÀÄ. 2004
10. ²àÀgÀÄZÀæ¥Àà f.J.i. PÀÈÀßqÀ ,Á»vÀä ,À«ÄPÉè, ¥ÀæPÀ±ÀPÀgÀÄ ,Àé¥Àß \$ÄPî °Éj, "ÉAUÀ¼ÀÈgÀÄ. 2013

**Course Title :** Hindi

**Course Code:** B20BE4012

#### Course Description:

यह पाठ्यक्रम नौसिखिया अपनी भाषा की क्षमता का विकास करने हेतु तथा विभिन्न साहित्यिक प्रक्रियाओं द्वारा समाज, संस्कृति एवं जीवन के मूल्यों को समझने हेतु अभिकल्पित है ।

#### Course Objectives:

1. संदर्भानुसार उचित भाषा का प्रयोग करने की दक्षता को छात्रों में उत्पन्न करना ।
2. साहित्य के माध्यम से समाज एवं मानवीय मूल्यों को समझाकर, उन मूल्यों की रक्षा हेतु प्रेरित करना ।
3. छात्रों में पुस्तक पठन एवं लेखन की अकृतिम प्रवृत्ति स्थापित करना ।
4. अध्येताओं में साहित्य के माध्यम से प्रभावी एवं कुशल संचार का विकास करना ।

**Course Outcomes:**

अध्ययन की समाप्ति पर अध्येता –

CO1: सामाजिक मूल्य एवं नैतिक जवाबदेही को स्वीकार कर सकता है ।

CO2: साहित्य की प्रासंगिकता को जीवन में समझने की दक्षता रखता है ।

CO3: समाज में अंतर्निहित पद्धतियाँ एवं विचारधाराओं का व्याख्यान करने में सक्षम बन सकता है ।

CO4: साहित्य के माध्यम से प्रभावी एवं कुशल संचार का विकास कर सकता है ।

**Course Pre-requisites:**

- अध्येता, पी.यु.सी के स्तर पर द्वितीय भाषा के रूप में हिन्दी का अध्ययन करना चाहिए ।
- हिन्दी साहित्य के इतिहास का संक्षिप्त ज्ञान की आवश्यकता है ।
- हिन्दी व्याकरण का अवबोधन आवश्यक है ।
- अंग्रेज़ी – हिन्दी अनुवाद से संबंधित जानकारी जरूरी है ।

**Pedagogy:** ICT and Digital support, Collaborative and Cooperative learning, Flipped Classroom

**LTP:2:1:0**

**Course type: CC**

**Contact Hours:39 hours**

| Units  | Detailed Syllabus                                                                                                                                                                                                                                                                                             | CH     | CO          | PO     | PSO |
|--------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|-------------|--------|-----|
| Unit-1 | <b>इकाई - 1</b><br>उपन्यास -दौड़ - ममता कालिया                                                                                                                                                                                                                                                                | 9Hrs.  | CO1,<br>CO2 | PO5,08 |     |
| Unit-2 | <b>इकाई - 2</b><br>उपन्यास -दौड़ - ममता कालिया                                                                                                                                                                                                                                                                | 10Hrs. | CO1,<br>CO2 | PO5,08 |     |
| Unit-3 | <b>इकाई -3</b><br>उपन्यास -दौड़ - ममता कालिया                                                                                                                                                                                                                                                                 | 10Hrs. | CO3,<br>CO4 | PO5,08 |     |
| Unit-4 | <b>इकाई - 4</b><br><b>अ भाषाई कम्प्यूटर</b><br>1 यूनिकोड की वर्तमान स्थिति<br>2 हिन्दी में पावर पॉइंट का महत्व<br>3 हिन्दी में एम एस वर्ड, एक्सल शीट निर्माण विधि<br><b>आ ब्लॉग लेखन</b><br>1 ब्लॉग लेखन का महत्व<br>2 हिन्दी में ब्लॉग लेखन की प्रविधि<br>3 इंटरनेट पर सामाग्री सृजन एवं यू ट्यूब पर प्रकाशन | 10Hrs. | CO3,<br>CO4 | PO5,08 |     |

**Reference Books:**

1. उपन्यास --दौड़ - ममता कालिया
2. हिन्दी उपन्यास का विकास – मधुरेश
3. हिन्दी टंकण सिद्धांत – शिवनारायण चतुर्वेदी
4. हिन्दी साहित्य का इतिहास - डॉ. नागेन्द्र
5. आधुनिक हिन्दी साहित्य का इतिहास - डॉ. बच्चन सिंह
6. हिन्दी साहित्य का नवीन इतिहास - डॉ. लाल साहब सिंह
7. शुद्ध हिन्दी कैसे बोले कैसे लिखे- पृथ्वीनाथ पाण्डे

8. प्रयोजनमूलक हिन्दी – डॉ.अम्बादास देशमुख  
9. कंप्यूटर के भाषिक अनुपयोग – विजयकुमार मलहोत्रा

|                                                                                                                                                                                                                                                                                                                                                                                            |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Course Title: Additional English – IV</b>                                                                                                                                                                                                                                                                                                                                               |
| <b>Course Code:</b> B20BE4013                                                                                                                                                                                                                                                                                                                                                              |
| <b>Course Description:</b> This 2-credit course helps the learner explore various socio-cultural issues through literature. The course provides insight on matters like education and culture that are pertinent in the contemporary society. The course also offers multi-dimensional perspective in the genres of literature and contributes for language enrichment.                    |
| <b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To infer the myths from the contemporary perspective.</li> <li>2. To outline the idea of family represented in literature.</li> <li>3. To interpret horror and suspense as a genre of literature.</li> <li>4. To assess the impact of education in building a society</li> </ol>                                       |
| <b>Course Outcomes:</b><br>After the completion of the course, students will be able to:<br>CO1: Examine the relevance of myths and mythology.<br>CO2: Demonstrate family values and ethics essential to live in the society.<br>CO3: Analyze horror and suspense as a significant genre of literature.<br>CO4: Evaluate the applicability of academic contribution in building a society. |
| Prerequisites: The student must possess fair knowledge of language, literature, culture and society.                                                                                                                                                                                                                                                                                       |
| Pedagogy: Collaborative Method, Flipped Classroom, Blended Learning                                                                                                                                                                                                                                                                                                                        |
| <b>LTP:</b> 2:1:0                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Course type:</b> CC                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Contact Hours:</b> 39 Hours                                                                                                                                                                                                                                                                                                                                                             |

| Units  | Detailed Syllabus                                                                                                                                                                         | CH     | CO  | PO    | PSO |
|--------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|-----|-------|-----|
| Unit-1 | <b>Myths &amp; Mythology</b><br>John W. May – Narcissus, W.B. Yeats – The Second Coming, Devdutt Pattanaik – Shikhandi and the Other Stories They Don't Tell you (Extracts)               | 09Hrs. | CO1 | PO5&8 |     |
| Unit-2 | <b>Family &amp; Relationships</b><br>Nissim Ezekiel – Night of the Scorpion, Langston Hughes – Mother to Son, Kate Chopin – The Story of an Hour, Henrik Ibsen – A Doll's House (Extract) | 10Hrs. | CO2 | PO5&8 |     |
| Unit-3 | <b>Horror &amp; Suspense</b><br>Edgar Allan Poe – The Raven, Bram Stoker – A Dream of Red Hands, Satyajit                                                                                 | 10Hrs. | CO3 | PO5&8 |     |



|        |                                                                                                                                                                                         |        |     |       |  |
|--------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|-----|-------|--|
|        | Ray – Adventures of Feluda (Extract)                                                                                                                                                    |        |     |       |  |
| Unit-4 | <b>Education</b><br>The Dalai Lama – The Paradox of Our Times, Kamala Wijeratne – To a Student<br><br>Sudha Murthy – In Sahyadri Hills, a Lesson in Humility, Frigyes Karinthy – Refun. | 10Hrs. | CO4 | PO5&8 |  |

#### Reference Books:

1. Finneran, Richard J. The Collected Works of W.B. Yeats (Volume I: The Poems: Revised Second Edition). Simon & Schuster, 1996.
2. Pattanaik, Devdutt. Shikhandi: And Other 'Queer' Tales They Don't Tell You. Penguin Books, 2014.
3. Ezekiel, Nissim. Collected Poems (With A New Introduction By John Thieme). OUP, 2005.
4. Hughes, Langston. The Collected Poems of Langston Hughes. Vintage, 1995.
5. Chopin, Kate. The Awakening and Selected Stories of Kate Chopin. Simon & Schuster, 2004.
6. Ibsen, Henrik. A Doll's House. Maple Press, 2011.
7. Poe, Edgar Allan. The Complete Poetry of Edgar Allan Poe. Penguin USA, 2008.
8. Stoker, Bram. Dracula. Fingerprint Publishing, 2013.
9. Ray, Satyajit. The Complete Adventures of Feluda (Vol. 2). Penguin Books Ltd., 2015.
10. Lama, Dalai. Freedom In Exile: The Autobiography of the Dalai Lama of Tibet. Little, Brown Book Group, 1998.
11. Murthy, Sudha. Wise and Otherwise: A Salute to Life. Penguin India, 2006.

#### Course Title : Business Research for Entrepreneurs

**Course Code:** B20BE4020

**Course Description:** This 4 credits course includes contents on basic principles of Research Design. This course aims to extend and deepen the understanding of different research approaches and methodologies in order to prepare students for their own research projects in their business discipline. This course will assist students in identifying, discussing and formulating a research problem, in selecting and applying appropriate research approaches and methods of inquiry (both quantitative or qualitative), and in presenting their results. Successful completion of this course would enable a student to appreciate the importance of research in identification of problems and selecting business opportunities through effective market research for their entrepreneurial ventures.

**Course Objectives:**

1. To provide knowledge about basic concepts of research and its process.
2. To make the students familiar with scientific approach to research and problem identification.
3. To equip the students with the skills of conducting research for providing socially relevant solutions.

**Course Outcomes:**

**By the end of the course, the students would be able to-**

CO1: Explain the purpose and practical importance of research in entrepreneurship

CO2: Identify problems and finding solutions through scientific research process.

CO3: Adopt the sampling methods and data collection methods as per the objectives of research.

CO4: Interpret solutions of problems through data analysis using techniques and tools.

**Course Pre-requisites:** Basic understanding of Business statistics

**Pedagogy:** ICT, Discussions, Flip classrooms, collaborative methods

**LTP:** 2-1-1

**Course type:** Hard Core

**Contact Hours:** 52 Hours

| Units  | Detailed Syllabus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Contact hours | CO | PO    | PSO |
|--------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|----|-------|-----|
| Unit-1 | <b>Introduction to Business Research</b><br>Definition, Objectives of research, Characteristics of research – Scientific Method, Types of research, Criteria for Good research, Business organizations – Decision Support, Ethics in research. Research Process and Concepts in Research: Research Process – Steps in research, Research designs for Experimental, Explorative and Explanatory, Concepts – Methodology and Methods concepts, constructs variables, Deductive and inductive logic. | 13 Hours      | 1  | 1,2,3 | 1,2 |
| Unit-2 | <b>Formulation of Research Problem, Measurement Scales and Hypotheses</b><br>-Identifying and formulating research problem, Diagnosis of symptoms and problem. Setting research objectives. Doing review of literature methods. Measurement Scales – Types of Scales, Scaling techniques, characteristics of good instrument, errors in measurement, Reliability and validity instruments. Hypothesis – Meaning, Purpose, Sources, Characteristics of hypotheses, types of                        | 13 Hours      | 2  | 1,2,3 | 1,2 |

|        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |          |   |       |     |
|--------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|---|-------|-----|
|        | hypothesis, testing of hypothesis.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |          |   |       |     |
| Unit-3 | <b>Data Collection and Analysis:</b><br>Data sources – primary and secondary data, Data Collection methods-Survey, Observation, Interview, focus group technique. Data collection Questionnaire, schedule, electro-mechanical devices, Sampling-Significance of sampling, Concepts, Steps in sampling, Criteria for good sampling, determining sample size. Data Analysis: Data preparation, Types of statistical analysis – descriptive, validation and inferential tools. Selection of statistical methods – based on objective scale, Interpretation- meaning-Techniques of interpretation. | 13 Hours | 3 | 1,2,3 | 1,2 |
| Unit-4 | <b>Report Writing and Market Research:</b><br>Classification and tabulation, Graphical representation, Research presentation, Types of report – Research proposal, research report format Layout, Standards (Introduction to APA formatting). Market research- process, importance, application. Application of Market Research: Mini project with application of Excel for analysis.                                                                                                                                                                                                          | 13 Hours | 4 | 1,2,3 | 1,2 |

#### References:

1. Swain (2010). A text book on Research Methodology , Kalyani Publishers, 3rd Edition.
2. Donald Cooper, Pamela Schindler & J.K. Sharma (2014). Business Research Methods, Mc Graw Hill Education Pvt. Ltd., 11<sup>th</sup> Edition.
3. C. R. Kothari (2009). Research Methodology: Methods & Techniques, (Second Revised Edition), New Age International Publishers, New Delhi.
4. Dr. J.K. Sachdeva(2009), Business Research Methodology (3rd), Himalaya Publishing House.
5. Naresh K. Malhotra, Marketing Research: An applied Research (4th ed), Pearson Prentice hall.

**Course Title : Cost and Management Accounting**

**Course Code:** B20BE4030

**Course Description:** This 4 credits course imparts Knowledge of Basic cost concepts, element of cost & Preparation of Cost Sheet to the students. It develops the skills to use the cost accounting Methods & Techniques in preparation and analysis of cost accounting data to meet the requirements of different manufacturing concerns. The course also introduces students to the various tools

and techniques of management Accounting and helps students to develop and explore the methodology of Management Accounting.

**Course Objectives:**

1. To Impart the Knowledge of Basic cost concepts, element of cost & Preparation of Cost Sheet.
2. To provide the students with an in-depth knowledge of Cost Accounting concepts, principles and methods for preparation and analyses Cost Accounting data.
3. To introduce students to the various tools and techniques of management Accounting And enlightening them on Financial Statement Analysis

**Course Outcomes:**

**After completion of the course the students shall be able to:**

CO1: Understand and explain the conceptual framework of Cost Accounting.

CO2: Apply the principles relating to the costing and control of the different resource inputs into the business.

CO3: Calculate accounting ratios and apply management accounting in facilitating decision making.

CO4: Prepare Cash Flow and Funds Flow statements and analyze cost-volume-profit techniques to determine optimal managerial decisions

**Course Pre-requisites:** Basic understanding of accounting and entrepreneurial finance.

**Pedagogy:** ICT, Discussions, Flip classrooms, collaborative methods

**LTP:** 2-1-1

**Course type:** Hard Core

**Contact Hours:** 52 Hours

| Units  | Detailed Syllabus                                                                                                                                                                                                                                                                                                                                                                                                   | Contact hours | CO | PO  | PSO   |
|--------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|----|-----|-------|
| Unit-1 | <b>Introduction of Cost Accounting:</b> Introduction - Meaning & Definition of Cost, Costing and Cost Accounting-Objectives of Costing-Comparison between Financial Accounting and Cost Accounting-Application of Cost Accounting-Designing and Installing a Cost Accounting System-Cost Concepts-Classification of Costs-Cost Unit-Cost Centre-Elements of Cost-Preparation of Cost Sheet- Tenders and Quotations. | 13 hours      | 1  | 1,2 | 1,2,3 |
| Unit-2 | <b>Reconciliation of Cost and Financial Accounts:</b> Meaning, need for Reconciliation-Reasons for differences in Profit or Loss shown by Cost Accounts and Profit or Loss shown by Financial Accounts-Preparation of Reconciliation Statement and Memorandum                                                                                                                                                       | 13 hours      | 2  | 1,2 | 1,2,3 |

|        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |          |   |     |       |
|--------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|---|-----|-------|
|        | Reconciliation Account.<br>Operating Costing: Meaning and application of operating costing, Power house costing or boiler house costing , canteen or hotel costing, hospital costing (Theory only) and Transport Costing – Problems on Transport costing.                                                                                                                                                                                                                                       |          |   |     |       |
| Unit-3 | <b>Ratio and Financial Statement Analysis</b><br>Management Accounting – Meaning and purpose. Financial Accounting – Preparation of Income statement and Balance Sheet – Interpretation and use of these statements by management. Ratio Analysis– Interpretation, benefits and limitations. Classification of ratios- Liquidity, Profitability, turnover, capital structure and Leverage.                                                                                                      | 13 hours | 3 | 1,2 | 1,2,3 |
| Unit-4 | <b>Fund Flow Statement and Cash Flow Statement</b><br>Introduction, Concept of fund, Statement of changes in Working Capital, Funds from Operations, Sources and Application of funds (Simple Problem). Cash Flow Statement: Meaning Advantage of Cash Flow Statement and limitations- Distinction between Fund Flow Statement and Cash Flow Statement, preparation of Cash Flow Statement(AS 3 Indirect Method). Marginal Costing – Cost volume – Profit relationship – Break – Even Analysis. | 13 hours | 4 | 1,2 | 1,2,3 |

#### References:

1. M.N.Arora, (2017). Cost Accounting, Himalaya Publishing House, First Edition.
2. J.Madegowda, (2017).Advanced Cost Accounting, Himalaya Publishing House, Second Edition.
3. N.K.Prasad, Cost Accounting, Book Syndicate, Kolkata.
4. Gouri Shankar, (2017). Practical Costing, Himalaya Publishing House
5. Khanna Pandey & Ahuja, Practical Costing, Sultan Chand, 5<sup>th</sup> Edition.
6. K.S.Thakur, Cost Accounting, New Century Book House Pvt. Ltd.
7. M.L.Agarwal, Cost Accounting, Sahithya Bhawan Publications.
8. Palaniappan & Harihara, Cost Accounting, I.K. International

**Course Title : Logistics and Supply Chain Management**

**Course Code: B20BE4040**

**Course Description:** Logistics and Supply Chain Management is a hard core course for developing a competent cadre of business executives to meet the country's growing requirements of training personnel in the field of Logistics and Supply chain management. The main academic focus is on equipping the participants with an in-depth knowledge of global business and to instill in them an urge to take up competitive global challenges. The course also focuses on equipping its students with all the knowledge and expertise in dealing with Supply Chain Management, Warehouse management, logistics networks, transportation networks, distribution systems and customer demand forecasting and managing techniques. The course also shares case studies on software related to Logistics and world's best supply chain management.

**Course Objectives:**

1. To gain knowledge about SCM and its facilities.
2. To understand SCM network construction
3. To apply the methods of supply chain distribution networks and logistics system

**Course Outcomes:**

**At the completion of the course student shall be able to:**

CO1: Understand the importance and drivers of supply chain.

CO2: define the principles of scheduling, planning and network construction in supply chain management

CO3: Analyse the supply chain sourcing pattern and manage price and revenues effectively.

CO4: Explain the dimensions of logistics and identify the required logistics system.

**Course Pre-requisites:** Basic knowledge of business operations and sales

**Pedagogy:** ICT, Discussions, Flip classrooms, case studies, collaborative method.

**LTP:** 2-1-0

**Course type:** Hard Core

**Contact Hours:** 52 hours

| Units  | Detailed Syllabus                                                                                                                                                                                                                                                                                                                             | Contact hours | CO | PO  | PSO   |
|--------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|----|-----|-------|
| Unit-1 | <b>Introduction to Supply Chain Management:</b> Supply chain - objectives - importance - decision phases - process view - competitive and supply chain strategies - achieving strategic fit – supply chain drivers - obstacles – framework - facilities -inventory-transportation-information-sourcing-pricing.                               | 13 Hours      | 1  | 1,2 | 1,2,4 |
| Unit-2 | <b>Designing the distribution network:</b> Role of distribution - factors influencing distribution - design options - e-business and its impact – distribution networks in practice –network design in the supply chain - role of network -factors affecting the network design decisions modeling for supply chain. Role of transportation - | 13 Hours      | 2  | 1,2 | 1,2,4 |

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|--------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|---|-----|-------|
|        | modes and their performance – transportation infrastructure and policies - design options and their trade-offs tailored transportation.                                                                                                                                                                                                                                                                                                                                                             |          |   |     |       |
| Unit-3 | <b>Supply Chain Analysis:</b> Sourcing - In-house or Outsource - 3rd and 4th PLs - supplier scoring and assessment, selection - design collaboration - procurement process -sourcing planning and analysis. Pricing and revenue management for multiple customers, perishable products, seasonal demand, bulk and spot contracts.                                                                                                                                                                   | 13 hours | 3 | 1,2 | 1,2,4 |
| Unit-4 | <b>Dimensions of Logistics :</b> A macro and micro dimension - logistics interfaces with other areas - approach to analyzing logistics systems - logistics and systems analysis - techniques of logistics system analysis - factors affecting the cost and importance of logistics. Demand Management and Customer Service Outbound to customer logistics systems - Demand Management –Traditional Forecasting - CPFRP - customer service - expected cost of stock outs - channels of distribution. | 13 hours | 4 | 1,2 | 1,2,4 |

#### Reference Books:

1. Sunil Chopra and Peter Meindl, (2007). Supply Chain Management – Strategy, Planning and Operation, Pearson/PHI, 3rd Edition.
2. Coyle, Bardi, Longley,(2016). A Logistic approach to Supply Chain Management –Cengage Learning, 10<sup>th</sup> Edition.
3. Donald J Bowersox, Dand J Closs, M Bixby Coluper, (2009.). Supply Chain Logistics Management, TataMac GrawHill, 3rd Edition.
4. Wisner, Keong Leong and Keah-Choon Tan, (2019). Principles of Supply Chain Management A Balanced Approach, Cengage Learning, 5<sup>th</sup> Edition.
5. David Simchi-Levi et al, (2007). Designing and Managing the Supply Chain – Concepts, Tata Mac Graw Hill Publications, 3<sup>rd</sup> Edition.

**Course Title : New Venture Creation**

**Course Code: B20BE4050**

**Course Description:** This soft core course familiarizes the learners with aspects related to new venture planning and creating a new enterprise. It provides contents to the students to make them aware of the crucial aspects of industry and markets. The topics like creating formidable value proposition, identifying and mobilizing human capital for new business is discussed in this course. It familiarizes students with financial resources mobilization, allocation and managing in the process of new venture creation.

**Course Objectives:**

1. To familiarize the learners with aspects related to new venture planning.
2. To analyse the industry competitiveness for the new venture creation.
3. To create a formidable value proposition, identifying and mobilizing human capital and financial resources needed for new business.

**Course Outcomes:**

**At the completion of the course the student shall be able to:**

CO1: Identify lucrative business opportunities after analysing the industry competitiveness adopting specific models.

CO2: Create the value proposition and branding for the new venture.

CO3: Appreciate and apply the methods and strategies for effective human resources management in the new venture.

CO4: Identify and allocate financial resources in a new venture effectively.

**Course Pre-requisites:** Basic knowledge of business organisation and process of entrepreneurship.

**Pedagogy:** ICT, Discussions, Flip classrooms, case studies, business games, collaborative methods.

**LTP:** 2-1-0

**Course type:** Soft core

**Contact Hours:** 39 Hours

| Units  | Detailed Syllabus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Contact hours | CO | PO  | PSO   |
|--------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|----|-----|-------|
| Unit-1 | <p><b>Introduction to New ventures:</b> Opportunity identification, The search for new ideas, Source of innovative ideas, Techniques for generating ideas, Entrepreneurial imagination and creativity thinking. Methods to Initiate Ventures: The pathways to New Ventures for Entrepreneurs, Creating New Ventures, Acquiring an established Venture: Advantages of acquiring an ongoing Venture, Examination of key issues, Franchising: How a Franchise works. Franchise Law. Evaluating the franchising opportunities.</p> <p>Getting Sensitized with industry and market: Defining the market and industry; concentration and geographic</p> | 9 Hours       | 1  | 1,2 | 1,2,4 |



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|--------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|---|-----|-------|
|        | spread: Estimating market size; SWOT analysis- Screening and selecting appropriate option.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |          |   |     |       |
| Unit-2 | <b>Developing value proposition for the new venture:</b> Value proposition and branding: Identifying target customers- Defining value proposition- Differentiation through branding Sustainable entrepreneurship, Developing Mission statement. IPR- Patents, copyrights, trademarks, Legal acts governing businesses in India. Identifying Form of Organisation: Sole Proprietorship, Partnership, Limited Liability Partnership and Company, Highlights of Companies Act.                                                                                                                                                                                                                                                   | 10 Hours | 2 | 1,2 | 1,2,4 |
| Unit-3 | <b>Managing and leading people:</b> Attracting the right people- Team building; Organizational structure, design and control; Shaping Culture- Leadership and management- Entrepreneurial leadership.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 10 Hours | 3 | 1,2 | 1,2,4 |
| Unit-4 | <b>Financial Resources and marketing strategies for new venture:</b> Studying and comparing different sources (e.g. banks, venture capital, angel investors, private equity, crowd-funding, etc.) of finance; Selecting the right source of finance. Preparing and using financial forecasts: Forecast sales turnover, income statement and costs - Forecast breakeven point SMART Performance metrics ; Valuing the business. Developing a Marketing Plan: Customer Analysis, sales Analysis and Competition Analysis, Market Research, Sales Forecasting, evaluation, Pricing Decision. Business Plan Preparation for New Venture: Business Plan: Concept, Pitfalls to avoid in Business Plan, Benefits of a Business Plan. | 10 Hours | 4 | 1,2 | 1,2,4 |

#### Reference Books:

1. Bruce R. Barringer, R. Duane Ireland. (2019). Entrepreneurship: Successfully Launching New Ventures Pearson, Latest edition.
2. Tom Rath. Strengths Finders 2.0, Gallup Hisrich, Peters, & Shepherd, 2017.

3. Irwin , Entrepreneurship, McGraw Hill, 10th Edition, Boston, MA: (ISBN 978-0-07-811284-3)
4. Spinelli, & Adams. 2016. New Venture Creation: Entrepreneurship for the 21st Century. 10th Edition, Boston, MA: Irwin McGraw-Hill.
5. Timmons, Zacharakis, & Spinelli, 2004. Business Plans that Work: A Guide for Small Business, New York, NY: McGraw-Hill.
6. David H. Holt Entrepreneurship: New Venture Creation Pearson, Latest edition
7. Inge Hill Start-Up: A Practice Based Guide For New Venture Creation MacMillan, Latest edition
8. Marc H. Meyer, Frederick G. Crane, New Venture Creation: An Innovator's Guide to Entrepreneurship MacMillan, Latest edition.
9. Sahay, V Sharma Entrepreneurship and new Venture Creation Excel Latest edition
10. Bruce R. Barringer Preparing Effective Business Plans: An Entrepreneurial Approach Pearson Latest edition

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| <b>Course Title : Family Business Management</b> |
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| <b>Course Code:</b> B20BE4060 |
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| <b>Course Description:</b> The course is directed towards students who will enter into the management of family businesses, either their own family's or someone else's, and students who will do business with family firms, consult to them, work with them in private wealth management, mergers and acquisitions, banking, consulting, outsourcing, etc. The students will explore the business, personal and family issues found in family owned and managed companies. The managerial, strategic, financial and behavioral complexities in these firms are also analyzed. ownership, succession, conflict resolution, sibling rivalry, compensation, attracting and retaining both family and nonfamily talent, estate planning, and financing the family owned enterprise. The issues and the process involved in deciding whether to enter the family business is also given focus in this course. |
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| <b>Course Objectives:</b> |
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| <ol style="list-style-type: none"> <li>1. To addresses the understanding of family business and the unique situations that family businesses face.</li> <li>2. To understand the governance issues and conflict in family business.</li> <li>3. To understand the growth, succession planning and sustainability of family business.</li> </ol> |
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| <b>Course Outcomes:At completion of the course student shall be able to :</b> |
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|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>CO1: Explain and analyse the Effective governance of family business and Issue of ownership.</p> <p>CO2: Apply the understanding of conflict resolution in family business.</p> <p>CO3: Discuss and apply the models of family business and design growth strategies.</p> <p>CO4: Prepare the modes of succession planning in family business and future growth plan.</p> |
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| <b>Course Pre-requisites:</b> Basic knowledge about entrepreneurship |
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| <b>Pedagogy: ICT, Discussions, Flip classrooms, case studies, collaborative method.</b> |
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| <b>LTP:</b> 2-1-0              |                                                                                                                                                                                                                                                                                                                                                                                                                                 |                      |           |           |            |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|-----------|-----------|------------|
| <b>Course type:</b> Soft core  |                                                                                                                                                                                                                                                                                                                                                                                                                                 |                      |           |           |            |
| <b>Contact Hours:</b> 39 Hours |                                                                                                                                                                                                                                                                                                                                                                                                                                 |                      |           |           |            |
| <b>Units</b>                   | <b>Detailed Syllabus</b>                                                                                                                                                                                                                                                                                                                                                                                                        | <b>Contact hours</b> | <b>CO</b> | <b>PO</b> | <b>PSO</b> |
| Unit-1                         | Introduction to Family Business - Overview of the family business ; Effective governance and the family business, Issue of ownership and conflict in family ; Capital structure in closely held family businesses- Issues and challenges in family business and closely held family businesses, Case Study of Family Business- Tata Sons to be discussed.                                                                       | 9 hours              | 1         | 1,2       | 1,2,4      |
| Unit-2                         | Developing Effective Governance in the Family Owned Businesses ; Understanding the relationships between family and business, management and ownership – Governance Issues in Family owned business: Behavioral issues in closely held and family owned businesses – Conflict Management and transition in family business- Case Studies of Reliance Industries to be discussed.                                                | 10 hours             | 2         | 1,2       | 1,2,4      |
| Unit-3                         | Growth Strategy For Family Business - Growth strategy for family owned business- Different models in family business ; Developing sustainable family business organization- Structure , ownership, team of advisors, board of directors and corporate governance- Case Studies of Mahindra/Wipro/Infosys/HCL to be discussed.                                                                                                   | 10 hours             | 3         | 1,2       | 1,2,4      |
| Unit-4                         | Succession Planning- Family succession, issues of succession in a family firm, Preparing for succession planning ;Legal norms of succession-succession acts,important provisions- Future plans and Road ahead for Family owned businesses- Involving non -members- Power struggles and Succession issues- Valuation of closely held firm- Changing Role of family in family business- Case Studies of Godrej, Birla Group to be | 10 hours             | 4         | 1,2       | 1,2,7      |

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|--|------------|--|--|--|--|
|  | discussed. |  |  |  |  |
|--|------------|--|--|--|--|

### Reference Books:

1. Ernesto J. Poza, Family Business, Cengage Publishers, 4th edition.
2. Kelin E. Gersick, John A. Davis, Marion McCollom Hampton, Ivan Lansberg, Generation to Generation: Life Cycles of the Family Business.
3. Thomas Zellweger, (2017). Managing the Family Business: Theory and Practice, Edward Elgar Publishing Ltd (28 April 2017).
4. Peter Leach, (2007). Essential of Family Business, Profile Book Publishers, Main edition.

| Course Code      | Course Name                     | Type        | L        | T        | P        | C        |
|------------------|---------------------------------|-------------|----------|----------|----------|----------|
| <b>B20BE4070</b> | <b>Skill Development Course</b> | <b>EDII</b> | <b>0</b> | <b>0</b> | <b>0</b> | <b>0</b> |

The Soft Skill Training Courses are delivered by EDII, Ahmedabad in collaboration with the School of Management Studies, REVA University.

| Course Code      | Course Title         | Duration       | L        | T        | P        | C        |
|------------------|----------------------|----------------|----------|----------|----------|----------|
| <b>B20BE4080</b> | <b>MINOR PROJECT</b> | <b>4 weeks</b> | <b>0</b> | <b>0</b> | <b>4</b> | <b>4</b> |

### PROJECT GUIDELINES:

In BBA Entrepreneurship Program considerable importance is given to project based experiential learning and hence 2 projects –Minor Project1 and Major Project have been included in the program. The project will be carried out after the 4<sup>th</sup> semester during the summer break as summer internship and Credits will be carried and considered for Assessment in the Fifth semester.

### I. Specialization- New Venture Creation

| <b>Course Title : Business Plan Preparation for New Ventures</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                              |               |    |     |       |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|----|-----|-------|
| <b>Course Code:</b> B20BE4111                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                              |               |    |     |       |
| <b>Course Description:</b> This 3 credit soft core course familiarizes the students with a working business plan that start with describing the company or proposed project accurately and attractively. It includes concepts like companies or the project's present status, current needs, and expected future. It helps students prepare themselves to present and justify on going and changing resource requirements, conduct feasibility analysis of their idea/concept/product, develop product/service, market plan, operational plan, human resources plan, financial plan and revenue model as per the objective of the new venture. |                                                                                                                                                                                                                                                                                                                              |               |    |     |       |
| <b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To familiarize the students with a working business plan that start with describing the company or proposed project accurately and attractively.</li> <li>2. To enable the student how to detail the company's or the project's present status, current needs, and expected future.</li> <li>3. To enable the student in making the marketing plans, strategic plans, financial projections, production demands, and personnel needs in logical and convincing fashion.</li> </ol>                                                                                         |                                                                                                                                                                                                                                                                                                                              |               |    |     |       |
| <b>Course Outcomes: Upon completion of this course students will be able to:</b><br>CO1: Appreciate the concept, importance and components of business plan.<br>CO2: Describe the importance and process of business idea or concept development.<br>CO3: Interpret the intricacies in building the new business with product & marketing plan, revenue model and financial plan.<br>CO4: Analyse and apply the understanding of financial resource allocation, financial plan, fund sources etc.                                                                                                                                              |                                                                                                                                                                                                                                                                                                                              |               |    |     |       |
| <b>Course Pre-requisites:</b> Basic understanding of business and entrepreneurship                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                              |               |    |     |       |
| <b>Pedagogy:</b> ICT, Discussions, Flip classrooms, case studies, collaborative method.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                              |               |    |     |       |
| <b>LTP:</b> 2-1-0                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                              |               |    |     |       |
| <b>Course type:</b> Soft core                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                              |               |    |     |       |
| <b>Contact Hours:</b> 39 Hours                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                              |               |    |     |       |
| Units                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Detailed Syllabus                                                                                                                                                                                                                                                                                                            | Contact hours | CO | PO  | PSO   |
| Unit-1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <b>Business Plan:</b> What, Why, and for whom, Essential elements of good business Plans: Executive Summary, Company Overview, Product and Service, Market and Industry, Marketing Plan, Revenue Model Operations Plan, Development Plan, Strategy Management, Competitive Advantage, Financial Plan, Business Risks Funding | 9 hours       | 1  | 1   | 1,2,4 |
| Unit-2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <b>Business idea/Concept description:</b> Describing Business, Knowing Products and Services, Markets and Competitors,                                                                                                                                                                                                       | 10 hours      | 2  | 1,2 | 1,2,4 |

|        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |          |   |     |       |
|--------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|---|-----|-------|
|        | Product or service Features, Benefits, Proprietary Rights, Stage of Development, Market and Industry Analysis, Market Size and Growth, Industry Structure, Competitive Environment, Competition, Opportunity analysis.                                                                                                                                                                                                                                                      |          |   |     |       |
| Unit-3 | <b>Building your business:</b> Company Overview , Mission Statement, History and Current Status, Marketing Plan, Target Market Strategy, channel, Positioning, Product/Service Strategy, Pricing Strategy, E-commerce, Communication Strategy, Sales Strategy, Revenue Model, Operations Plan, Operations Strategy, Scope of Operations, Ongoing Operations, Development Plan, Development Strategy Management, Company Organization, Management Team, Business Operations. | 10 hours | 3 | 1,2 | 1,2,4 |
| Unit-4 | <b>Financing and building your business:</b> Financial Plan, Financial Projections, Key Assumptions, Sources and Uses of Funds, Business Risks Funding, Funding Requirements, Funding Strategies, Sources and Uses of Funds Statement, Offering. Project on Business Plan presentation.                                                                                                                                                                                     | 10 hours | 4 | 1,2 | 1,2,3 |

#### Reference Books:

1. Lawrence and Moyes, 2006, Writing a Successful Business Plan
2. Stanley R. Rich & David E. Gumpert (1985) How to Write a Winning Business Plan. Available at <https://hbr.org/1985/05/how-to-write-a-winning-business-plan>
3. Business Plan Handbook. Various Volumes Available at <https://www.referenceforbusiness.com/business-plans/>
4. Rhonda Abhrams, Successful Business Plan Secrets and Strategies, Planning Shop; 5 edition (September 16, 2010).

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Course Title : Project Feasibility Analysis</b>                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Course Code:</b> B20BE4112                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Course Description:</b> Project feasibility study is used to determine the viability of a project. It tells us whether a project is worth the investment by its promoters. Generation of ideas is not enough; the business ideas must stand the scrutiny from techno-economic, financial and legal perspectives. Feasibility literally means whether there exists a sizeable market for the proposed product/service, what would be the investment requirements and where to get |

the funding from, whether and wherefrom the necessary technical know-how to convert the idea into a tangible product may be available, and so on.

**Course Objectives:**

1. To acquaint students with the importance of conducting a feasibility study prior to any project such as establishing a new project, expansion of existing project, and replacements of major machinery and equipment.
2. To teach students the nature and scope of a project feasibility study
3. To elaborate the purpose and contents of the main studies that make up the feasibility study and illustrate the importance and elements of the legal, organizational, and environmental impact study of the project.

**Course Outcomes:**

**After the completion of the course the student shall be able to:**

- CO1: Design the framework for a sound project feasibility study.  
 CO2: Determine the components of market and technical feasibility and Conduct a simple marketing feasibility study.  
 CO3: Conduct financial analysis to determine the viability of the project.  
 CO4: Identify the scope of the project environmental impact study, project organization study, and legal study.

**Course Pre-requisites:** Basic understanding of entrepreneurial process and business.

**Pedagogy:** ICT, Discussions, Flip classrooms, case studies, collaborative method.

**LTP:** 2-1-0

**Course type:** Soft core

**Contact Hours:** 39 hours

| Units  | Detailed Syllabus                                                                                                                                                                                                                                                                                                                                     | Contact hours | CO | PO  | PSO     |
|--------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|----|-----|---------|
| Unit-1 | <b>Introduction to Project feasibility:</b><br>Project- concept, need, importance, elements of project, Why it is crucial to assess project feasibility? Identification and exploration of business scenarios- pre identification, Identification and exploration of business scenarios. Feasibility Study report: The legal and Organizational Study | 9 hours       | 1  | 1,2 | 1,2,4   |
| Unit-2 | <b>Market and Technical Feasibility:</b><br>Technical feasibility, method for technical feasibility analysis, Planning phase, Construction & operational phase, Market Feasibility: Market Research, Demand forecasting, marketing management                                                                                                         | 10 hours      | 2  | 1,2 | 1,2,4   |
| Unit-3 | <b>Financial and Environment feasibility:</b><br>Estimate total capital requirements- total investment costs, Financial statements,                                                                                                                                                                                                                   | 10 hours      | 3  | 1,2 | 1,2,3,8 |

|        |                                                                                                                                                                                                                                                                                                                                                                                                                                                 |          |   |     |       |
|--------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|---|-----|-------|
|        | Economics of operation, Break even analysis, customer demand forecasting analysis, <i>Environmental Impact Analysis</i> , <i>Social Cost Benefit Analysis</i> .                                                                                                                                                                                                                                                                                 |          |   |     |       |
| Unit-4 | <b>Project Risk Analysis and Decision making:</b><br><br>Project contracting, Project organization, Project time monitoring and cost monitoring, Project over runs, Project Control -Project Monitoring and Review, Project Monitoring and Evaluation. <b>Project risk analysis-</b> Sources, Types, and Perspectives, Sensitivity Analysis, Scenario Analysis, Break Even Analysis, Decision Tree Analysis. <i>Feasibility Study Decisions</i> | 10 hours | 4 | 1,2 | 1,2,5 |

### Reference Books:

1. David S. Clifton, David E. Fyffe (1977). Project feasibility analysis: a guide to profitable new ventures. Wiley
2. Prasanna Chandra (2019), Projects: Planning, Analysis, Selection, Financing, Implementation and Review, McGraw Hill (India) Pvt. Limited, New Delhi
3. Austin, James (1984). Agroindustrial project analysis. World Bank Publication. Available at <http://documents.worldbank.org/curated/en/672351468183893125/Agroindustrial-project-analysis>

## II. Specialization Family Business Management

|                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Course Title : Growth and Diversification of Family Business</b>                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Course Code:</b> B20BE4211                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Course Description:</b> This 3 credit course familiarizes the learner with the fundamentals of the growth and diversification management in the family business. It discusses the ownership pattern of family business, pyramidal ownership framework, and growth and diversification strategies of family businesses. It also includes family internalization strategies, plans for strategic alliances and internationalisation modes. |
| <b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To familiarize the learner with the fundamentals of the growth and diversification management in the family business.</li> <li>2. To enable the student to understand the various issues associated with planning for the family business.</li> <li>3. To understand the family business internalization and collaboration strategies.</li> </ol>                       |



**Course Outcomes:****After completion of the course student shall be able to:**

CO1: Apply the fundamental aspects of growth and diversification management in the family business.

CO2: Distinguish the concepts of pyramid structure and diversification strategies.

CO3: Understand planning for business in the context of the family business

CO4: Describe the concepts and applicability of family business internationalization and business collaborations.

**Course Pre-requisites:** Basic knowledge of entrepreneurship and business.

**Pedagogy:** ICT, Discussions, Flip classrooms, case studies, collaborative method.

**LTP:** 2-1-0

**Course type:** Soft core

**Contact Hours:** 39 hours

| Units  | Detailed Syllabus                                                                                                                                                                                                                                                                                                                                                                    | Contact hours | CO | PO | PS O    |
|--------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|----|----|---------|
| Unit-1 | <b>Introduction:</b> Understanding the Role of Family Ownership in Business Diversification, Diversification Strategies, Family's Closed Management Structure, Capabilities of Family Members, Domain Expertise, Desire for Control, Family Member's Commitment and Involvement in Business, Stewardship as a Family Ownership Value, Family Ownership Agreements- Case Study        | 9 hours       | 1  | 1  | 1,2,4   |
| Unit-2 | <b>Pyramid Structure and Diversification:</b> - Understanding the Theory of Pyramidal Ownership and Family Business Groups, Pyramidal Ownership Structure, Classification of Different Investment Groups, Innovation Strategies in The Family Business, Investment in Intellectual Assets, Different Types of Diversification Strategies- Case Study                                 | 10 hours      | 2  | 1  | 1,2,4   |
| Unit-3 | <b>Planning for Business:</b> - Identifying A Family Business Philosophy, Discussing Core Family Values, Defining the Firm's Strategic Potential, Analyzing The Market and Industry, Assessing the Firm's Strategic Potential, Assessing the Firm's Strategic Potential, The Final Strategy and Reinvestment Decision, The Role of the Board in Family Business Planning- Case Study | 10 hours      | 3  | 1  | 1,2,3,4 |

|        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |          |   |     |         |
|--------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|---|-----|---------|
| Unit-4 | <b>Family Business Internalization and Strategic Alliances:</b> - Importance of Business Internalization, Facilitating Factors, Growth Strategies for Family Business Internalization, Limitations Associated with Family Business Internalization, Proper Utilization of Existing Resources & Capabilities, Entry Plan for Different Countries, Commitment and Internationalization of the Family Business Case Studies of International Family Business, Contextual and Environmental Factors in the Internationalization of Family Business And International Orientation- Case Study | 10 hours | 4 | 1,2 | 1,2,4,5 |
|--------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|---|-----|---------|

#### **Reference Books:**

1. Carlock, R., & Ward, J. (2001). Strategic planning for the family business: Parallel planning to unify the family and business. Springer.
2. Fischman, A. E. (2008). Nine Elements of Family Business Success.
3. Alberto Gimeno - Family Business Models\_ Practical Solutions for the Family Business-Palgrave Macmillan (2010)

|                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Course Title : Succession Planning in Family Business</b>                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Course Code:</b> B20BE4212                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Course Description:</b> This 3 credit course familiarizes the learner with the fundamentals of the succession process in the family business. The course includes topics related to leadership management in the family business and role of the governing board in the context of the family business. It also helps the students to understand the various issues associated with succession planning and strategies for succession.            |
| <b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To familiarize the learner with the fundamentals of the succession process in the family business</li> <li>2. To enable the student to understand the leadership management in the family business.</li> <li>3. To make students aware about the role of the governing board in the context of the family business and succession planning strategies.</li> </ol>                |
| <b>Course Outcomes:</b><br><b>After completion of the course student shall be able to:</b><br>CO1: Apply the basic principles of succession management in the family business.<br>CO2: Distinguish the concepts of leadership transfer and the role of the governing board.<br>CO3: Understand various conflicts in the context of the family business.<br>CO4: Discuss and comment on best practices in succession planning in the family business. |
| <b>Course Pre-requisites:</b> Basic knowledge of entrepreneurship, business, forms of                                                                                                                                                                                                                                                                                                                                                                |

ownership.

**Pedagogy:** ICT, Discussions, Flip classrooms, case studies, collaborative method.

**LTP:** 2-1-0

**Course type:** Soft core

**Contact Hours:** 39 Hours

| Units  | Detailed Syllabus                                                                                                                                                                                                                                                                                                                                                | Contact hours | CO | PO | PSO     |
|--------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|----|----|---------|
| Unit-1 | <b>Introduction: -</b><br>Understanding Succession Management in Family Firms, Importance of Succession Process in The Family Business, Successor's Selection Process, The Role of Family Members in Succession, Identifying Right Successor, Grooming and Nurturing of Protentional Successors.                                                                 | 9 hours       | 1  | 1  | 1,2,5   |
| Unit-2 | <b>Leadership Management: -</b> Transfer of Leadership, Defining Role and Responsibilities Among Next-Generation Family Members, Formation of The Governing Board, the Role of Governing Board in Leadership Management.                                                                                                                                         | 10 hours      | 2  | 1  | 1,2,7   |
| Unit-3 | <b>Succession Management And Various Issues: -</b> Gender Issues in Succession Management, Women As a Potential Successor, Effect of Family Member's Relationship on Business, Succession and Family Conflict, Interaction with Family Business Member and Group Project Presentation.                                                                           | 10 hours      | 3  | 1  | 1,2,6   |
| Unit-4 | <b>Best Practices in Succession Process: -</b> Succession Process in Indian Family Business, Succession Process in The International Family Businesses, Succession Process in Different Countries, Transfer of Leadership and Conflict Resolution, Strategic Planning, Financial Planning, Estate Planning, Non-Family CEO, Case Studies on Succession Planning. | 10 hours      | 4  | 1  | 1,2,4,7 |

### Reference Books:

1. Renkert-Thomas, A. (2015). Engaged Ownership: A Guide for Owners of Family Businesses. John Wiley & Sons.
2. Del Giudice, M., Della Peruta, M. R., & Carayannis, E. (2010). Knowledge and the family business. Springer, New York.

3. Friedman, S. D., & Greenhaus, J. H. (2000). Work and family--allies or enemies?: what happens when business professionals confront life choices. Oxford University Press, USA.
4. John L Ward, Amy Schuman, Stacy Stutz, (2010). Family Business as Paradox-Palgrave Macmillan.

### III. Specialization -New Venture Finance

| <b>Course Title : Financial Sources for Startups</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                  |               |    |     |       |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|----|-----|-------|
| <b>Course Code:</b> B20BE4311                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                  |               |    |     |       |
| <b>Course Description:</b> This course is for aspiring or active entrepreneurs who wants to understand how to secure funding for their company. This course will demystify key financing concepts to give entrepreneurs and aspiring entrepreneurs a guide to secure funding. Examine the various financing options available to get your new venture funded. It includes concepts on the basics of finance, valuations, dilution and non-dilutive funding sources. Understand capital structure for new ventures, term sheets and how to negotiate them, and the differences between early-stage versus later-stage financing. Develop an understanding of how to develop winning investor pitches. |                                                                                                                                                                                                                  |               |    |     |       |
| <b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To make the students aware about the early stage investment landscape.</li> <li>2. To provide detailed information about the various sources of finances for start-ups.</li> <li>3. To equip the students with the knowledge and skills of getting funded through planned process and developing a winning pitch for funds.</li> </ol>                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                  |               |    |     |       |
| <b>Course Outcomes:</b><br><b>At the completion of the course student shall be able to :</b><br>CO1: Discuss about the early stage investment landscape and various financial statements that investors look for.<br>CO2: Explain and comment on the sources of funds for start-ups.<br>CO3: Apply the process of getting funded by investors.<br>CO4: Appreciate and apply the technique of making a winning pitch for attracting the investors.                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                  |               |    |     |       |
| <b>Course Pre-requisites:</b> Basic information about entrepreneurship and finance                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                  |               |    |     |       |
| <b>Pedagogy:</b> ICT, Discussions, Flip classrooms, case studies, collaborative method.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                  |               |    |     |       |
| <b>LTP:</b> 2-1-0                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                  |               |    |     |       |
| <b>Course type:</b> Soft core                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                  |               |    |     |       |
| <b>Contact Hours:</b> 39 hours                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                  |               |    |     |       |
| Units                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Detailed Syllabus                                                                                                                                                                                                | Contact hours | CO | PO  | PSO   |
| Unit-1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <b>The Early Stage Investment Landscape:</b> raising start-up capital, Why should you start with the business plan?, What do venture capitalists look for in a "good plan"?, financial statements that investors | 10 hours      | 1  | 1,2 | 1,2,3 |

|        |                                                                                                                                                                                                                                                                                                                                      |          |   |     |       |
|--------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|---|-----|-------|
|        | want to see, balance sheet, income statement, cash flow statement, type of corporate structure to adopt, How do investors view your early stage venture?                                                                                                                                                                             |          |   |     |       |
| Unit-2 | <b>Sources of Capital for the Early Stage Company:</b> Sources of capital, capital investors, where to find investors?, Four Common Venture Capital Myths, bootstrapping, angel investors, crowd funding, microfinancing, SHGs, Are incubators and accelerators a fit?, Are you ready to raise capital?                              | 10 hours | 2 | 1,2 | 1,2,3 |
| Unit-3 | <b>Getting Funded – Steps in the Funding Process:</b> Steps in the funding process, Principles of Funding Strategies, What is due diligence?, worth of the company, negotiate a term sheet, How to establish common stock?, using convertible notes, What is preferred stock for new start-up? Using alternative sources of capital? | 10 hours | 3 | 1,2 | 1,2,3 |
| Unit-4 | <b>Pitching Investors and Closing the Round:</b> What do investors want to see?, create the pitch deck, do's and don'ts of the pitch, The ultimate pitch deck to raise money for startups, Simple pitch tips that will attract investors to your startup.                                                                            | 9 hours  | 4 | 1,2 | 1,2,3 |

#### Reference Books:

1. Marc H. Meyer and Frederick G. Crane, New Venture Creation: An Innovator's Guide to Entrepreneurship, Sage Publications, 2nd Edition.
2. Blank and Dorf, The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company
3. Steven Rogers, (2014). Entrepreneurial Finance- Finance and business strategies for serious entrepreneurs, Tata Mac Graw Hill, 3<sup>rd</sup> Edition.
4. Andrew Sherman, (2012). Raising Capital- Get the money you need to grow your business, AMACON publishers, 1<sup>st</sup> Edition.
5. Alexander Osterwalder, 2008, Business Model Generation.
6. Cohen and Feld, Do More Faster, Techstars, Available free of charge online.  
<http://library.globalchalet.net/Authors/Startup%20Collection/%5BCohen%20and%20Feld,%202011%5D%20Do%20More%20Faster.pdf>

**Course Title : Financial Management in New Ventures**

**Course Code:** B20BE4312

**Course Description:** This 3 credit course covers the financial aspects of small business entrepreneurship for owners of sole proprietorships, partnerships, and small non-public corporations. The course focuses on: updated financial statement coverage, forecasting definitions and formulas, equipment replacement by using the low cost model, application of operation techniques to examples of small businesses including capital budgeting and working capital management, use of financial statements for horizontal, vertical and ratio analysis; and, basic math formulas for readers with limited mathematical backgrounds. Practical applications will include the time value of money and a computerized spreadsheet primer using Microsoft Excel.

**Course Objectives:**

1. To equip the students with the understanding time value of money & use it for decision making.
2. To familiarize the student's the basic tools and techniques required in modern financial management.
3. To familiarize the students with the Principles and Practices of financial management and valuing financial assets.

**Course Outcomes:**

**At the completion of the course student shall be able to:**

CO1: Understand the use of finance for decision making and time value of money.

CO2: Outline capital requirements for starting a business & management of working capital and financing decisions.

CO3: Explain the general concept of valuing financial assets and calculate the value of debt and equity securities.

CO4: Discuss the relationship between risk and return and demonstrate how risk is measured through Capital Asset Pricing Model (CAPM).

**Course Pre-requisites:** Basic knowledge about entrepreneurial finance

**Pedagogy:** ICT, Discussions, Flip classrooms, case studies, collaborative method.

**LTP:** 2-1-0

**Course type:** Soft core

**Contact Hours:** 39 hours

| Units  | Detailed Syllabus                                                                                                                                                                                                                                                                                                                                                                                                            | Contact hours | CO | PO  | PSO   |
|--------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|----|-----|-------|
| Unit-1 | <b>Introduction and Long-Term Investment Decisions:</b> Nature, scope and objective of financial management, Time value of money, Risk and return relationship Long term investment decisions: The Capital Budgeting Process, Cash Flow Estimation, Payback Period Method, Accounting Rate of Return, Net Present Value (NPV), Net Terminal Value, Internal Rate of Return (IRR), Profitability Index-Problems and solution. | 9 hours       | 1  | 1,2 | 1,2,3 |

|        |                                                                                                                                                                                                                                                                                                                                                                                                                                          |          |   |     |       |
|--------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|---|-----|-------|
| Unit-2 | <b>Financial Decisions:</b><br>Financing Decisions: Sources of Long-term financing, Estimation of components of cost of capital, Methods for calculating Cost of Equity, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average Cost of Capital (WACC) –Problems and Solutions, Capital Structure-Theories of Capital Structure Net Income, Net operating Income, MM Hypothesis, Traditional Approach. | 10 hours | 2 | 1,2 | 1,2,3 |
| Unit-3 | <b>Dividend Decisions and Capital Structure :</b> Theories for Relevance and irrelevance of dividend decision for corporate valuation-Walter's Model, Gordon's Model. MM Approach, Cash and stock dividends, Dividend policies in practice, Determinants of capital structure, operating and Financial leverages – problems and solutions.                                                                                               | 10 hours | 3 | 1,2 | 1,2,3 |
| Unit-4 | <b>Working Capital Decisions :</b> Concepts of Working Capital, Operating & Cash Cycles, sources of short-term finance, working capital estimation, cash management, receivables management, inventory management.                                                                                                                                                                                                                       | 10 hours | 4 | 1,2 | 1,2,3 |

#### **Reference Books:**

1. Adelman, Phillip, and Alan M. Marks. Entrepreneurial Finance: Finance for Small Business. Third Edition. Upper Saddle River, NJ: Prentice Hall, Inc.
2. 2.Khan, M.Y and Jain P.K. Financial Management, Text and Problems. Tata McGraw Hill
3. Srivatsava, Rajiv and Mishra, Anil, Financial Management, UK: Oxford University Press.
4. Singh, Preeti, Financial Management, New Delhi: Ane Books Pvt. Ltd
5. Singh, J K. Financial Management- text and problems, Delhi, Dhanpat Rai and Company
6. Rustagi, R.P. Financial Management, Galgotia Publishing Company
7. Pandey, I.M, Financial Management, Vikas Publications.
8. Chandra, P. Financial Management – Theory and practice. Tata Mc Graw Hill

#### **IV. Specialization New Venture Marketing**

**Course Title : Marketing for startups**

**Course Code:** B20BE4411

**Course Description:** This 3 credit course familiarizes the students with the concept of product planning and management and branding aspects with respect to entrepreneurial perspective. The course includes concepts on product manager's role, product management, product features, product life cycle, product launch, GTM strategy, branding strategies for start-ups etc. This course equips the student with all knowledge and skills required to plan, assess and launch a successful product into the market with the right branding strategy.

**Course Objectives:**

1. To understand the concepts related to product management: planning, life cycle, differentiation and attractiveness.
2. To familiarize with the concepts of customer analysis and new product development.
3. To acquire indepth knowledge about the concepts of brands and various elements of branding.

**Course Outcomes:**

**On successful completion of this course students shall be able to:**

CO1: Analyse the product planning and management process and the various factors impacting changes in product management.

CO2: Explain the stages of new product development and reasons for failure of new products.

CO3: Articulate the elements of branding and the importance and significance of brand equity.

CO4: Identify brand extension and branding strategies in different sectors for start-ups and lean analytics techniques in start-up marketing functions.

**Course Pre-requisites:** Basic knowledge about marketing

**Pedagogy:** ICT, Discussions, Flip classrooms, case studies, collaborative method.

**LTP:** 2-1-0

**Course type:** Soft core

**Contact Hours:** 39 hours

| Units  | Detailed Syllabus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Contact hours | CO | PO  | PSO   |
|--------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|----|-----|-------|
| Unit-1 | <b>Introduction to Product management:</b> Product management, what product managers do with entrepreneurial perspective? Product management in entrepreneurial environment, objectives, advantages, limitations. Product focused and Market focused organizations; Functionally Focused Organization; Product Management: Changes affecting Product Management and Product Strategy. Planning: Product Planning and Process; Product Life Cycle; Product Attractiveness; Product Differentiation; Environment Analysis; Product Line | 9 hours       | 1  | 1,2 | 1,2,4 |



|        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |          |   |     |       |
|--------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|---|-----|-------|
|        | Management.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |          |   |     |       |
| Unit-2 | <b>Opportunity assessment and competitor analysis:</b> Three dimensions of Opportunity Assessment - Product-Market fit, Product-Company fit, and Product-Business fit, target product opportunity concept, discover, define/ refine and prototype a 'Minimum Viable Product' (MVP) that will capitalize on the opportunity—or identify a better opportunity, customer-proven prototype tested for functionality, usability and business viability. <b>Competitor Analysis:</b> Product Features Matrix; Competitive Advantage and Product Positioning; Customer Analysis: Long term value of customers; Segmentation; New Product Development: Process; Why a new Product fails in the market? | 10 hours | 2 | 1,2 | 1,2,4 |
| Unit-3 | <b>Branding &amp; Its Elements:</b> Product Launch and Product Marketing strategies, Product Launch plan, GTM strategy, developing the Positioning and Messaging Framework, developing all marketing collateral and supporting the sales team on strategic client meetings and sales efforts.Introduction to Branding; Essentials of Good Brand Name – Types of Brands – Advantages of branding – Brand Loyalty – Brand Valuation Methods – Brand Revitalization Importance, Challenges & Opportunities; Brand Equity: Meaning & Bases of Measuring Brand Equity; Choosing Brand Elements; Brand Positioning Strategies.                                                                       | 10 hours | 3 | 1,2 | 1,2,4 |
| Unit-4 | <b>Key Concepts in Branding:</b> Brand Extension – New Brand Failures - Branding in Different Sectors: Branding of start-ups in Industrial sector, Retail Sector, Service sector, Banking Sector and Insurance Sector. Brand Repositioning: Meaning & Types; Brand Imitation: Meaning, Types and Strategies.Product Management strategies in Startup Firms, Growth hacking (data-driven experimentation to drive key growth metrics for a product ) and lean analytics                                                                                                                                                                                                                         | 10 hours | 4 | 1,2 | 1,2,4 |

|  |                                                                                                   |  |  |  |  |
|--|---------------------------------------------------------------------------------------------------|--|--|--|--|
|  | (using data-driven testing, iteration and scaling to drive user growth for a technology product). |  |  |  |  |
|--|---------------------------------------------------------------------------------------------------|--|--|--|--|

### Reference Books:

1. Donald Lehmann & Russel S Winer(2005), Product Management, McGraw Hill Publication, 4<sup>th</sup> Edition.
2. Anandan,C., (2009), Product Management, McGraw Hill Publication, 2<sup>nd</sup> Edition.
3. Michael Baker & Susan Hart,(2007). Product Management, Pearson Education India, 2<sup>nd</sup> Edition.
4. Kevin Lane Keller,(2013). Strategic Brand Management, Pearson Education, Fourth Edition.
5. Moorthi YLR,(2003). Brand Management: The Indian Context, Vikas Publication, Revised Edition.
6. Tapan Panda, (2016). Brand Management, Excel Publication, Latest Edition.
7. Harish V Verma, Brand Management,Excel Books, Latest Edition.
8. Ramesh Kumar S, Managing Indian Brands , Vikas Publishing.
9. Chernatony, Creating powerful Brands, Elsevier Publication, Latest Edition.

### Course Title : Marketing Innovations

**Course Code:** B20BE4412

**Course Description:** This 3 credit course helps students in understanding what distinguishes innovative solutions that succeed from those that fail—as well as the evidence basis for increasing the odds that an innovation will thrive. This course enables students to make better decisions about whether and how to allocate scarce real resources in marketing. There are, quite literally, billions of reasons that the course is important to firms. It focuses on concepts such as innovation, risks, opportunities, value communication to stakeholders, value capture methods and estimating the perceived value of the customers.

### Course Objectives:

1. To understand the issues, concepts, and practices associated with innovations and product innovation management.
2. To provide indepth knowledge about the strategies of value communication of innovations.
3. To analyse and apply the ways and challenges of value capture with innovative solutions and estimating value perceived by customers.

**Course Outcomes:**

**After completion of the course student shall be able to:**

CO1: Discuss about the concepts, strategies, opportunities and challenges of product innovation management.

CO2: Appreciate and apply the concepts and strategies of value communication.

CO3: Describe in detail the value capture methods of innovative solutions.

CO4: Analyse and estimate the value perceived of the innovations by customers.

**Course Pre-requisites:** Basic knowledge about marketing

**Pedagogy:** ICT, Discussions, Flip classrooms, case studies, collaborative method.

**LTP:** 2-1-0

**Course type:** Soft core

**Contact Hours:** 39 hours

| Units  | Detailed Syllabus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Contact hours | CO | PO  | PSO   |
|--------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|----|-----|-------|
| Unit-1 | <b>Marketing of Innovations: Risks and Opportunities:</b> Innovation Imperative & Risk, types of innovation, blue ocean, red ocean strategy, Diffusion of innovation, Innovation Diffusion strategies: Rogers' Five Factors Model, Management of the product innovation process, Open innovation and innovation systems, Intellectual property, Standards and Strategy, Forecasting the Adoption of a New Product , Forecasting Adoption via the Bass Model , Value Creation, The Psychology of Adoption, Design Thinking and New Product Development | 10 hours      | 1  | 1,2 | 1,2,4 |
| Unit-2 | <b>Value Communication:</b> Value Communication & Deliver of Innovative Solutions, promotion effectiveness models to describe challenges and opportunities in exchange processes, customer experience maps to identify inconsistencies in organizational messaging for an innovative solution.                                                                                                                                                                                                                                                        | 10 hours      | 2  | 1,2 | 1,2,4 |
| Unit-3 | <b>Value Capture with Innovative Solutions :</b> Value Capture with Innovative Solutions, pricing an innovative solution, factors influencing pricing an innovation, creative price structures, pricing thermometer (value created, value communicated, and relevant costs) to make informed decisions about price levels, tools to estimate value perceived by the customer.                                                                                                                                                                         | 10 hours      | 3  | 1,2 | 1,2,4 |
| Unit-4 | <b>Estimate value perceived by the</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 9 hours       | 4  | 1,2 | 1,2,4 |

|  |                                                                                                                                                                                                                                         |  |  |  |  |
|--|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|--|--|
|  | <b>customer:</b> Estimate value perceived by the customer-integrative plan for value creation, communication, marketing communication for innovations, delivery, and capture in the context of the marketing of an innovative solution. |  |  |  |  |
|--|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|--|--|

### Reference Books:

1. Tidd, J., and Bessant, J. (2009), Innovation : What is it and why it matters, Fourth Edition, John Wiley & Sons.
2. Peter Doyle, Susan Bridgewater (2012), Innovation in Marketing *Chartered Institute of Marketing series*, Routledge Publishing, 1<sup>st</sup> Edition.
3. P. N. Rastogi Sage Publications, 1995 - Business & Economics - 301 pages
4. John E. Ettlie - 2006 - Preview - More editions

### I. Specialization- Global Entrepreneurship

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Course Title : Global Business Environment</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Course Code:</b> B20BE4511                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Course Description:</b> This 3 credit course familiarizes students with various factors that influence the functioning of business in the global context. It equips the students with the knowledge about international business, regional integration, RTBs, foreign exchange markets and foreign exchange risks. The course also helps the students to become aware of foreign exchange derivatives, recent challenges in global business environment and strategies for start-ups to tackle these issues.                                                                      |
| <b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To understand about various factors that influence the functioning of business in the global context.</li> <li>2. To develop a deep understanding in the student about Foreign exchange markets and FEMA.</li> <li>3. To be able to apply the understanding about the foreign exchange risk , transaction and international economic exposure and recent developments in International business.</li> </ol>                                                                                                      |
| <b>Course Outcomes:</b><br><b>After completion of the course the student shall be able to:</b><br>CO1: Analyse the global business environment and international financial environment.<br>CO2: Discuss about the regional integrated blocks that influence the global business.<br>CO3: Demonstrate the awareness and skills to operate in foreign exchange markets within the regulations of FEMA.<br>CO4: Appreciate and comment on the understanding of international transaction exposure , foreign exchange risk management and recent developments in International Business. |

**Course Pre-requisites:** Basic knowledge about business environment.

**Pedagogy:** ICT, Discussions, Flip classrooms, case study, collaborative method

**LTP:** 2-1-0

**Course type:** Soft core

**Contact Hours:** 39 hours

| Units  | Detailed Syllabus                                                                                                                                                                                                                                                                                                                                                                                           | Contact hours | CO | PO  | PSO   |
|--------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|----|-----|-------|
| Unit-1 | <b>International Business</b> -- Nature, importance and scope; Modes of entry in to International Business; Frame work for analysing international business environment; Economic, Technological, Socio-cultural, Political and legal environment; International Economic Environment-- International financial system; Institutional support to International Business-- UNO, IMF, World Bank; UNCTAD; WTO | 9 hours       | 1  | 1,2 | 1,2,4 |
| Unit-2 | <b>Regional Economic</b> Co-operation and Integration between Countries; Different levels of integration between Countries; European Union, NAFTA, ASEAN, EFTA, SAARC, SAPTA, MERCOSUR. Multinational Corporations: Conceptual Frame work of MNCs; MNCs and Host and Home Country relations; International Technology Transfers – importance and types, Foreign Technology Acquisition.                     | 10 hours      | 2  | 1,2 | 1,2,4 |
| Unit-3 | <b>Foreign Exchange Markets:</b> Determining exchange rates; Fixed and flexible exchange rate system; Participants in the Foreign exchange markets; Cash and Spot exchange market, Factors affecting exchange rates – spot rates, forward exchange rates, forward exchange contracts; Foreign exchange and currency futures; Exchange rate arrangement in India; Overview of FEMA.                          | 10 hours      | 3  | 1,2 | 1,2,4 |
| Unit-4 | <b>Foreign Exchange Risk:</b> Transaction exposure, transaction exposure and economic exposure, Management of exposures – Internal techniques and external techniques. Management of Risk in Foreign Exchange Markets: Foreign exchange derivatives– swaps, futures, options and forward contracts. Recent                                                                                                  | 10 hours      | 4  | 1,2 | 1,2,4 |

|  |                                                                                                          |  |  |  |  |
|--|----------------------------------------------------------------------------------------------------------|--|--|--|--|
|  | Developments in Global Business issues: Ecological issues; Social aspects- Relevance to start-up growth. |  |  |  |  |
|--|----------------------------------------------------------------------------------------------------------|--|--|--|--|

### Reference Books:

1. F.Adhikary, Manab, Global Business Management, Macmillan, New Delhi
2. Black and Sundaram: International Business Environment, PHI New Delhi.
3. F. Buckley, Ardin: The Essence of International Money, PHI New Delhi  
Bhattacharya, B: Going International Response Strategies for Indian Sector, Wheeler
4. Gosh, Biswanath, Economic Environment of Business, South Asia Book, New Delhi
5. Letiche, John M: International Economics Policies and Theoretical Foundations, Academic Press, New York.

### Course Title : Understanding Global Markets

**Course Code:** B20BE4512

**Course Description:** This course attempts to prepare students for the 21<sup>st</sup> Century business challenges and become an effective manager and entrepreneur overseeing global marketing activities in an increasingly competitive environment. This course would take a strategic approach reflecting the growing importance of global corporations. Global Marketing is a dynamic area with key concepts like- international marketing management, global market orientation, global segmentation and positioning strategies, international marketing decisions, global industries competitive analysis, global market entry strategies, international distribution system and organisational structure and control systems.

### Course Objectives:

1. To gain knowledge paradigms in international marketing to gain insights into similarities/differences across cross-cultural markets and their marketing implications.
2. To provide indepth understanding of international marketing effort related to market entry and marketing mix strategies.
3. To get acquainted with different skills and systems required to implement marketing strategies across country borders.

### Course Outcomes:

#### At the completion of the course the student shall be able to:

CO1: Develop strategies to remove cultural biases and understandings from the equation in assessing foreign values, wants and needs  
CO2: analyze, discuss, describe, and demonstrate the marketing processes and strategies that firms utilize when marketing their products in foreign countries.  
CO3: Identify influence of international competition, market segmentation and strategy decisions specific to international marketing is learned and understood.  
CO4: Acquire skills and systems to implement marketing strategies in international markets.

| <b>Course Pre-requisites:</b> Basic understanding of marketing                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |               |    |     |         |
|---------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|----|-----|---------|
| <b>Pedagogy:</b> ICT, discussions, Flip classrooms, case study, collaborative methods |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |               |    |     |         |
| <b>LTP:</b> 2-1-0                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |               |    |     |         |
| <b>Course type:</b> Soft Core                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |               |    |     |         |
| <b>Contact Hours:</b> 39 Hours                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |               |    |     |         |
| Units                                                                                 | Detailed Syllabus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Contact hours | CO | PO  | PSO     |
| Unit-1                                                                                | <b>Introduction:</b> Nature, importance, and scope of international marketing; International market orientation and involvement; International marketing management process- an overview, International marketing information system. International Marketing Environment: Influence of physical, economic, socio - cultural, political and legal environments on international marketing decisions; Global trading environment and developments. International Market Segmentation, Selection and Positioning; Screening and selection of markets. Licensing and Franchising. | 9 hours       | 1  | 1   | 1,2     |
| Unit-2                                                                                | <b>International Marketing Decisions</b> : Market Selection and Entry Decisions; Product Strategy for International Markets – Standardization Vs. Adoption; Branding Decisions; Developing New Products for International Market; International Pricing – Concept, Significance, Factors and Methods; Counter-trade as a Pricing Tool – Types of Counter-trade Problems; Involved in Counter-trading; Dumping.                                                                                                                                                                 | 10 Hours      | 2  | 1,2 | 1,2,4,5 |
| Unit-3                                                                                | <b>International Distribution System</b> : Channel of Distribution Structures; Distribution Patterns; International Channel of Distribution Alternatives; Factors Affecting Choice of Channels; Locating, Selecting and Motivating Channel Members; International Logistics; Foreign Freight Forwarder; International Advertising – Challenges Involved in International Advertising; Media Planning and Factors Considered in it; International Communication Process; International Advertising and Internet.                                                                | 10 hours      | 3  | 1   | 1,2,4,5 |
| Unit-4                                                                                | <b>International Organisation Structure and Control</b> : Structures and Alternatives of Organisation Structure; Choice Criteria; Financial Requirements for International                                                                                                                                                                                                                                                                                                                                                                                                     | 10 hours      | 4  | 1,2 | 1,2,4,5 |

|                                                                                                                                                                       |  |  |  |  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|--|--|
| Marketing; Coordination and Control of International Marketing Operations; Cooperative International Marketing–Main Features, Objectives, Advantages and Limitations. |  |  |  |  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|--|--|

### Reference Books:

1. Masaaki Kotabe and Kristiaan Helsen (1998), Global Marketing Management, New York: Wiley.
2. Keegan, Warran J. and Mark C. Green, (2020). *Global Marketing*, Pearson Publishers, 10<sup>th</sup> Edition.
3. Cateora, Phillip R., Grahm, John L. and Prashant Salwan,(2008), *International Marketing*, Tata McGraw Hill, 13<sup>th</sup> Edition.
4. Czinkota, Michael R. and Illka A. Ronkainen,(2013). *International Marketing*, Cengage Learning, 10<sup>th</sup> Edition.
5. Terpstra, Vern; Foley, James and Ravi Sarathy, *International Marketing*, Naper Press.
6. Jain, Subash C., *International Marketing*, South-Western.

## FIFTH SEMESTER

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Course Title : Income Tax</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Course Code:</b> B20BE5020                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Course Description:</b> This 4 credit course develops knowledge and skills of dealing with Income tax and GST related issues among the students. The students are enlightened about the various provisions of Income Tax Act relating to computation of total Income and tax liability of individual assesses and business firms. The course develops the skills of computing deductions from income under various sections in the students and makes them aware of the provisions relating to indirect tax structure in India and GST. |
| <b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To provide knowledge about the various provisions of Income Tax Act relating to computation of Income individual assesses only.</li> <li>2. To make the students competent to compute the total income and tax liability of individual assesses and firms.</li> <li>3. To provide them the necessary expertise to file return of income tax and to take up job in filing of tax.</li> </ol>                                                                            |
| <b>Course Outcomes:</b><br><b>At the end of the course student shall be able to-</b><br>CO1: Acquire the complete knowledge of basic concepts of income tax and provisions of Income Tax Act.<br>CO2: Analyse and Compute the income tax derived from sources like salary, property etc.<br>CO3: Explain and compute the deductions under various sections of Income tax act.<br>CO4: Discuss about the indirect taxes and GST in detail.                                                                                                  |



**Course Pre-requisites:** Basic knowledge about accounts

**Pedagogy:** ICT, Discussions, Practical sessions, Flip classroom, collaborative method

**LTP:** 3-0-1

**Course type:** Hard core

**Contact Hours:** 52 Hours

| Units  | Detailed Syllabus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Contact hours | CO | PO  | PSO   |
|--------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|----|-----|-------|
| Unit-1 | <b>Introduction to Income Tax:</b> Income Tax: Brief History - Legal Frame Work – Income Tax Act – Types of Taxes - Canons of Taxation – Important, Definitions: Assessment – Assessment Year – Previous Year – Exceptions to the general rule of previous Year - Assessee – Person – Income - Casual Income – Gross Total Income – Total Income – Agricultural Income. Residential Status: Determination of Residential Status of an individual (simple problems) - Incidence of Tax (Simple Problems on Computation of Gross Total Income). Exempted Incomes: Introduction – Exempted Incomes U/S 10 (Restricted to Individual Assessee) – Only theory. | 13 Hours      | 1  | 1,2 | 1,2,3 |
| Unit-2 | <b>Heads of Income:</b> Income from Salary, Provident Funds – Deductions from Salary U/S 16. Income from house property, Income from business and profession, Capital gains, Income from other sources. Meaning and Definition of Business & Profession – Expenses & losses Expressly Allowed – Expenses and losses Expressly Disallowed – Expenses Allowed on Payment Basis - Problems on computation of income from Business of Sole Proprietor. Computation of total income: Income from Capital Gains (excluding exemptions - Theory only) - Income from Other Sources (Theory only).                                                                 | 13 Hours      | 2  | 1,2 | 1,2,3 |
| Unit-3 | <b>Deductions:</b> Deduction U/S 80c to 80 u, Problems arising from aggregation of income and set off and carry forward of losses, Computation of income and Return of Income Tax, Filing procedure.                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 13 Hours      | 3  | 1,2 | 1,2,3 |
| Unit-4 | <b>GST:</b> Introduction to GST- Indirect tax Structure in India, Issues in Indirect Tax, Rationale for Transition to GST. GST-                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |               |    |     |       |

|  |                                                                                                              |          |   |     |       |
|--|--------------------------------------------------------------------------------------------------------------|----------|---|-----|-------|
|  | Meaning, Definition of GST, Types of GST, Features of GST, Benefits of GST, Problems on Introduction to GST. | 13 Hours | 4 | 1,2 | 1,2,3 |
|--|--------------------------------------------------------------------------------------------------------------|----------|---|-----|-------|

### Reference Books:

1. Vinod K. Singhania, (2020), Direct Taxes – Law and Practice, Taxmann publication.
2. B.B. Lal, (1999), Direct Taxes, Konark Publisher (P)ltd, 1<sup>st</sup> Edition.
3. Vinod K Singhania Kapil Singhania, (2018- 19), Direct tax & practice, Edition : 60th
4. Mehrotra and S.P. Goyal, (2020), Direct Taxes – Law and Practice, Sahitya Bhavan Publication, 61<sup>st</sup> Edition.
5. Dinakar Pagare, (1991), Law and Practice of Income Tax, Sultan Chand and sons, 15<sup>th</sup> Edition.
6. Gaur & Narang, (2019), Income Tax, Kalyani Publisher, Latest edition.
7. V.Rajesh Kumar and R.K.Sreekantha, (2019), Income Tax – I, Tata Mac Graw Hill Publications.
8. Publication on GST by the Institute of Chartered Accountants of India ([www.icaai.org](http://www.icaai.org))
9. Publication on GST by the Central Board of Excise and Customs ([www.cbec.org](http://www.cbec.org)).

### Course Title : Government & Entrepreneurship Development

**Course Code:** B20BE5010

**Course Description:** The course explores key entrepreneurial concepts, governmental regulations for entrepreneurship development in India, and the challenges of building and managing a successful organisation. This course also helps students to get an insight into the various governmental programs and financial schemes for entrepreneurship development and promotion of MSMEs in India. It also discusses about sick units and measures for rehabilitation of sick units under the governmental schemes. The course provides awareness about the entrepreneurship development programs and its role in entrepreneurship promotion in India.

#### Course Objectives:

1. To provide in-depth information about role of government in entrepreneurship development in India
2. To make the students aware about the financial schemes offered by the government for the promotion of MSMEs.
3. To enable the students understand the role of EDPs entrepreneurship development in India.

#### Course Outcomes:

**At the completion of the course student shall be able to-**

CO1: Discuss about the role of government in entrepreneurship development in India

CO2: Describe the concept of small and medium enterprises and their role in economic development.

CO3: Analyse and appreciate the financial schemes provided by government for entrepreneurship development in India.

CO4: Explain the importance of Entrepreneurship Development Programs in promoting entrepreneurship.

**Course Pre-requisites:** Basic information about entrepreneurship and its roles.

**Pedagogy:** ICT, Discussion, Case study, Flip classroom, collaborative methods

**LTP:** 2-1-1

**Course type:** Hard Core

**Contact Hours:** 52

| Units  | Detailed Syllabus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Contact hours | CO | PO  | PSO   |
|--------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|----|-----|-------|
| Unit-1 | <b>Role of government in Entrepreneurship development:</b> Entrepreneurial Ecosystem in India, Role of Central Government and State Government in promoting Entrepreneurship in terms of incentives, subsidies, grants and tax concessions, Role of several agencies in India constituted for Entrepreneurship and small business development – DIC, SISI, EDII, NIESBUD, NEDB,, SIDBI, KASSIA, SHG etc. Employment and Securities law issues encountered by start-up and early stage companies. | 13 hours      | 1  | 1,2 | 1,2   |
| Unit-2 | <b>Small Business Enterprises:</b> Concept of Small Business enterprise, Definition of Micro, Small, Medium, Enterprises, Definition of Start-Up, Role, objectives, advantages, limitations faced in India, Roles and Functions of Ministry of MSME. Government policy for promotion of small and tiny enterprises in India, Sickness of Small business enterprises and its Rehabilitation in India.                                                                                             | 13 hours      | 2  | 1,2 | 1,2   |
| Unit-3 | <b>Governmental Financial Schemes</b> :Banking - Deposits & Advances, Lending Schemes / Government Sponsored Schemes , Various Deposit Schemes and other services of banks , General Advances -Security Norms & margin requirement , Term Loan & Working Capital finance , MSME Credit ,Mudra Loan, NABARD, PMEGP Scheme,                                                                                                                                                                        | 13 hours      | 3  | 1,2 | 1,2,3 |

|        |                                                                                                                                                                                                                                                    |          |   |     |       |
|--------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|---|-----|-------|
|        | CGTMSE Scheme, NITI Ayog, CLCSS, Start-up India, any other recent schemes launched by government for entrepreneurship development. Governmental regulations and Informal sector.                                                                   |          |   |     |       |
| Unit-4 | <b>Entrepreneurship Development Program:</b> Entrepreneurship training, EDP institutes in India- private and government, EDP Preparation and Development Programmes. Evaluating entrepreneurial development programmes. Developing support system. | 13 hours | 4 | 1,2 | 1,2,4 |

#### Reference Books:

1. Barringer, Bruce R., Ireland Duane R. (2012). Entrepreneurship: Successfully Launching New Ventures (4 ed.). Prentice Hall. pp 77-96.
2. Vasant Desai (2011), Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House, 6<sup>th</sup> Revised Edition.
3. Poornima M Charantimath (2018), Entrepreneurship Development and Small Business Enterprises, Pearson Publishers, 3<sup>rd</sup> Edition.
4. S.S.Khanka , (2006), Entrepreneurial Development, S. Chand Publishing, Reprint Edition.
5. Davies, Paul. (2008). New Business in India: The 21st Century Opportunity. World Scientific Publishing Company. pp 1-23.
6. Stevenson, Howrad H. (2006). A Perspective on Entrepreneurship.

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Course Title : E- Commerce</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Course Code:</b> B20BE5030                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Course Description:</b> The course provides detailed information about the concept, background and importance of E-commerce and how it is a cutting-edge competence for businesses to excel. The course includes concepts including E-commerce network infrastructure, world wide web, managing e-enterprises and risks involved in e-commerce and e-businesses. The course would provide the student with the knowledge and skills required to start up an e-enterprise venture or a e-commerce based venture. |
| <b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To provide indepth information about the concept, background, advantages and disadvantages of e-commerce.</li> <li>2. To equip the students with the knowledge and skills of dealing with e-commerce networks and managing e-enterprises.</li> <li>3. To make the students aware about the risks management of e-commerce based ventures.</li> </ol>                                                                                           |

**Course Outcomes:**

**At the completion of the course student shall be able to-**

CO1: Explain the concept, advantages and disadvantages of e-commerce.

CO2: Describe the application of e-commerce network infrastructure

CO3: Analyse and apply the methods of managing e-enterprises

CO4: Discuss about the risks involved in e-commerce and risk management.

**Course Pre-requisites:** Basic knowledge about world wide web and activities performed

**Pedagogy:** ICT, Discussions, Flip classroom, collaborative methods

**LTP:** 2-1-1

**Course type:** Hard core

**Contact Hours:** 52 Hours

| Units  | Detailed Syllabus                                                                                                                                                                                                                                                                                                                                                                               | Contact hours | CO | PO  | PSO   |
|--------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|----|-----|-------|
| Unit-1 | <b>Introduction to E-commerce:</b> Introduction, E-commerce or Electronic Commerce- An Overview, Electronic Commerce – Cutting edge, Electronic Commerce Framework. Evolution of E-commerce: Introduction, History of Electronic Commerce, Advantages and Disadvantage of E-commerce, Roadmap of e-commerce in India.                                                                           | 13 hours      | 1  | 1,2 | 1,2,4 |
| Unit-2 | <b>E-Commerce Network Infrastructure:</b> Introduction, Network Infrastructure- An Overview, The Internet Hierarchy, Basic Blocks of e-commerce, Networks layers & TCP/IP protocols, The Advantages of Internet, World Wide Web. E-commerce Infrastructure: Introduction, Hardware, Server Operating System, Software, Network Website.                                                         | 13 hours      | 2  | 1,2 | 1,2,4 |
| Unit-3 | <b>Managing the e-Enterprise:</b> Introduction, e-Enterprise, Managing the e-Enterprise, E-business Enterprise, Comparison between Conventional Design and E-organisation, Organisation of Business in an e-Enterprise. e-Commerce Process Models: Introduction, Business Models, E-business Models Based on the Relationship of Transaction Parties, e-commerce Sales Life Cycle (ESLC) Model. | 13 hours      | 3  | 1,2 | 1,2,4 |
| Unit-4 | <b>Risks of Insecure Systems:</b>                                                                                                                                                                                                                                                                                                                                                               | 13            | 4  | 1,2 | 1,2,4 |

|  |                                                                                                                                                                                                                                                                                                                                                                                                    |       |  |  |  |
|--|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|--|--|--|
|  | Introduction, An Overview of Risks Associated with Internet Transactions, Internet Associated Risks, Intranet Associated Risks, risks associated with Business Transaction Data Transferred between Trading Partners. Electronic Payment Systems, Electronic Cash, Smart Cards and Electronic Payment Systems, Credit Card Based Electronic Payment Systems, Risks and Electronic Payment Systems. | hours |  |  |  |
|--|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|--|--|--|

**Reference Books:**

1. Laudon, Kenneth C. and Carol Guercio Traver, *E-Commerce: Business, Technology, Society* 2014 (11<sup>th</sup> ed). New Jersey: Pearson Education (Prentice-Hall), ISBN-10: 0133507165; ISBN-13: 978-0133507164
2. Jannice Reynolds (2004), *The Complete E-Commerce Book: Design, Build & Maintain a Successful Web-based Business* Paperback, CRC Press, 2<sup>nd</sup> Edition.

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Course Title : Total Quality Management</b>                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Course Code:</b> B20BE5040                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Course Description:</b> The course provides indepth information about the concept, background, tools, techniques, processes and methods applied in Total Quality Management. The course includes topics like- tools of TQM, Japanese TQM philosophy, techniques for improving quality in service industries and ISO certifications. It makes the students aware about the statistical process control tools, TQM tools and quality systems for implementation and control |
| <b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To make the students aware about the concept and process of Total Quality management.</li> <li>2. To equip the students with detailed information of TQM and Statistical process control tools and techniques.</li> <li>3. To enable the students gain knowledge and skills about quality systems organising and implementation.</li> </ol>                                                              |

**Course Outcomes:**

**After the completion of the course student shall be able to -**

CO1: Describe the concept, principles and philosophies of Total quality management

CO2: Explain and apply the tools and techniques of statistical process control

CO3: Appreciate and apply the TQM tools in improving business operations and product/service quality

CO4: Discuss about the aspects of quality systems organising and implementation.

**Course Pre-requisites:** Basic knowledge about business processes

**Pedagogy:** ICT, Discussions, Flip Classrooms, Collaborative methods

**LTP:** 2-1-1

**Course type:** Hard core

**Contact Hours:** 52 Hours

| Units  | Detailed Syllabus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Contact hours | CO | PO  | PSO   |
|--------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|----|-----|-------|
| Unit-1 | <b>Introduction to Total Quality Management principles and philosophies:</b> Definition of Quality, Dimensions of Quality, Quality costs, Top Management Commitment, Quality Council, Quality Statements, Barriers to TQM Implementation, Contributions of Deming, Juran Crosby, Feigenbaum, Ishikawa, Taguchi techniques, Team Balancing, Concepts of Quality circle, Japanese 5S principles and 8D methodology. TQM Principles- Customer satisfaction – Customer Perception of Quality, Customer Complaints, Service Quality, Customer Retention, Continuous Process Improvement, 5S, Kaizen, Just-In-Time and TPS. | 13 hours      | 1  | 1,2 | 1,2,4 |
| Unit-2 | <b>Statistical Process Control:</b> Meaning and significance of statistical process control (SPC) – construction of control charts for variables and attributed. Process capability – meaning, significance and measurement – Six sigma concepts of process capability. The seven old tools of quality, New seven Management tools, Statistical Fundamentals –Control Charts for variables and attributes, Concept of six sigma. Total productive maintenance (TMP)                                                                                                                                                   | 13 hours      | 2  | 1,2 | 1,2,4 |

|        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |          |   |     |       |
|--------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|---|-----|-------|
|        | <p>– relevance to TQM, Terotechnology. Business process re-engineering (BPR) – principles, applications, reengineering process, benefits and limitations. Quality improvement techniques in Service Industries.</p>                                                                                                                                                                                                                                                                                |          |   |     |       |
| Unit-3 | <p><b>TQM Tools :</b> Quality Policy Deployment (QPD), Quality Function Deployment (QFD), Benchmarking, Taguchi Quality Loss Function, Total Productive Maintenance (TPM), FMEA, FMEA stages, design, process and documentation. Bench marking and POKA YOKE. Culture change through teamwork for quality improvement, implementing teamwork for quality improvement: the DRIVE model.</p>                                                                                                         | 13 hours | 3 | 1,2 | 1,2,4 |
| Unit-4 | <p><b>Quality Systems Organizing and Implementation:</b> Introduction to IS/ISO 9004:2000 – quality management systems – guidelines for performance improvements. Need for ISO 9000 and Other Quality Systems, ISO 9001:2008 Quality System – Elements, Implementation of Quality System, Documentation, Quality Auditing, ISO 14001:2004. TQM culture, Leadership – quality council, employee involvement, motivation, empowerment, recognition and reward- Introduction to software quality.</p> | 13 hours | 4 | 1,2 | 1,2,4 |

### Reference Books:

1. Dale H.Besterfield et al, (2004). Total Quality Management, Pearson Education, (First Indian Reprints), Third edition.
2. Shridhara Bhat K, (2002), Total Quality Management – Text and Cases, Himalaya Publishing House, First Edition.
3. Feigenbaum.A.V. (2003). Total Quality Management, 4 Edition (August 1,2003) McGraw-Hill Professional Oakland.
4. OAKLAND, J.S., (1993). Total Quality Management – the route to improving performance Butterworth/Heinemann (1993).
5. James R.Evans& William M.Lidsay, The Management and Control of Quality, South-Western (Thomson Learning),9th Edition.
6. I.W.Burr, M. Dekkar, Statistical Quality control, E.L. Grant Elementary S.O.L.



**Course Title : Social Media Marketing****Course Code:** B20BE5050

**Course Description:** This course provides an introductory platform to social media marketing (SMM). It is built around a proven eight-step social media planning model providing students with a cumulative learning experience, showing how to construct social media strategies that achieve desired marketing goals. These marketing goals shape the development of tailored social media strategies. Special attention is given to the most effective techniques for identifying targeted marketing on the social web, with emphasis on the creation of personas that represent the critical online market segments for a company. Students would develop the skills to put these well-defined personas to work in selecting the optimal social media platforms for reaching an organization's digital marketing goals. The course would also introduce the students to the most useful quantitative and qualitative social media measurements, along with various ways to estimate an organization's return on investment in social media marketing activities.

**Course Objectives:**

1. To provide knowledge and skills on social media marketing and its importance in marketing and business ventures.

2. To familiarize the students with an understanding on how to create a strategically-focused social media marketing plan.

3. To Use social media platforms effectively and track progress in achieving social media goals with a variety of powerful measurement tools, services, and metrics.

**Course Outcomes:**

**After the completion of the course the students shall be able to-**

CO1: Explain the importance, scope and goals of social media marketing and its limitations

CO2: Design and plan social media programs that directly support business and marketing goals.

CO3: Explain the social media zones and develop social marketing tactics that integrate with other online and offline marketing channels and programs.

CO4: measure the effectiveness of social marketing activities and use learnt tools to manage social media marketing programs.

**Course Pre-requisites:** Basic knowledge about marketing and social media

**Pedagogy:** ICT, Discussions, Case study, Flip classroom, collaborative methods.

**LTP:** 2-1-0

**Course type:** Soft core

**Contact Hours:** 39 hours

| Units  | Detailed Syllabus                                                                                                                                                                                                                                                                                                         | Contact hours | CO | PO  | PSO   |
|--------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|----|-----|-------|
| Unit-1 | <b>Foundations of Social Media Marketing:</b><br><i>The Social Media Environment</i> : Greetings, Digital Native, The Infrastructure of Social Media, The Zones of Social Media, Monetization and Social Media, Social Media Marketing . <i>Social Consumers</i> : Segmentation and Targeting for Social Media Marketing, | 9 hours       | 1  | 1,2 | 1,2,4 |

|        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |          |   |     |       |
|--------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|---|-----|-------|
|        | Social Identity, Motives and Attitudes Influencing Social Media Activities, Social Media Segment, <i>Network Structure and Group Influences in Social Media</i> : Community Structure, The Characteristics of Online Communities, The Rise of Influencers, Flow: How Ideas Travel Online.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |          |   |     |       |
| Unit-2 | <b>Social Media Marketing Strategy and Planning:</b> <i>Social Media Marketing Strategy</i> : Strategic Planning and Social Media Marketing, Social Media Campaigns: The Strategic Planning Process, Managing Social Media Marketing in the Organization. <i>Tactical Planning and Execution</i> : Tactical Planning for Social Media Marketing, Why: Value-Driven Social Media Marketing, Who: Understanding and Honoring the Target Audience, Where: The Channel Plan, What: Designing the Experience, How: Producing and Scheduling Content Posting and Promotion. Social Media Platforms and Social Network Sites, Microblogging, Content Creation and Sharing: Blogging, Streaming Video, Podcasts, and Webinars, Video Marketing, Marketing with Photos Sharing Sites, Discussion, News, Social Bookmarking, and Q&A Sites. Tools, apps and methods used in content creation in SMM. | 10 hours | 2 | 1,2 | 1,2,4 |
| Unit-3 | <b>The Four Zones of Social Media:</b> <i>Social Community</i> : The Social Community Zone, Marketing Applications in the Social Community Zone, Brand Fans, Brand Social Communities, Paid Media in Social Network Sites. <i>Social Publishing</i> : The Social Publishing Zone, Publishing Content, Developing Effective Branded Content, Distributing and Promoting Content. <i>Social Entertainment</i> , The Social Entertainment Zone, Social Games, Alternate Reality Games etc, Social TV, Social Music. <i>Social Commerce</i> : Zone of Social Commerce, Social Commerce: The Social Shopping Experience, Social Commerce Strategies, Psychology of Influence, Benefits of Social Commerce;                                                                                                                                                                                      | 10 hours | 3 | 1,2 | 1,2,4 |

|                |                                                                                                                                                                                                                                                                    |          |   |     |       |
|----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|---|-----|-------|
|                | Content Marketing: Publishing Articles, White Papers, and EBooks, Mobile Marketing on Social Networks.                                                                                                                                                             |          |   |     |       |
| <b>Unit 4:</b> | <b>Social Media Data Management and Measurement:</b> <i>Social Media Analytic</i> , The Role of Social Media in Research, Social Media Listening, Social Intelligence, Primary Social Media Research, Social Media Metrics, The Evaluation and Measurement Process | 10 hours | 4 | 1,2 | 1,2,4 |

#### Reference Books:

1. Michael R Solomon, & Tracy Tuten (2015), *Social Media Marketing*, Indian Edition, 1<sup>st</sup> edition, Pearson Education, ISBN: 978-93-325-3656-2
2. Barker, Melissa S.; Barker, Donald I ; Bormann, Nicholas F; Neher, Krista E. (2013) *Social media marketing: a strategic approach*. Delhi: Cengage Learning India Pvt. Ltd.
3. Dan Zarrella (2010) *The Social Media marketing Book*, Sebastopol (Canada): O'Reilly. ISBN: 978-0-596-80660-6

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Course Title : Ethics and Values for Entrepreneurs</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Course Code:</b> B20BE5060                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Course Description:</b> This course provides a thorough understanding about the ethics and values that should be practiced by any entrepreneur or manager in conducting business. It includes concepts like ethical practices in business, ethical values to be followed by entrepreneurs and managers, theories and models on ethical values and moral principles, ethical issues concerning business and stakeholders like consumer and labor exploitation issues and preventive measures against unethical practices. The course makes the students aware about the ethical values and right practices in businesses and helps them to distinguish between ethics and unethics. |
| <b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To learn and apply ethical values in Business practices.</li> <li>2. To understand and follow the theories and approaches of ethical principles and values</li> <li>3. To make the students aware about ethical issues and concerns related to labor and consumers and prevent unethical practices.</li> </ol>                                                                                                                                                                                                                                                                                                    |
| <b>Course Outcomes:</b><br><b>After the completion of the course the student shall be able to:</b><br>CO1: Discuss about the ethical practices and values in business<br>CO2: Explain the models and theories related to ethical practices<br>CO3: Describe the ethical concerns of consumers and labor<br>CO4: Distinguish between ethical and unethical practices and apply ethical values in business.                                                                                                                                                                                                                                                                             |
| <b>Course Pre-requisites:</b> Basic knowledge about business and management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |

| <b>Pedagogy: ICT, discussions, Collaborative methods, case studies</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                      |           |           |            |
|------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|-----------|-----------|------------|
| <b>LTP: 2-1-0</b>                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                      |           |           |            |
| <b>Course type: Soft core</b>                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                      |           |           |            |
| <b>Contact Hours: 39 hours</b>                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                      |           |           |            |
| <b>Units</b>                                                           | <b>Detailed Syllabus</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <b>Contact hours</b> | <b>CO</b> | <b>PO</b> | <b>PSO</b> |
| Unit-1                                                                 | <b>Introduction to Ethics and Values in Business:</b> Business ethical values, meaning, scope and importance-Ethical values, positive, normative and negative values-Moral, Moral standard and judgments. Corporate governance practices. Unethical practices in business-financial cheating in corporate sectors, land grabbing for business sectors, eviction of permanent citizens and deforestations.                                                                                                                                                                                                                                                                                                        | 9 hours              | 1         | 1,2       | 1,2,8      |
| Unit-2                                                                 | <b>Theories and Approaches:</b> Theories and models-Theory of utilitarianism-E.Kant's theory-J.Kohlberg's conditionality theory. Mahatma Gandhi's ethics. Model of compensation for victims-social cost and benefit analysis. Economics profit verses commercial profit.                                                                                                                                                                                                                                                                                                                                                                                                                                         | 10 hours             | 2         | 1,2       | 1,2,8      |
| Unit-3                                                                 | <b>Ethical Issues in Business and Environmental Concerns:</b> Business ethical values in Market- adulteration, exploitation of consumers, creation of artificial demand, black market, grey market. Production -waste, accidents and safety, Human resource- gender and racial discriminations, child labour, nepotism, power abuse, sexual harassment and labour exploitation. Environmental concerns: Unethical practices- Externalities-positive and negative externalities. Market failure and its impacts on ecology and environment. Greenhouse gas emissions Pollutions-air, water, soil. Impacts- depletion of ozone layer, global warming effects, Bio diversity failures- Human health deteriorations. | 10 hours             | 3         | 1,2       | 1,2,8      |
| Unit-4                                                                 | <b>Measures both Preventive and Remedial:</b> Corrective measures- Legal penalties – punishments. Waste management- End of-pipe control- 3R Methods-Whistle blowing-Standard settings-Corporate governance-Corporate                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 10 hours             | 4         | 1,2       | 1,2,8      |

|  |                                                                                                                                                                                                                                                                                                    |  |  |  |  |
|--|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|--|--|
|  | social responsibility. Government regulations, taxes. Government incentives of grants and subsidies for ethical based business. Business conservative policies versus value business. Information technology- cybercrimes, intellectual property rights, copy rights and patent rights securities. |  |  |  |  |
|--|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|--|--|

### Reference Books:

1. Ghosh. B.N, (2017). Business Ethics and Corporate Governance, Mc Graw Hill Publications, 1<sup>st</sup> Edition.
2. John R. Boatright, and Bibhu Prasan Patra, (2011). Ethics and the Conduct of Business, Pearson Publications, New Delhi, 1<sup>st</sup> Edition.
3. Mruthynajaya, (2013). Business ethics and value systems, PHI learning Pvt. Ltd.

| Course Code | Duration        | Course Title                                      | L | T | P | C |
|-------------|-----------------|---------------------------------------------------|---|---|---|---|
| B20BE5070   | <b>16 weeks</b> | Skill Development Course- Early Growth Management | 0 | 0 | 0 | 0 |

| Course Code | Duration        | Course Title                         | L | T | P | C |
|-------------|-----------------|--------------------------------------|---|---|---|---|
| B20BE4080   | <b>16 weeks</b> | Minor Project -I (Summer Internship) | 0 | 0 | 4 | 4 |

(Credit will be carried and concered for Assement in the Fifth semester)

### I. Specialization - New Venture Creation

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Course Title : Managing Growth and Diversification</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Course Code:</b> B20BE5111                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Course Description:</b> This 3 credit course on Managing Growth and Diversification focuses on understanding and managing the growth of the organization from a small scale startup to a big conglomerate. Students will learn about the strategies of growth and details regarding rate, direction and different methods of growth of the organization. The course also will sensitize towards the operational issues and cultural issues in various types of growth option the organization pursues. |

**Course Objectives:**

1. To understand various growth strategies for organizations they will lead in future
2. To provide set of frameworks for analyzing growth opportunities and gain operating frameworks for various diversification options available for firms at various stages
3. To develop leadership challenges associated with managing growth and diversification and understanding cultural complexities involved.

**Course Outcomes:**

Upon successful completion of this course, a student will be able to:

CO1: Explain and analyse the complexities of managing growth for an organization

CO2: Understand various types of growth strategies and evaluate them for the suitability for their organization

CO3: Compare organic vs inorganic methods of diversification for growth

CO4: Describe various vehicles of growth for an organization and manage smooth transition and cultural integration process

**Course Pre-requisites:** Basic knowledge of entrepreneurship and business

**Pedagogy:** ICT, Discussions, Flip classrooms, collaborative methods, case studies.

**LTP:** 2-1-0

**Course type:** Soft core

**Contact Hours:** 39

| Units  | Detailed Syllabus                                                                                                                                                                                                                                                                             | Contact hours | CO | PO  | PSO   |
|--------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|----|-----|-------|
| Unit-1 | <b>Introduction:</b> - Concept of growth, Understanding about the rate of growth, Growth and Profitability, Industry vs organization growth, Investor expectation about growth, Case Studies                                                                                                  | 9 hours       | 1  | 1,2 | 1,2,5 |
| Unit-2 | <b>Growth Strategies-</b> Various Growth Strategies, Market Penetration, Market Extension, Product expansion, Diversification etc. drawbacks and benefits, Case Studies.                                                                                                                      | 10 hours      | 2  | 1,2 | 1,2,5 |
| Unit-3 | <b>Growth through diversification</b> - Types of diversification, Vertical diversification and Horizontal diversification, Concentric vs conglomerate diversification strategies.                                                                                                             | 10 hours      | 3  | 1,2 | 1,2,5 |
| Unit-4 | <b>Mode of Diversification-</b> Organic vs inorganic diversification methods, Benefits and drawbacks of each type, suitability of each of the method of diversification, leadership and cultural issues involved. Types of Inorganic growth, Mergers and acquisitions, Take overs and JVs and | 10 hours      | 4  | 1,2 | 1,2,5 |

|  |                                                            |  |  |  |  |
|--|------------------------------------------------------------|--|--|--|--|
|  | strategic Alliances and other forms of growth Case Studies |  |  |  |  |
|--|------------------------------------------------------------|--|--|--|--|

### Reference Books:

1. Dharendra Kumar, Enterprise Growth Strategy: Vision, Planning and Execution, Gower Publishing, Ltd.
2. Peter S. S. Cohan, Disciplined Growth Strategies: Insights from the Growth Trajectories of Successful and Unsuccessful Companies, Apress Publishers, 1st ed. Edition
3. Sudi Sudarsanam, Creating Value from Mergers and Acquisitions: The Challenges, FT Prentice Hall, Reprint edition
4. Arthur A. Thompson, A. J. Strickland, Strategic Management : Concepts and Cases, McGraw-Hill Companies.

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Course Title : Business Negotiation Strategies</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Course Code:</b> B20BE5112                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Course Description:</b> The course is aimed at developing analytical and persuasive communication skills that are necessary for successful business negotiations. The negotiation is described as a complex process which consists of preparation, negotiating, and post-negotiation implementation and evaluation. The course combines both theoretical knowledge of leading scholars and practical experience. The course will be based on classroom discussions, activities, case analysis, presentations, interaction with industry experts. The pedagogy will encourage engagement of the learners. |
| <b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To define the stages and elements of the negotiation process.</li> <li>2. To identify ideal win-win solutions in negotiations and make profitable deals and analyse the negotiation behaviour.</li> <li>3. To Learn to counter manipulation and psychological press in negotiations and persuasion of negotiation skills.</li> </ol>                                                                                                                                                                                                    |
| <b>Course Outcomes:</b> Upon successful completion of this course, a student will be able to: <p>CO1: Explain the actions taken on different stages of negotiations.</p> <p>CO2: Demonstrate the skills of organizing and managing negotiation teams and formulate and apply the instruments of negotiation strategy and tactics.</p> <p>CO3: Identify the advantages of positional bargaining and the conflict resolution strategies for effective negotiation.</p> <p>CO4: Discern methods of dealing with conflict and perform persuasive speech techniques.</p>                                         |
| <b>Course Pre-requisites:</b> basic knowledge about business                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Pedagogy: Discussions, ICT, vase studies, Flip classrooms, collaborative methods</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |

**LTP: 2-1-0**

**Course type:Soft core**

**Contact Hours:39 hours**

| <b>Units</b> | <b>Detailed Syllabus</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <b>Contact hours</b> | <b>CO</b> | <b>PO</b> | <b>PSO</b> |
|--------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|-----------|-----------|------------|
| Unit-1       | <b>Essentials of Negotiation:</b> Negotiation vs. other social interactions - Aspects of negotiation research and practice - Aspects of negotiation - Negotiation Myths --Goal-setting: identifying your goals, options and criteria of success - The Pie -Identifying your BATNA (best alternative to a negotiated agreement) and ZOPA (zone of possible agreement) - Assessing the other side - Learning about catalysts and barriers of successful collaboration -Designing a negotiation plan -Creating a negotiation team -Establishing trust.      | 9 hours              | 1         | 1,2       | 1,2,4      |
| Unit-2       | <b>The actual stages of business negotiation:</b> - Phases of negotiations - rational and emotional elements of trust- cultural and psychological differences of trusting people - Tactics for promoting a constructive negotiation climate -Positions and interests in negotiations -4 negotiation scenarios: win-win, win-lose, lose-win, lose-lose -The Thomas-Kilmann Conflict Mode Instrument in negotiations -Leigh Thompson's 5 negotiation mental models -Negotiation styles -Persuasion techniques -Reaching an agreement, types of agreements. | 10 hours             | 2         | 1,2       | 1,2,4      |
| Unit-3       | Positional bargaining- Distributive, Integrative Negotiation -Expanding the pie - Principled negotiations by Roger Fisher and William Ury - Mixed negotiating by Willem Mastenbroek 3-D Negotiation by David Lax and James Sebenius.                                                                                                                                                                                                                                                                                                                     | 10 hours             | 3         | 1,2       | 1,2,4      |
| Unit-4       | <b>Countering manipulation and psychological press:</b> Transactional analysis in negotiations - Negotiation and Personality - Post-negotiation stage - Implementation and compliance - Post-negotiation                                                                                                                                                                                                                                                                                                                                                 | 10 hours             | 4         | 1,2       | 1,2,4      |



|  |                                                                                                                            |  |  |  |  |
|--|----------------------------------------------------------------------------------------------------------------------------|--|--|--|--|
|  | assessment and evaluation - application and Special negotiation scenarios - International and cross-cultural negotiations. |  |  |  |  |
|--|----------------------------------------------------------------------------------------------------------------------------|--|--|--|--|

### Reference Books:

1. David A. Lax and James K. Sebenius, 3-D Negotiation Powerful Tools to Change the Game in Your Most Important Deals, Cambridge, MA: Harvard Business School Press
2. Deepak Malhotra, Max. H. Bazerman. Negotiation Genius: How to Overcome Obstacles and Achieve Brilliant Results at the Bargaining Table and Beyond. Bantam; Reprint edition
3. Leigh L. Thompson. The Mind and Heart of the Negotiator. Pearson

## II. Specialization Family Business Management

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Course Title : Corporate and Family Governance</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Course Code:</b> B20BE5211                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Course Description:</b> This 3 credit course familiarises the students about the concept of corporate governance and its best practices in family business. It enables the students to gain knowledge and expertise in understanding the components to family governance in family owned enterprises. The course provides indepth knowledge on concepts like elements of corporate governance, directing the task of corporate governance in family businesses, family institutions and board of directors in implementing corporate governance, Structures and Plans to Govern a Family Business System, Relationships Among Governance Structures, and measures and tactics for conflict resolution in family business. Students get an experiential learning through the interesting case studies related to the Indian family businesses. |
| <b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To understand corporate governance and best practices in family business</li> <li>2. To understand the components to family governance in family owned enterprises</li> <li>3. To understand the directing task of corporate governance in the family business</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Course Outcomes:</b><br>Upon successful completion of this course, a student will be able to:<br><br>CO1: Apply the basic principles of corporate and family governance in business<br>CO2: Distinguish the concepts of Corporate Governance in Family-Owned Companies<br>CO3: Understand various directing task of corporate governance and critical measures<br>CO4: Understanding of best practices for Family Business Conflict Resolution                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Course Pre-requisites:</b> Basic knowledge about entrepreneurship and business                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |

**Pedagogy: ICT, Discussions, Flip classrooms, Case studies, collaborative methods**

**LTP: 2-1-0**

**Course type: Soft core**

**Contact Hours: 39 hours**

| Units  | Detailed Syllabus                                                                                                                                                                                                                                                                                                                                                                                                     | Contact hours | CO  | PO    | PSO     |
|--------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|-----|-------|---------|
| Unit-1 | Introduction: - Understanding Corporate Governance, Family Systems Theory, International Best Practices in Family Business and Corporate Governance, Board of Directors, Nominating Committee, Compensation Committee, With Specific Responsibility for Setting President's Compensation and Evaluation of President's Performance, Audit, Finance and Risk Management Committee, Strategy Committee.                 | 9 hours       | 1   | 1,2   | 1,2,4,8 |
| Unit-2 | The Directing Task of Corporate Governance<br>Key Measures:- Securing CEO Succession as a Key Governance Measure in Family Business, Vision and Strategy as Key Governance Measures in Family Business, Securing Financial Resources as a Key Governance Measure, ownership Control as a Governance Measure, Putting Governance Insights into Practical Use, Family Institutions and the Board of Directors.          | 10 hours      | 2   | 1,2   | 1,2,4,8 |
| Unit-3 | Corporate Governance in A Family-Owned Companies: -<br>Components to Family Governance, Family Assemblies, Family Council, Family Constitution, Need for Corporate Governance in A Family-Owned Companies, Major Challenges Faced by Family-Owned Companies, Corporate Governance Measures for Family Businesses, Structures and Plans to Govern a Family Business System, Relationships Among Governance Structures. | 10 hours      | 3   | 1,2   | 1,2,4,8 |
| Unit-4 | Family Business Conflict Resolution:- Managing Disagreements, Family v/s Business Dynamics, How Culture Influences Conflict - And Resolution, Strategic Planning Without a Battle: A Five-Step Process, Keeping Titles in Their Proper Perspective, Pushing Parents into Succession, Breaking A Succession Deadlock, Planning Succession                                                                              | 4             | 1,2 | 1,2,4 | 1,2,4,8 |

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|--|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|--|--|
|  | for Joint Leadership, Creating a Written Charter for Partners, Complexities of a Cousin Consortium, Strangers Among Us: In-Laws in a Family Business, How to Handle an Abusive Boss, Calling Relatives on the Carpet, Alternative Dispute Resolution Methods: Pros and Cons- Case Studies |  |  |  |  |
|--|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|--|--|

### Reference Books:

1. Barbara Spector, (2003).The Family Business Conflict Resolution Handbook: A Resource for Family Firm Owners, Managers and Advisers Book, The Family Business Magazine Publishers.
2. Neubauer, F., & Lank, A. G. (2016).The family business: Its governance for sustainability. Springer.
3. Amy Schuman, Stacy Stutz & John L. Ward. (2008).Family Business as Paradox
4. Grant Gordon, Nigel Nicholson - Family Wars- Classic Conflicts in Family Business and How to Deal with Them-Kogan Page

### Course Title : Professionalization of Family Business

**Course Code:** B20BE5212

**Course Description:** This 3 credit course familiarizes the learner with the fundamentals of family business professionalization process. The course provides a thorough awareness about the various aspects associated with professionalization of family business. It includes contents on future governance and managing ownership in family business, risks and rewards of non-family CEOs in family business, Strategic Management Process in Family Business, Professional Management and Agency Problem and Performance Effects of Family Involvement. The course enables the student to develop the skills and ability to manage family business professionally.

### Course Objectives:

1. To familiarize the learner with the fundamentals of family business professionalization process.
2. To understand the various aspects associated with professionalization of family business and future governance and managing ownership in family business.
3. To understand the risks and rewards of non-family CEOs in family business and professionalizing the entrepreneurial family business

**Course Outcomes:** Upon successful completion of this course, a student will be able to:

CO1: Apply the basic principles of professionalization in the family business  
CO2: Distinguish the board governance model and governance structure  
CO3: Understand various aspects related to non- family CEOs in family firms  
CO4: Appreciating and applying the best practices in professionalizing the entrepreneurial family business.

**Course Pre-requisites:** Basic knowledge of entrepreneurship and business ownership

**Pedagogy:** ICT, Discussions, Flip classroom, Case studies, Collaborative

| <b>methods</b>                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                      |           |           |            |
|--------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|-----------|-----------|------------|
| <b>LTP:</b> 2-1-0              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                      |           |           |            |
| <b>Course type:</b> Soft core  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                      |           |           |            |
| <b>Contact Hours:</b> 39 Hours |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                      |           |           |            |
| <b>Units</b>                   | <b>Detailed Syllabus</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <b>Contact hours</b> | <b>CO</b> | <b>PO</b> | <b>PSO</b> |
| Unit-1                         | <b>Introduction:</b> - Understanding The 'Process' of Professionalization, Critical Elements of Family Business Professionalization, Benefits of Professionalizing, The Professionalization of Family Firms: Aspects and Features, The Relationship Between Professionalization and Company Performance, Theoretical Streams on the Professionalization of Family Firms, Theories In Favor of Professionalization of Family Firms, Theories Against the Professionalization of Family Firms. | 9 hours              | 1         | 1,2       | 1,2,4      |
| Unit-2                         | <b>Defining Future Governance and Managing Ownership:</b> -Board Governance Models, Main Pillars to Professionalism, Family Business Lifecycle Model, Case Studies on Family Business Professionalization, Effects of Complexity on The Family Business, Family Business Ownership Configurations, Family Business Ownership Configurations, Family Business Governance.                                                                                                                     | 10 hours             | 2         | 1,2       | 1,2,4      |
| Unit-3                         | <b>Risks and Rewards of Non-Family CEOs:-</b> Understanding The Importance of Non-Family CEOs in Family Business, Attributes of Effective Non-Family CEOs, Requisites for Retaining Effective Non-Family CEOs, The Risks of Bringing in a Non-Family CEO, The Rewards of Bringing in a Non-Family CEO, Selection Process and Criteria for Non-Family CEO in Family Firm.                                                                                                                     | 10 hours             | 3         | 1,2       | 1,2,4      |
| Unit-4                         | <b>Professionalizing the Entrepreneurial Family Business:</b> -Main Phases of Professional Business Development, Strategic Management Process in Family Business, Basic Requirements for Strategic Management, Strategic Business Planning, Development a Vision Statement, Major Mistakes in Strategic Planning, Professional Management and                                                                                                                                                | 10 hours             | 4         | 1,2       | 1,2,4      |

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|--|------------------------------------------------------------|--|--|--|--|
|  | Agency Problem, Performance Effects of Family Involvement. |  |  |  |  |
|--|------------------------------------------------------------|--|--|--|--|

### Reference Books:

1. Poutziouris, P., Smyrniotis, K., & Klein, S. (Eds.). (2008). Handbook of research on family business. Edward Elgar Publishing.
2. Stewart, A., & Hitt, M. A. (2012). Why can't a family business be more like a nonfamily business? Modes of professionalization in family firms. Family Business Review, 25(1), 58-86.
3. Aron R. Pervin, (1997). Professionalizing the Entrepreneurial Family Business.

### III. Specialization - New Venture Finance

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                 |  |  |          |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|--|--|----------|----------|
| <b>Course Title: Principles of Corporate Finance</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                 |  |  |          |          |
| <b>Course Code:</b> B20BE5311                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                 |  |  |          |          |
| <b>Course Description:</b> This is an advanced corporate finance course with an emphasis on debt equity management, security issuance and distribution policy. The course is intended for those with career objectives in financial management and in consulting or building entrepreneurship ventures for new venture financing. The corporate finance aspects of investment banking or general management have been emphasized in this course building the skills of planning new venture finance based on principles of corporate financing. |                 |  |  |          |          |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                 |  |  |          |          |
| 1. Familiarize the corporate financial goals of both single and multi-Product new venture Company.                                                                                                                                                                                                                                                                                                                                                                                                                                              |                 |  |  |          |          |
| 2. Understand the concept and different types of cost of capital                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                 |  |  |          |          |
| 3. Impart the students with the types of business combinations with exchange ratio.                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                 |  |  |          |          |
| 4. Acquaint the students with the types of corporate valuation, Bond valuation, and Share valuation.                                                                                                                                                                                                                                                                                                                                                                                                                                            |                 |  |  |          |          |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                 |  |  |          |          |
| <b>After the completion of the course the student shall be able to-</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                 |  |  |          |          |
| CO1: Analyze the corporate financial Policies and Calculate the EPS.                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                 |  |  |          |          |
| CO2: Enumerate Debt Financing & Internal Financing and Cost of Capital.                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                 |  |  |          |          |
| CO3: Ascertain the goals of corporate finance both profit and wealth.                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                 |  |  |          |          |
| CO4: Determine the corporate valuation and its different approaches.                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                 |  |  |          |          |
| <b>Course Pre-requisites:</b> Basic Concepts of Financial management                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                 |  |  |          |          |
| <b>Pedagogy:</b> ICT, Discussions, <b>FLIPPED CLASSROOM</b> , collaborative methods and practical activities.                                                                                                                                                                                                                                                                                                                                                                                                                                   |                 |  |  |          |          |
| <b>LTP:</b> 2-1-0                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                 |  |  |          |          |
| <b>Course type:</b> SOFT CORE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                 |  |  |          |          |
| <b>Contact Hours:</b> 39 Hours                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                 |  |  |          |          |
| <b>UNITS</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <b>SYLLABUS</b> |  |  | <b>H</b> | <b>C</b> |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                 |  |  | <b>O</b> | <b>P</b> |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                 |  |  | <b>O</b> | <b>P</b> |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                 |  |  | <b>S</b> | <b>S</b> |

|               |                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                             |          |         |           |
|---------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------|----------|---------|-----------|
|               |                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                             |          |         | <b>O</b>  |
| <b>UNIT-1</b> | <b>Introduction to Corporate Financial System</b><br>The functions of corporate financial manager. The role of capital market in explaining corporate performance: main assumptions. The differences between financial models of corporate analysis.<br>Decision in Corporate-Financing Policy – Debt Financing – Internal Financing – Factors to be considered in formulating Financing Policy – Problems on EPS and Point of Indifference.           | <b>9<br/>Hr<br/>s</b>       | <b>1</b> | 1,<br>2 | 1,2<br>,3 |
| <b>UNIT-2</b> | <b>Cost Of Capital:</b> Meaning and Definition – Significance of Cost of Capital – Types of Capital – Computation of Cost of Capital – Cost of Debt – Cost of Preference Share Capital – Cost of Equity Share Capital – Cost of Retained earnings- Weighted Average Cost of Capital – Problems.                                                                                                                                                        | <b>9<br/>Hr<br/>s</b>       | <b>2</b> | 1,<br>2 | 1,2<br>,3 |
| <b>UNIT-3</b> | <b>Corporate Financial Goals &amp; Corporate Valuation:</b> Profit Maximization – Wealth Maximization – Economic & Business Environment– Sustained Growth Approach – Maximizing Growth – Growth Potential of a Single Product Company – Growth Potential of Multi Product Company. Meaning of Corporate Valuation – Different approaches for Corporate Valuation – Valuation of Bonds and Intangible assets– Valuation of Bonds and Shares – Problems. | <b>9<br/>Hr<br/>s</b>       | <b>3</b> | 1,<br>2 | 1,2<br>,3 |
| <b>UNIT-4</b> | <b>Mergers And Acquisitions:</b> Meaning – Reasons – Types of Combinations – Forms of Merger – Motives and Benefits of Merger – Financial Evaluation of a Merger – Merger Negotiations – Meaning and Significance of P/E Ratio. Problems on Exchange Ratio and Impact of Merger on EPS and Market Price.                                                                                                                                               | <b>1<br/>2<br/>Hr<br/>s</b> | <b>4</b> | 1,<br>2 | 1,2<br>,3 |

#### REFERENCE BOOKS

1. I M Pandey, Financial management, Vikas Publication
2. R P Rustagi, Financial management, Sultan Chand
3. J C Vanhorne, Financial management, PHI
4. K. Venkataraman, Corporate Financial Policy, SHBP.

**Course Title : Financial Management during Economic Slowdown**

**Course Code:** B20BE5312

**Course Description:** This 3 credit course enables the students to learn about the economic crisis that had hit the global economy from 2008-2010 and the financial management policies adopted by small and big businesses to overcome the financial crisis. It equips the students with the knowledge, skills and abilities to develop financial policies, and models that can enable a firm to float through a economic crisis with the maximum ease and effectiveness.

**Course Objectives:**

1. To introduce the students to the context and problems of global economic crisis
2. To familiarise the students with financial risk management.
3. To make the students aware about the safe assets and global savings glut as well as venture capital types and stages.

**Course Outcomes:**

**After the completion of the course student shall be able to-**

CO1: Discuss about global financial crisis and causes of the crisis

CO2: Explain and apply the concepts and methods of financial risk and returns in business.

CO3: Describe the safe assets and financial savings gluts.

CO4: Analyse and apply the venture capital types and stages.

**Course Pre-requisites:** basic knowledge of finance

**Pedagogy:** ICT, discussions, flip classroom, collaborative methods

**LTP:** 2-1-0

**Course type:** Soft core

**Contact Hours:** 39 hours

| Units  | Detailed Syllabus                                                                                                                                                                                                                                                                                                                                                                        | Contact hours | CO | PO  | PSO   |
|--------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|----|-----|-------|
| Unit-1 | <b>Introduction to The Global Financial Crisis:</b> Global Financial crisis, causes, consequences of financial crisis on business, Why should we focus on global financial crisis? Causes of the 2008-2009 Financial Crisis. Impact on financial planning, financial modeling of small and medium businesses.                                                                            | 9 hours       | 1  | 1,2 | 1,2,3 |
| Unit-2 | <b>Financial Risk management-</b> Overview, Evolution, environment, risks definition (market, credit, liquidity, operational), identification of different forms of risk (currency, interest rate, equity, commodity), measuring return and risk, Modelling risk factors, Risk and volatility measurement-concept, different measures of volatility like- EWMA, ARCH, & GARCH processes. | 10 hours      | 2  | 1,2 | 1,2,3 |
| Unit-3 | <b>Safe Assets and the Global Savings Glut:</b> Introduction: Safe Assets and the Global Savings Glut, Shadow Banking, Safe Assets, The Global Savings Glut Hypothesis, Global Savings Glut Data, Safe Asset Supply, Manufacturing Safe Assets, Securitization: Overview, Securitization: Data.                                                                                          | 10 hours      | 3  | 1,2 | 1,2,3 |
| Unit-4 | <b>Venture Capital:</b> Definition, origin, differentiate between PE funds, VC funds,                                                                                                                                                                                                                                                                                                    | 10 hours      | 4  | 1,2 | 1,2,3 |

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|--|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|--|--|
|  | and Angel investors, features of venture capital, stages of venture capital, process of selection of investment, growth of venture industry in India, Financial management of sick units, financial management in intangible intensive companies, financial engineering. |  |  |  |  |
|--|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|--|--|

#### **Reference Books:**

1. I M Pandey, Financial management, Vikas Publication
2. R P Rustagi, Financial management, Sultan Chand
3. J C Vanhorne, Financial management, PHI
4. K. Venkataraman, Corporate Financial Policy, SHBP.
5. G. P Jakhotiya (2007), Strategic financial management, New Delhi, Vikas Publishing House.
6. John Marthinsen (2009). Risk Takers: Uses and Abuses of financial derivatives. 2<sup>nd</sup> Edition, Pearson Education.

#### **IV. Specialization New Venture Marketing**

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Course Title : New Product Development and Marketing</b>                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Course Code: B20BE5411</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>1. Course Description:</b> This 3 credit course familiarises the students with the concepts related to new product development and management involving planning, life cycle, differentiation and attractiveness. It enables the students to develop the skills to develop new products or services and launch it in the market with the right marketing mix. The course facilitates the learning of customer analysis and new product development, branding and various elements of branding.  |
| <b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To understand the concepts of new product management: planning, life cycle, differentiation and attractiveness.</li> <li>2. To develop understanding on the concepts of customer analysis and new product development.</li> <li>3. To develop strong insight on marketing mix for new product launch and branding strategies and various elements of branding.</li> </ol>                                                      |
| <b>Course Outcomes:</b><br><b>After the completion of the course student shall be able to :</b><br>CO1: Analyse the product planning process and the various factors impacting changes in product management.<br>CO2: Discuss about the stages of new product development and reasons for failure of new products.<br>CO3: Articulate the elements of branding and the importance and significance of brand equity.<br>CO4: Identify brand extension and branding strategies in different sectors. |
| <b>Course Pre-requisites:</b> basic knowledge about marketing                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Pedagogy:</b> ICT, Discussions, Flip classrooms, collaborative methods, case studies                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>LTP:</b> 2-1-0                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Course type:</b> Soft core                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |



**Contact Hours:** 39 hours

| Units  | Detailed Syllabus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Contact hours | CO | PO  | PSO   |
|--------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|----|-----|-------|
| Unit-1 | <b>Introduction:</b> Product focused and Market focused organizations; Functionally Focused Organization; Product Management: Changes affecting Product Management and Product Strategy. Planning: New Product Planning and Process; Product Life Cycle; Product Attractiveness; Product Differentiation; Environment Analysis; Product Line Management.                                                                                                                                            | 9 hours       | 1  | 1,2 | 1,2,5 |
| Unit-2 | <b>Competitor Analysis:</b> Product Features Matrix; Competitive Advantage and Product Positioning; Customer Analysis: Long term value of customers; Segmentation; New Product Development: Process; Why a new Product fails in the market? Market research-essential for new product development.                                                                                                                                                                                                  | 10 hours      | 1  | 1,2 | 1,2,5 |
| Unit-3 | <b>Marketing and branding the new product:</b> Marketing mix for new product launch, pricing, pricing, packaging, promotion and place decisions for new product launch. Introduction to Branding; Essentials of Good Brand Name – Types of Brands – Advantages of branding – Brand Loyalty – Brand Valuation Methods – Brand Revitalization Importance, Challenges & Opportunities; Brand Equity: Meaning & Bases of Measuring Brand Equity; Choosing Brand Elements; Brand Positioning Strategies. | 10 hours      | 3  | 1,2 | 1,2,5 |
| Unit-4 | <b>Key Concepts in Branding of new product:</b> Brand Extension – New Brand Failures - Branding in Different Sectors: Branding in Industrial sector, Retail Sector, Service sector, Banking Sector and Insurance Sector. Digital marketing new product launch-issues and challenges, strategies.                                                                                                                                                                                                    | 10 hours      | 4  | 1,2 | 1,2,5 |

**Reference Books:**

1. Donald Lehmann & Russel S Winer, Product Management, McGraw Hill Publication.
2. Anandan, Product Management, McGraw Hill Publication.
3. Michael Baker & Susan Hart, Product Management, Pearson Education India.

4. Kevin Lane Keller, Strategic Brand Management, Pearson Education, Latest Edition.
5. Moorthi YLR, Brand Management: The Indian Context –Vikas Publication.
6. Tapan Panda, Brand Management, Excel Publication, Latest Edition;
7. Harish V Verma, Brand Management, Excel Books, Latest Edition.
8. Ramesh Kumar S, Managing Indian Brands, Vikas Publishing.

| <b>Course Title : Dynamics of Service Marketing</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                  |               |    |     |       |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|----|-----|-------|
| <b>Course Code:</b> B20BE5412                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                  |               |    |     |       |
| <b>Course Description:</b> This course provides a thorough knowledge of service marketing and the growth of service industries in India. It makes the students aware about the importance of services sector in the economy. This course would enable the students to work in services sector confidently and take up any entrepreneurship venture in services industry. It provides detailed knowledge and understanding about services, service marketing delivery, service design and delivery and services positioning. |                                                                                                                                                                  |               |    |     |       |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                  |               |    |     |       |
| <ol style="list-style-type: none"> <li>1. To provide an understanding of importance of services sector in the economy</li> <li>2. To understand service marketing opportunities from an entrepreneurial perspective</li> <li>3. To provide an in-depth appreciation and understanding of the unique challenges inherent in designing, managing and delivering quality services.</li> <li>4. To understand the strategies in service marketing pertaining to selected services</li> </ol>                                    |                                                                                                                                                                  |               |    |     |       |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                  |               |    |     |       |
| <b>After completion of the course student shall be able to:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                  |               |    |     |       |
| CO1: Demonstrate an extended understanding of the similarities and differences in service-based and physical product based marketing activities                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                  |               |    |     |       |
| CO2: Discuss about the extended marketing mix for services                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                  |               |    |     |       |
| CO3: Specify, analyse and select markets for specific service products                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                  |               |    |     |       |
| CO4: Demonstrate integrative knowledge of marketing issues associated with service productivity, perceived quality, customer satisfaction and loyalty in selected services.                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                  |               |    |     |       |
| <b>Course Pre-requisites:</b> basic knowledge of marketing                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                  |               |    |     |       |
| <b>Pedagogy:</b> ICT, Discussions, Flip classrooms, case studies, collaborative methods                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                  |               |    |     |       |
| <b>LTP:</b> 2-1-0                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                  |               |    |     |       |
| <b>Course type:</b> Soft core                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                  |               |    |     |       |
| <b>Contact Hours:</b> 39 hours                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                  |               |    |     |       |
| Units                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Detailed Syllabus                                                                                                                                                | Contact hours | CO | PO  | PSO   |
| Unit-1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>INTRODUCTION:</b> Definition – Service Economy – Evolution and growth of service sector – Nature and Scope of Services – Unique characteristics of services – | 9 hours       | 1  | 1,2 | 1,2,5 |

|        |                                                                                                                                                                                                                                                                                                                                      |             |   |     |       |
|--------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|---|-----|-------|
|        | Challenges and issues in Services Marketing-<br>Case Studies                                                                                                                                                                                                                                                                         |             |   |     |       |
| Unit-2 | <b>SERVICE MARKETING OPPORTUNITIES</b><br>Assessing service market potential -<br>Classification of services - Expanded<br>marketing mix - Service marketing -<br>Environment and trends - Service<br>markets- segmentation, targeting and<br>positioning- Case Studies                                                              | 10<br>hours | 2 | 1,2 | 1,2,5 |
| Unit-3 | <b>SERVICE DESIGN AND DEVELOPMENT</b><br>Service Life Cycle - New service<br>development - Service Blue Printing -<br>GAP's model of service quality -<br>Measuring service quality - SERVQUAL -<br>Service Quality function development -<br>Case Studies                                                                           | 10<br>hours | 3 | 1,2 | 1,2,5 |
| Unit-4 | <b>Positioning of services</b> - Designing<br>service delivery System, Service Channel -<br>Pricing of services, methods - Service<br>marketing triangle - Integrated Service<br>marketing communication Service<br>Marketing Strategies for health -<br>Hospitality - Tourism - Financial -<br>Logistics IT and ITES - Case Studies | 10<br>hours | 4 | 1,2 | 1,2,5 |

#### **Reference Books:**

1. Christopher H . Lovelock and Jochen Wirtz, Services Marketing, Pearson Education, New Delhi, 2017
2. Hoffman, Marketing of Services, Cengage Learning, 1st Edition, 2018.
3. K. Douglas Hoffman et al, Essentials of Service Marketing : Concepts, Strategies and Cases, Thomson Learning, Latest Edition
4. Kenneth E Clow, et al, Services Marketing Operation Management and Strategy, Biztantra, 2 nd Edition, New Delhi, 2016.
5. Halen Woodroffe, Services Marketing, McMillan, Latest Edition.
6. Valarie Zeithaml et al, Services Marketing, 2018.
7. Christian Gronroos, Services Management and Marketing a CRM Approach, John Wiley, Latest Edition.

## **II. Specialization Global Entrepreneurship**

**Course Title : International Trade Procedures & Documentation**

**Course Code:** B20BE5511

**Course Description:** This course furnishes detailed information about the import and export procedures and also with the documentation involved while importing and exporting. The course provides indepth information about international trade in India, its need, objectives, trend, provisions of EXIM policy, documentations involved in export and import, cargo, shipping etc. The course equips the students with the knowledge and skills to manage international trade effectively in any industrial sector.

**Course Objectives:**

1. To expose students to the interest of import-export procedures and documentation.
2. To enable students to use the above knowledge in managing an International Business.
3. To familiarize the students with the detailed procedure as documented in EXIM policy.

**Course Outcomes:**

CO1: Understand the need for international trade and the process of export documentation.

CO2: Determine the procedure of shipment of export cargo and the documents required

CO3: Know the cargo insurance with respect to the export of goods

CO4: Analyze the pre-inspection procedure

**Course Pre-requisites: Basics of international business**

**Pedagogy: ICT, Discussions, Flip classrooms, case studies, collaborative methods**

**LTP: 2 1 0**

**Course type: SOFT CORE**

**Contact Hours: 39**

| UNITS  | SYLLABUS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |               | C<br>O   | P<br>O | P<br>S<br>O |
|--------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|----------|--------|-------------|
| UNIT-1 | <p><b>Introduction:</b><br/>Introduction and overview of international trade, need and objectives of international trade, modes of international trade, International trade scenario in India, methods. Export and Import, EXIM policy of India for International trade- provisions and restrictions</p> <p><b>Export Documentation</b><br/>Standardized Pre-shipment Export Documents<br/>Commercial and Regulatory Documents – Export credit instruments and procedure. Letters of credit and types Documents required for export credit<br/>Central Excise and Customs clearance of export cargo – Procedure and documents.</p> | <b>12 Hrs</b> | <b>1</b> | 1, 2   | 1, 2, 4, 5  |

|               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |               |          |      |            |
|---------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|----------|------|------------|
| <b>UNIT-2</b> | <b>Shipment Of Export Cargo By Sea, By Air And By Post</b><br>procedure and Documents required for shipment of cargo Multimodal transport procedure and documentation Export incentive EPCG scheme Duty drawback Central excise and j sales tax exemption, exemption of export profit from income tax procedure for availing export incentives Documents required for export incentives.                                                                                                                                                                                                | <b>10 Hrs</b> | <b>2</b> | 1, 2 | 1, 2, 4, 5 |
| <b>UNIT-3</b> | <b>Cargo Insurance – Marine Insurance</b><br>Institute cargo clauses – specific policy – Open policy – procedure for cargo insurance – procedure for marine insurance claims Necessary documents for filling claim. Export credit insurance services of Export Credit and Guarantee corporation in export credit insurance – specific policy and small exporter’s policy – Guarantees –Procedure for availing credit insurance and necessary documents.                                                                                                                                 | <b>8 Hrs</b>  | <b>3</b> | 1, 2 | 1, 2, 4, 5 |
| <b>UNIT-4</b> | <b>Quality Control and Pre-Shipment Inspection</b><br>Quality maintenance provisions of Exports (Quality Control and Inspection) Act–Types of pre-shipment inspection Procedure and documents for pre-shipment inspection Financial Assistance extended by banks for the promotion of exports & imports – Pre-shipment/packing credit finance – Post shipment finance.<br><b>Non-Fund based Facilities</b> Establishment of LIC/ (Letter of Credit), Issuance of Bank guarantees, Forward cover to exporters & importers. Industrial sectors – relevant for export and import in India. | <b>9 Hrs</b>  | <b>4</b> | 1, 2 | 1, 2, 4, 5 |

#### REFERENCE BOOKS

1. Pawan Kumar, –Export of India’s Major Products Problems and Prospects, New Century Publications.
2. D C Kapoor (2002). Export Management, Vikas Publications, New Delhi.
3. Francis Cherunilam, (2004). International Trade and Export Management, Himalaya Publications.
4. Tianwah, Goh, (1990). Export – Import Procedures & Documentation How to start, finance and manage your own import – export, (revised edition).
5. Nabhi, –New Import Export Policy and Handbook of Procedures, Vol.1 2002-07: As Amended Upto 4.4.2002, Oscar Publications.
6. S. Ramakrishna & others – Quality Control and Pre-shipment Inspection for exports.
7. Johnson, Thomas E., –Export / Import Procedures and Documentation, New York,

| <b>Course Title : FOREX MANAGEMENT</b>                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                   |              |          |        |             |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------|--------|-------------|
| <b>Course Code:</b> B20BE5512                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                   |              |          |        |             |
| <b>Course Description:</b> This course concentrate in changing of the forex market scenario, how the foreign exchange market operates and techniques that can be used to reduce the risk. This program will help the students to gain a comprehensive knowledge regarding the foreign exchange management                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                   |              |          |        |             |
| <b>Course Objectives:</b><br><b>1.</b> To understand the system of Foreign Exchange Market in India<br><b>2.</b> To enable the students gain knowledge on the Forex risk and its Management<br><b>3.</b> To familiarize the students on managing & hedging the risk associated with foreign trade.                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                   |              |          |        |             |
| <b>Course Outcomes:</b><br>After completion of the course student shall be able to:<br>CO1: Determine the foreign exchange market in India<br>CO2: Understand about the Foreign exchange rates & risk involved in Forex market<br>CO3: Impart the knowledge on how to manage & hedge the risk associated with foreign trade<br>CO4: Enumerate the concept of Exchange rate management. |                                                                                                                                                                                                                                                                                                                                                                                                   |              |          |        |             |
| <b>Course Pre-requisites: Basic Concepts of Import &amp; export</b>                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                   |              |          |        |             |
| <b>Pedagogy: ICT, Discussions, Case studies, Flip classroom, collaborative methods</b>                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                   |              |          |        |             |
| <b>LTP:</b> 2 1 0                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                   |              |          |        |             |
| <b>Course type:</b> SOFT CORE                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                   |              |          |        |             |
| <b>Contact Hours:</b> 39                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                   |              |          |        |             |
| UNITS                                                                                                                                                                                                                                                                                                                                                                                  | SYLLABUS                                                                                                                                                                                                                                                                                                                                                                                          |              | C<br>O   | P<br>O | P<br>S<br>O |
| <b>UNIT-1</b>                                                                                                                                                                                                                                                                                                                                                                          | <b>Foreign Exchange And Markets:</b> Introduction – Meaning – Elements – Importance – Evolution of Exchange Rate System – International Monetary System – Gold Standard – types of exchange rates – Fluctuations in Foreign Exchange rates – Causes and Effects – Need for Stable foreign exchange Rates – Determination of Exchange rates – Theories of Determination of Foreign Exchange Rates. | <b>9 Hrs</b> | <b>1</b> | 1,2    | 1,2,3       |
| <b>UNIT-2</b>                                                                                                                                                                                                                                                                                                                                                                          | <b>Forex Market In India:</b> Introduction – Meaning – Types – Operations – Convertibility - Objectives of Foreign Exchange Control – Problems of Foreign Exchange market in India – Mechanism to settle the problems - Role of RBI in settlement of foreign exchange problems in India.                                                                                                          | <b>10Hrs</b> | <b>2</b> | 1,2    | 1,23,       |

|               |                                                                                                                                                                                                                                                                                                                                                                                                                                                      |              |          |     |       |
|---------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------|-----|-------|
| <b>UNIT-3</b> | <b>Forex Risk Management:</b> Meaning, Definition, Participants, Types of Exchange risks, Foreign Exchange Risk Management – Hedging, Speculation and Management of Transaction Exposure – Using Forward Markets for Hedging – Hedging with Money Market - Currency Options and Currency Futures – Internal Strategies – Speculation in Foreign Exchange and Money Market.                                                                           | <b>10Hrs</b> | <b>3</b> | 1,2 | 1,2,3 |
| <b>UNIT-4</b> | <b>Exchange Rate Management:</b> Exchange Rate Determination and Forecasting – Setting the Equilibrium Spot Exchange Rate – Theories of Exchange Rate Determination – Exchange Rate Forecasting. Management of Interest Rate Exposure – Nature and Measurement – Forward Rate Agreements ( FRA's) Interest Rate Options – Caps - Floors and Collars - Cap and Floors – Options on Interest Rate Futures - Some Recent Innovations – Financial Swaps. | <b>10Hrs</b> | <b>4</b> | 1,2 | 1,2,3 |

#### **REFERENCE BOOKS**

1. Chaudhuri & Agarwal, Foreign Trade and Foreign Exchange, Himalaya Publishing House
2. Mcrae T.N and D.P Walkar, Foreign Exchange Management, Prentice Hall.
3. Avadhani B.K, International Finance Theory and Practice.
4. Somanatha, International Financial Management, I.K. International Publishers

#### **SIXTH SEMESTER**

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Course Title : Strategic Business Management</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Course Code: B20BE6010</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Course Description:</b> This course provides detailed insight on the strategies adopted by the companies in response to environmental change. It is helpful for the students to develop strategies, business policies and manage business effectively under uncertain environmental conditions. The course creates a comprehensive and integrated understanding of current strategic management thinking in a clear and succinct format, discussing about the methods, tools and models to analyze the business environment and design appropriate corporate and global strategies. |

**Course Objectives:**

1. To create a comprehensive and integrated understanding of current strategic management thinking and how the businesses strategize in uncertain conditions.
2. To develop the skill in the student to analyze the business environment and design appropriate corporate and global strategies.
3. To develop the skill in the student to execute, implement and control the strategies and policies.

**Course Outcomes:**

**After completion of the course student shall be able to:**

CO1: Explain the strategic perspective and analyse the business strategies adopted by the companies in response to environmental change.

CO2: Analyse the industry and resource competitiveness of a firm and formulate appropriate strategies.

CO3: Discuss the concept of corporate restructuring and global strategies.

CO4: Identify the issues in strategy implementation and explain evaluation and control of strategy implementation process.

**Course Pre-requisites: Basic knowledge about business and industry**

**Pedagogy: ICT, Discussions, Case studies, Flip classrooms, Collaborative methods**

**LTP: 2-1-1**

**Course type: Hard core**

**Contact Hours: 52 Hours**

| Units  | Detailed Syllabus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Contact hours | CO | PO  | PSO   |
|--------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|----|-----|-------|
| Unit-1 | <b>Introduction to Strategic Management:</b> Defining strategy- levels at which strategy operates- approaches to strategic decision making, the strategic management process- Strategic intent: Vision, mission and objectives. Environmental analysis: The organizations environment- External and internal environment, components of external and internal environment- Environment scanning- Organizations responses to the environment. Use of business policy and strategy for entrepreneurs. | 13 hours      | 1  | 1,2 | 1,2,4 |
| Unit-2 | <b>Industry and Resource Analysis, Strategy Formulation and Choice:</b> A framework for industry analysis, Michael porter's analysis- usefulness of Industry analysis- Competitive analysis: Forces shaping competition in an industry- interpreting the Five force models- Strategic group, and competitor analysis- Internal analysis: Resource based strategy- the resource                                                                                                                      | 13 hours      | 2  | 1,2 | 1,2,4 |



|        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |          |   |     |       |
|--------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|---|-----|-------|
|        | based view, Resources- capabilities and competencies- approaches to internal analysis- carrying out SWOT. Strategy formulation and choice: Corporate level strategy: Introduction- The balanced score card- Grand strategies- Growth/Expansion strategy- Diversification Strategy- Stability strategy- Retrenchment strategy- combination strategy.                                                                                                                                                                                                              |          |   |     |       |
| Unit-3 | <b>Corporate restructuring and Global strategies:</b> The concept of corporate restructuring- the process of restructuring- mergers and acquisition- takeovers- cooperative strategies- Reasons for strategic alliances- risks and costs of strategic alliances. Global strategies: Globalisation- risks- global expansion strategies- the MNC mission statement- deciding which market to enter- market entry strategy international strategy - Business level strategy - Strategic analysis and choice.                                                        | 13 hours | 3 | 1,2 | 1,2,4 |
| Unit-4 | <b>Strategy implementation, Evaluation and control:</b> Issues in strategy implementation- Activating strategy and resource allocation- strategy-structure relationship- the functional structure- divisionalization- Functional level strategies: Operational strategy, financial strategy, marketing strategy and Human resource strategy. Strategic evaluation and control: Importance, barriers- evaluation criteria- strategic control- operational control- evaluation techniques for operational control- characteristics of an effective control system. | 13 hours | 4 | 1,2 | 1,2,4 |

### Reference Books:

1. VSP , Rao& V Hari Krishna.(2009).Strategic Management: Text and Cases(5th ed.).New Delhi: Excel Books
2. Allen C. Amason. (2011).Strategic Management :From theory to Practice(1st ed.).NewYork:
3. Routledge Jay, B.Barney& William S. Hesterly.(2011).Strategic Management & Competitive Advantage: Concepts & Cases(4th ed.).Prentice Hall
4. Gregory Dess, Alan Eisner, G.T.Lumpkin& Gerry McNamara(2011).Strategic Management: creating competitive advantages(6th ed.).McGraw HillEducation

5. Charles W.L. Hill & Gareth R. Jones(2012).Strategic Management-An Integrated approach(10th ed.).South Western: Cengage Learning.

| <b>Course Title : Managing Startups</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                      |               |    |     |       |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|----|-----|-------|
| <b>Course Code:</b> B20BE6020                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                      |               |    |     |       |
| <b>Course Description:</b> This course equips the students with the knowledge and clear understanding of start-ups and managing start-ups. The course provides information about small enterprises, role of small enterprises in economic development, business model and value proposition in start-ups, pitching and funding, entry strategies for start-ups and trend in the development of start-ups in India.                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                      |               |    |     |       |
| <b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To provide detailed information about small enterprises and their role in economic development.</li> <li>2. To enable the students adopt the knowledge and skills about the right business model and value proposition for start-ups.</li> <li>3. To familiarise the students with the process of pitching and venture funding.</li> </ol>                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                      |               |    |     |       |
| <b>Course Outcomes:</b><br><b>After completion of the course the student shall be able to:</b><br>CO1: Explain about start-ups and role of small enterprises in economic development.<br>CO2: Appreciate and analyse the business model and value propositions of start-ups.<br>CO3: Develop the skills of effectively pitching the business idea to investors and explore the right venture funding.<br>CO4: Discuss about ways to manage start-ups effectively and design right organisation structure and culture. |                                                                                                                                                                                                                                                                                                                                                                                                                                      |               |    |     |       |
| <b>Course Pre-requisites:</b> Basic understanding about entrepreneurship                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                      |               |    |     |       |
| <b>Pedagogy: Discussions, ICT, Case studies, Flip classrooms, collaborative methods</b>                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                      |               |    |     |       |
| <b>LTP:</b> 2-1-1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                      |               |    |     |       |
| <b>Course type:</b> Hard core                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                      |               |    |     |       |
| <b>Contact Hours:</b> 52 hours                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                      |               |    |     |       |
| Units                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Detailed Syllabus                                                                                                                                                                                                                                                                                                                                                                                                                    | Contact hours | CO | PO  | PSO   |
| Unit-1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <b>Small Enterprises:</b> Definition – Characteristics – Relationship with Large Units – Rationale – Objectives – Scope of Small Enterprises – Opportunities for an Entrepreneurial Career – Role of Small Enterprises in Economic Development – Their Problems – Project Identification and Selection – Project Formulation – Project Appraisal – Ownership Structures, MSME Act – Intellectual Property – Creation and Protection. | 13 hours      | 1  | 1,2 | 1,2,4 |

|        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |          |   |     |       |
|--------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|---|-----|-------|
| Unit-2 | <b>Business Models and value proposition:</b> Business Model Failure: Reasons and Remedies, Incubators : Business Vs Technology, Managing Investor for Innovation , blue ocean vs red ocean strategy for start-ups, Future markets and Innovation needs for India.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 13 hours | 2 | 1,2 | 1,2,4 |
| Unit-3 | <b>Pitching and Funding:</b> Pitching and Termsheets - How to pitch your company to investors and identify the key focus areas in term sheets. Fundraising and Valuation - Investor's mindset on matters of company valuation, fundraising, equity dilution among other things. Venture capital: Venture capital financing- concept and features, need, relevance, development of venture capital funds, structure and regulatory framework of venture capital Financing in India, Investment process and evaluation, conventional valuation method, First Chicago method, Revenue multiplier method, Structuring venture capital financing, valuation of venture capital portfolio. Exit strategies of venture capital development, policy imperatives of VCF development in India, Role of private equity. | 13 hours | 3 | 1,2 | 1,2,4 |
| Unit-4 | <b>Managing Start-ups:</b> Entry Strategies for Startups – New Product – Franchising – Partial Momentum – Sponsorship and Acquisition, organisation structure and organisation culture in start-ups. Start-Up India movement. Trend in the evolution of start-ups in India.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 13 hours | 4 | 1,2 | 1,2,4 |

### Reference Books:

1. Barringer, Bruce R., Ireland Duane R. (2012). Entrepreneurship: Successfully Launching New Ventures (4 ed.). Prentice Hall. pp 77-96.
2. Vasant Desai (2011), Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House, 6<sup>th</sup> Revised Edition.
3. Poornima M Charantimath (2018), Entrepreneurship Development and Small Business Enterprises, Pearson Publishers, 3<sup>rd</sup> Edition.
4. S.S.Khanka , (2006), Entrepreneurial Development, S. Chand Publishing, Reprint Edition.

5. Davies, Paul. (2008). New Business in India: The 21st Century Opportunity. World Scientific Publishing Company. pp 1-23.
6. Stevenson, Howard H. (2006). A Perspective on Entrepreneurship. Harvard Business school. Product No. 384131, pp 1-13
7. Cappelli, Peter, Harbir Singh, Jitendra Singh, & Michael Useem. (2010). The India Way: How India's Top Business Leaders Are Revolutionizing Management. Harvard Business Review Press. pp 19-47
8. Scarborough, Norman M. (2011). Essentials of Entrepreneurship and Small Business Management, (6 ed.) Prentice Hall.

| Course Code      | Course Title                                   | Duration       | L        | T        | P         | C         |
|------------------|------------------------------------------------|----------------|----------|----------|-----------|-----------|
| <b>B18BE6070</b> | <b>Major Project (Based on specialization)</b> | <b>8 weeks</b> | <b>0</b> | <b>0</b> | <b>10</b> | <b>10</b> |

Major Project is an in depth study resulting in preparation of a Detailed Project Report(DPR) and it is expected to be the continuation and consolidation of Business Opportunity and Feasibility study conducted by the student in SIP1 and SIP2.

Major Project will be of about 10 Weeks duration and will progress along with Sixth Semester.

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Course Title : Entrepreneurial Leadership</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Course Code: B20BE6030</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Course Description:</b> Students will study leadership theories, skills and practices necessary for effectiveness in varied entrepreneurial settings, including private businesses, corporations, not-for profit organizations, and social movements. The course will examine the Entrepreneurial Leadership (EL) factors needed to bring about enterprise transformation or transition from start-up and ongoing operations to what is frequently called enterprise building. Theories and related research will be examined, as will "best" and "worst" practices, using case studies, lectures, and simulation activities. |
| <b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To interpret and summarize the concept and role of entrepreneurial leadership and Theories of Leadership.</li> <li>2. To acquaint and demonstrate the types of leadership portrayed by entrepreneurs and Strategic Leadership.</li> <li>3. To illustrate and paraphrase the concept of Leader – Follower relation and issues in entrepreneurial leadership.</li> </ol>                                                                                                                                                                                       |

**Course Outcomes:**

**After the completion of the course the student shall be able to :**

CO1: Identify and describe the concept and role of entrepreneurial leadership and major leadership theories.

CO2: Discover the styles of leadership and personal, behavioral and situational factors in a leadership situation that lead to success or failure.

CO3: Interpret and establish the factors affecting Leader – Follower relation and leader-member exchange theory.

CO4: Appreciate and analyse the motivation, coaching and leading skills of an entrepreneur that influence managing a team effectively.

**Course Pre-requisites:** Basic knowledge of leadership and entrepreneurs

**Pedagogy:** ICT, Discussions, Case studies, simulation activities, Flip classroom, collaborative methods, Capstone leadership prog.

**LTP:** 2-1-1

**Course type:** Hard core

**Contact Hours:** 52 hours

| Units  | Detailed Syllabus                                                                                                                                                                                                                                                                                                                                                                    | Contact hours | CO | PO  | PSO   |
|--------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|----|-----|-------|
| Unit-1 | <b>Introduction to entrepreneurial Leadership:</b> Leadership, Concept, definition, objectives of Entrepreneurial Leadership, Leadership Traits, Roles of leader, Characteristics and Motives, Entrepreneurial Dreams and Aspirations. Impact of leadership on entrepreneurial venture. Leadership Theories and Models                                                               | 13 hours      | 1  | 1,2 | 1,2,7 |
| Unit-2 | <b>Types of leadership:</b> Charismatic and Transformational Leaders; Leadership Styles, Transformational and Transactional Leadership, Situational leadership, Leadership culture and diversity, Strategic leadership, Leadership development through self-awareness, Self-discipline, education, experience. Indian cases on Entrepreneurial leadership. Challenges of leadership. | 13 hours      | 2  | 1,2 | 1,2,7 |
| Unit-3 | <b>Entrepreneurial Leader – follower relations:</b> Influence, Power, Politics and Ethics for Leadership, Leader-Followers relationship, Evolution of Dyadic theory, Leader member exchange theory, Fellowship, Delegation, Coaching and Managing Conflict.                                                                                                                          | 13 hours      | 3  | 1,2 | 1,2,7 |
| Unit-4 | <b>Leading and managing team:</b> Developing Teamwork, Motivation and Coaching Skills of the Entrepreneurial Leader, Communicating, negotiating and Resolving Conflict, Leadership in a                                                                                                                                                                                              | 13 hours      | 4  | 1,2 | 1,2,7 |

|  |                                                                                                       |  |  |  |  |
|--|-------------------------------------------------------------------------------------------------------|--|--|--|--|
|  | Diverse World, Developing Leaders and Planning Succession, Leadership Issue for Future Entrepreneurs. |  |  |  |  |
|--|-------------------------------------------------------------------------------------------------------|--|--|--|--|

### Reference Books:

1. Leadership: Research Findings, Practice and Skills (7th edition) by Andrew J. DuBrin, published by South-Western – Cengage Learning, 2012.
2. Stuart Crainer and Des Dearlove, Thinkers50 Leadership: Organizational Success through Leadership, McGraw Hill, 2013, ISBN: 978-0071827522
3. Stuart Crainer and Des Dearlove, Thinkers50 Innovation: Breakthrough Techniques to Take Your Business to the Next Level, McGraw Hill, 2013, ISBN: 978-0071827812.
4. Collins, Jim, Good to Great: Why Some Companies Make the Leap...And Others Don't, HarperBusiness, 2001, ISBN: 978-0066620992

### Course Title : Production and Operations Management

**Course Code:** B20BE6040

**Course Description:** The course provides the students an overview of various functions of Production and operations management. The course helps the students to develop a deep understanding and skills on planning, designing, implementing and managing production and operational jobs in an enterprise. It also provides insights on material management concepts applied in the business. The course facilitates budding entrepreneurs in the field of manufacturing by highlighting various issues they have to tackle for effective and smooth operations. The course includes concepts like production planning, layout design, facility design, operations management, material handling and materials management, quality control and demand forecasting.

### Course Objectives:

1. To give students a deep insight of various functions of Production management and role of operations management.
2. To provide knowledge on materials handling and management methods and concepts applied in the business.
3. To help budding entrepreneurs in the field of manufacturing by highlighting various key issues on production planning, quality control and demand forecasting so as to manage production functions effectively.

### Course Outcomes:

**After completion of the course student shall be able to:**

CO1: Conduct Facility planning by making location and layout decisions and manage productions and operations of business effectively.

CO2: Plan and implement suitable materials handling principles and practices in the operations.

CO3: Analyze and develop a balanced line of production & scheduling and

sequencing techniques in operation environments.

CO4: Understand Quality management practices followed by the companies.

**Course Pre-requisites:** Basic knowledge about business functions

**Pedagogy:** ICT, Discussions, Flip Classroom, case studies, collaborative methods

**LTP:** 2-1-1

**Course type:** Hard core

**Contact Hours:** 52 hours

| Units  | Detailed Syllabus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Contact hours | CO | PO  | PSO   |
|--------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|----|-----|-------|
| Unit-1 | <p><b>Introduction, Plant Location and Layout:</b> Historical Evolution of Production and Operations Management, Concept of Production, Production System, Classification of Production System, Objectives of Production Management, Distinction between Manufacturing Operations and Service Operations, A Framework for Managing Operations, Objectives of Operations Management, Managing Global Operations, Scope of Production and Operations Management.</p> <p>Plant Location and Layout: Introduction and Meaning- Need for Selecting a Suitable Location, Factors Influencing Plant Location/Facility Location, Plant Layout- Objectives and principles, Classification of Layout, Design of Product Layout, Design of Process Layout, Service Layout, Organization of Physical Facilities.</p> | 13 hours      | 1  | 1,2 | 1,2,4 |
| Unit-2 | <p><b>Material Handling and Materials Management:</b> Introduction and Meaning, Objectives of Material Handling, Principles of Material Handling, Selection of Material Handling Equipment's, Evaluation of Material Handling System, Guidelines for Effective Utilization of Material Handling Equipment. Materials Management: Introduction and Meaning, Scope or Functions of Materials Management, Material Planning and Control, Purchasing, Stores Management, Inventory Control or Management, Standardization, Simplification, Just-In-Time (JIT) Manufacturing, Six Sigma</p>                                                                                                                                                                                                                   | 13 hours      | 3  | 1,2 | 1,2,4 |

|        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |          |   |     |       |
|--------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|---|-----|-------|
|        | concept.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |          |   |     |       |
| Unit-3 | <b>Production Planning:</b> Introduction and Meaning, Need for Production Planning and Control, Objectives of Production Planning and Control, Phases of Production Planning and Control, Functions of Production Planning and Control, Operations Planning and Scheduling Systems, Aggregate Planning, Master Production Schedule (MPS), Material Requirement Planning (MRP), Capacity Planning, Routing, Scheduling.                                                                                                                                                                                          | 13 hours | 3 | 1,2 | 1,2,4 |
| Unit-4 | <b>Quality Control, Demand Forecasting and Work Study (Time And Motion Study) :</b> Quality Control: Introduction, Quality, Fundamental Factors Affecting Quality, Need for Controlling Quality Inspection, Types of Quality Control, Steps in Quality Control, Objectives of Quality Control, Benefits of Quality Control, Seven old and new Tools for Quality Control, Causes of Variation in Quality, Statistical Process Control Introduction. Methods of Demand Forecasting, Theory and Problems of Demand Forecasting, Productivity, Work Study, Method Study Motion study, time study, work measurement. | 13 hours | 4 | 1,2 | 1,2,4 |

### Reference Books:

1. S. Anil Kumar and N Suresh, (2015) *Production and Operations Management*, New Age International publishers.
2. K. Aswathappa, G. Sudarsana Reddy, M Krishna Reddy, (2013) *Production and Operations Management*, Himalaya Publishers.
3. Gaither, N & Frazier, (2002) *Production & Operations Management*, Thomson Learning Publications.
4. Stevenson WJ, (1998) *Production and Operations Management*, Irwin McGraw Hill Publications.

**Course Title : Managing Setbacks and Failures**

**Course Code:** B20BE6050



**Course Description:** This course on managing setback and failures focuses on exploring the management issues that arise when a firm needs to embark on radical change to ensure its survival. The focus is on the development and above all implementation of strategies for companies in financial distress. This course is about figuring out what you need to do when you get to a firm that is in trouble.

Students will learn about the strategies of growth and details regarding rate, direction and different methods of growth of the organization. The course also will sensitize towards the operational issues and cultural issues in various types of growth option the organization pursues.

**Course Objectives:**

1. To enable students to understand the need of revival of sick business units.
2. To make students aware of the different turnaround strategies.
3. To give an over view of the recent business scenario and challenges involved.

**Course Outcomes:**

**After completion of the course student shall be able to:**

CO1: Develop perspectives and analytical framework for identifying problems, analysing the business environment, assessing alternatives, and making decisions that impact the future survival of a business

CO2: Identify the reasons for sickness in industries and find out solutions for their recovery.

CO3: Appreciate and apply turnaround strategies for business revival.

CO4: Discuss about the recent business scenario and challenges involved.

**Course Pre-requisites:** Basic knowledge about business environment and small businesses

**Pedagogy:** ICT, discussions, case studies, Flip classrooms, collaborative methods

**LTP:** 2-1-0

**Course type:** Soft core

**Contact Hours:** 39 hours

| Units  | Detailed Syllabus                                                                                                                                                                                                                                    | Contact hours | CO | PO  | PSO   |
|--------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|----|-----|-------|
| Unit-1 | <b>Introduction to Business:</b> Meaning, Definition, Importance, Features, Symptoms Different Approaches for Growth and Survival (Internal and External) Globalization and Liberalization – Features – Positive and Negative Impacts – Role of MNCs | 9 hours       | 1  | 1,2 | 1,2,4 |
| Unit-2 | <b>Industrial sickness and recovery:</b> Industrial Sickness, Meaning and Reasons for Sickness, Symptoms, Various Attempts to Overcome Sickness by Stakeholders, Strategies for recovery of sick units, Role of government, Role of                  | 10 hours      | 2  | 1,2 | 1,2,4 |

|        |                                                                                                                                                                                                                                                                                                                                                                                                            |          |   |     |       |
|--------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|---|-----|-------|
|        | BIFR in Sick Industries.                                                                                                                                                                                                                                                                                                                                                                                   |          |   |     |       |
| Unit-3 | <b>Turnaround Strategies:</b> Concept of Turnaround strategies, TQM (Importance and Restructuring) Restructuring (Only Concept), Selling of Sick Unit (Only Concept) BPR – Meaning, Features, Steps, Need, Implications – Achievements and Drawbacks – Approaches (External Consultant, BPR Leader, Process Owner, Top Executives, Kaizen and Adam Smith, Flow Charts, Mapping, etc.) – Practical Examples | 10 hours | 3 | 1,2 | 1,2,4 |
| Unit-4 | <b>Recent Business Scenario:</b> Recent business scenario, SIFIO (Serious Fraud Investigation Office), SOHO, Outsourcing Networking Franchisee Agency Freelancing Self-financing, challenges and opportunities for small businesses. Exit strategies and harvesting strategy by businesses facing failure, divestment and dissolution of the enterprise.                                                   | 10 hours | 4 | 1,2 | 1,2,4 |

#### Reference Books:

1. Mintzberg, Quinn, and Ghosal, The Strategy Process, Prentice Hall Publishing House.
2. Richard S. Sloma, The Turnaround Manager's Handbook, Free Press, 1st Edition.
3. Stuart Slater, Leading Corporate Turnaround: How Leaders Fix Troubled Companies,
4. Donald B. Bibeault, Corporate Turnaround: How Managers Turn Losers Into Winners!

#### Course Title : Design Thinking for Entrepreneurs

**Course Code:** B20BE6060

**Course Description:** This activity-based course will provide students with the knowledge and practice of cutting edge methods of entrepreneurship. Working in small teams, students start by learning to identify the problems and opportunities that constantly surround us. These form the foundation of your new business idea. They are facilitated to use design thinking methods to develop a deep understanding of the problem, and to brainstorm and prototype creative solutions. Following the lean startup methodology (a part of the Harvard Business School curriculum), they will learn to create a business model around their solution and to run rapid experiments that quickly test its key assumptions. The course wraps up with a Shark Tank-style elevator pitch of the idea the team develops. Overall the course not only introduces students to the methods and terminology of modern entrepreneurship, but should help build skills that will serve lifelong, such as public speaking, problem solving,

networking, and grit.

**Course Objectives:**

1. To provide practical experience on problem identification and finding solution through brainstorming alternatives.
2. To develop the skills in the student for identifying new business models
3. To make the students isolate alternatives and design experiments

**Course Outcomes:**

**After completion of the course student shall be able to:**

- CO1: Discuss about design thinking and methods to identify problems.  
 CO2: Identify solutions to problems by brainstorming and various other innovative methods.  
 CO3: Describe the Lean start-up theory and design model.  
 CO4: Isolate assumptions and design experiments.

**Course Pre-requisites:** Basic knowledge about business idea generation and problem solving

**Pedagogy:** ICT, Discussions, Flip classroom, Case study, simulations, collaborative methods

**LTP:** 2-0-1

**Course type:** Soft core

**Contact Hours:** 39 hours

| Units  | Detailed Syllabus                                                                                                                                                                                                                                                                                                                                                                                 | Contact hours | CO | P<br>O  | PS<br>O         |
|--------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|----|---------|-----------------|
| Unit-1 | <b>Why Design Thinking and The Design Process:</b> Design Thinking: Overview of the History, concept, need, objectives, Entrepreneurship and Design Thinking-linkage and applications. Methods to indentify business problems by taking an empathetic view: see what others miss. Social entrepreneurship and the Triple Bottom Line. How to record ideas, actions, and inspiration in the E-log. | 9 hours       | 1  | 1,<br>2 | 1,2<br>,4,<br>5 |
| Unit-2 | <b>Going broad then getting narrow:</b> Introduction to Fun Theory. Brainstorming methods and practice – how to push the envelope. Using a 2X2 to narrow the focus. Intuit's Innovation Catalyst program. Meme progress reports. Divergent thinking and convergent thinking, techniques for critical thinking                                                                                     | 10 hours      | 2  | 1,<br>2 | 1,2<br>,4,<br>5 |
| Unit-3 | <b>Lean Startup theory and practice:</b> Overview of the Business Model Canvas and the NEXT Decision Tool. First pitches: initial business ideas. Idea selection and team formation. Distinguishing a Vision from an Idea. Clarifying your idea: Customer, Problem,                                                                                                                               | 10 hours      | 3  | 1,<br>2 | 1,2<br>,4,<br>5 |

|        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |          |   |      |         |
|--------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|---|------|---------|
|        | Solution. Meme exercise as practical exercise.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |          |   |      |         |
| Unit-4 | <b>Isolating assumptions and designing experiments:</b> Embracing ignorance: Know what you don't know. Finding your Leap of Faith. Get smart fast vs. get big fast. The power of prototyping. Avoiding the say-do problem. Overview of experimental methods. Recording predictions for maximum learning. Innovation accounting and validated learning. From experiments to learning. Pivot or persevere? Keeping the vision in focus. Iterating through the Build-Measure-Learn loop- Using validated learning to set your priorities. Net Promoter Score. | 10 hours | 4 | 1, 2 | 1,2,4,5 |

#### Reference Books:

1. Jeanne Liedtka and Tim Ogilvie Designing for Growth: A Design Thinking Tool Kit for Managers (Columbia University Press, 2011)
2. Jeanne Liedtka, Tim Ogilvie, and Rachel Brozenske, The Designing for Growth Field Book: A Step-by-Step Project Guide (Columbia University Press, 2014)
3. The Lean Startup by Eric Ries, Crown Business, 2011. (required)
4. The Innovation Catalysts by Roger L. Martin, Harvard Business Review, June 2011. (<https://hbr.org/2011/06/the-innovation-catalysts>)
5. The Innovator's Solution, Chapter 2 by Clayton Christensen, Harvard Business School Publishing Corp., 2003. (<http://www.hbs.edu/socialenterprise/pdf/TheInnovatorsSolutionChpt2.pdf>)
6. Tom Kelly, The Art of Innovation: Lessons in Creativity From IDEO, America's Leading Design Firm (Profile Books, 2002)
7. Tim Brown, Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation (Harper Business, 2009)
8. Jeff Dyer, Hal Gregersen, Clayton Christensen, The Innovator's DNA: Mastering the Five Skills of Disruptive Innovators (Harvard Business Review Press, 2009)
9. Roger Martin, The Design of Business: Why Design Thinking Is The Next Competitive Advantage (Harvard Business Review Press, 2009)
10. Alexander Osterwalder and Yves Pigneur, Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers (John Wiley and Sons, 2010)
11. Nigel Cross, Design Thinking: Understanding How Designers Think and Work (Bloomsbury Academic, 2011)

### LIST OF FACULTY MEMBERS

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