

CURRICULUM & COURSE CONTENT FOR PG DIPLOMA –

FIRST SEMESTER

SEM-I

Course Name: organization behavior

Course Code:

Course Objectives:

After reading this lesson, you should be able to:

- Understand the Nature of Management
- Identify and Describe the Functions of Management
- Understand the Social Responsibilities of Business
- Appreciate the Interests of Various Stakeholders in The Business.

Module 1:

- Nature of Management - Social Responsibilities of Business - Manager and Environment Levels in Management - Managerial Skills
- Planning - Steps in Planning Process - Scope and Limitations
- Short Range and Long-Range Planning - Flexibility in Planning
- Characteristics of a sound Plan
- Management by Objectives (MBO) - Policies and Strategies - Scope and Formulation - Decision Making - Techniques and Processes.

Module 2:

- Organizing - Organization Structure and Design
- Authority and Responsibility Relationships - Delegation of Authority and Decentralization
- Interdepartmental Coordination - Emerging Trends in Corporate Structure
- Strategy and Culture - Impact of Technology on Organizational design
- Mechanistic vs Adoptive Structures - Formal and Informal Organization.

Module 3:

- Perception and Learning - Personality and Individual Differences
- Motivation and Job Performance
- Values, Attitudes and Beliefs
- Stress Management
- Communication Types-Process – Barriers
- Making Communication Effective.

Module 4:

- Group Dynamics - Leadership - Styles - Approaches - Power and Politics
- Organizational Structure - Organizational Climate and Culture - Organizational Change and Development.

Module 5:

- Comparative Management Styles and approaches
- Japanese Management Practices
- Organizational Creativity and Innovation - Management of Innovation
- Entrepreneurial Management
- Benchmarking
- Best Management Practices across the world
- Select cases of Domestic & International Corporations
- Management of Diversity.

Reference:

- Drucker, Peter, F., 1981. Management: Tasks, Responsibilities and Practices, Allied Publishers, New Delhi.
- Hodgets, Richard M., 1986, Management Theory: process and Practice, Academic Press, London.
- Stoner, James. A.F. and Freeman.E.R., 1989. Management, Prentice Hall of India, New Delhi.
- Katz R.L., 1974. Skills of an Effective Administrator, Harvard Business Review, 52(5) 90- 102.

Course Name: marketing Management

Course Code:

Course Objectives: To make student understand the meaning of marketing, its importance and implementation in hospitality industry. To aware them about segmentation of marketing and various pricing strategies and to give information regarding various sources of promotion and communication and inform them about marketing research, data collection etc.

Module 1: HOSPITALITY MARKETING FUNCTION

- Introduction, meaning marketing vs. selling,
- 7 ps of marketing
- The customer: wants, needs, perception, buying capacity
- understanding services as Product: characteristics of services, challenges involved in service marketing.
- The buying decision process.
- The Hospitality Marketing Function
- Characteristics of hospitality business.
- The concept of marketing Mix

- Products life cycle
- The Hospitality products/services mix.

Module 2: MANAGING THE MARKETING SYSTEM

- Strategic Marketing The concept of strategy
- The concept of strategic planning
- The strategic Marketing system
- Strategy selection
- Problems with strategic plan
- The Marketing Plan
- Marketing Management vs. strategic Planning
- Requirements for a marketing plan
- Step or Development of a Marketing Plan
- The marketing budgets

Module 3: MARKET SEGMENTATION

- What is market segmentation, why segment market?
- Segment identification Segment selection Segment development
- Pricing Factors to consider when setting price
- General pricing approaches
- Pricing strategies

Module 4: MARKETING COMMUNICATION AND PROMOTION

- Advertisement: media, frequency and budget Measuring Advertisement effectiveness.
- Publicity, Public Relation
- Direct/Personal Selling, process of Personal Selling,
- E-commerce marketing.
- Sales Promotion, Merchandizing, Suggestive selling

Module 5: MARKETING RESEARCH

- Meaning, Importance, Process of Research
- Data Collection – Types of Data, Sources of Data collection
- Sampling, Hypotheses – Meaning & Types
- Report Writing – Steps involved, Layout of report , precautions while writing research report

Reference:

- Philip Kotler (1987) Marketing: An Introduction. ...
- Ramaswamy, V.S., 2002, Marketing Management, Macmillan India, New Delhi.
- Kotler P, Armstrong G, 2008, Principles of Marketing, 9th Edition, Prentice Hall, New Delhi.
- Gandhi J.C, 1985, Marketing –A Managerial Introduction, Tata McGraw-Hill , New Delhi.

Course Name: Quantitative Methods

Course Code:

Course Objectives: On completion of this course, the students will be able to

- Understand various quantitative & statistical methods
- Understand data and draw inference from data
- Calculate and interpret statistical values by using statistical tool (correlation & regression)
- Demonstrate an ability to apply various statistical tool to solve business problem

Module 1:

- Permutation and Combination, Matrices and Determinants, Functions.

Module 2: Meaning and Classification of Quantitative techniques, Statistics:

- Meaning, Scope and Limitations, Collection, Classification, Tabulation and Presentation of Statistical Data
- Characteristics of Frequency Distributions
- Measures of Central Tendency, Partition Values, Measures of Dispersion.

Module 3: Probability:

- Concepts, Sample Space, Rules of Probability
- Independent Events, Bayes' Rule, Random Variable
- Simple-Correlation and Regression analysis.

Module 4: Time Series:

- Analysis and its Components
- Measurement of Secular Trend
- Measurement of Seasonal Variation
- Forecasting with Moving Average.

Module 5:

- Linear Programming, formulation and Graphical Solution
- Transportation problems and Solutions by North-West Corner rule
- Least Cost method and Vogel's approximation method
- Optimum Solution by MODI method
- Assignment Problem and its solution.

Reference:

- Quantitative Methods: An Introduction for Business Management by Author(s): Paolo Brandimarte
- "Quantitative Methods for Decision Making Using Excel" by Branko Pecar and Glyn Davis
- "Quantitative and Decision Making Techniques" by A K Bewoor and D R Waghole

Course Name: human resource management

Course Code:

Course Objectives: The primary concern of this course is to develop an appreciation effective of effective management of human resources and to enable the students to meet HR challenges in present scenario.

Module 1:

- Strategic importance HRM; objectives of HRM; challenges to HR professionals; role, responsibilities and competencies of HR professionals;
- HR department operations;
- Human Resource Planning - objectives and process;
- Human resource information system.

Module 2:

- Talent acquisition; recruitment and selection strategies, career planning and management, succession planning, socialization and induction of new employees;
- Training and development, investment in training, training need assessment, designing and administering training program; executive development program, evaluation of T & D program.

Module 3:

- Appraising performance; developing and instituting performance appraisal system, assessment and development centers, potential appraisal;
- Rewarding performance; linking rewards to organizational objectives,
- Determine compensation structure, pay for performance and incentive plans, ESOP, executive compensation, designing and administering benefits and services.

Module 4:

- HR in knowledge era; HR in knowledge industry, HR in virtual organizations, HR in mergers and acquisitions, outplacement, outsourcing HR functions, employee leasing,

Reference:

- Human Resource Management by Gary Dessler
- HR from the Outside In: Six Competencies for the Future of Human Resources by Dave Ulrich, Jon Younger, Wayne Brockbank, Mike Ulrich



CURRICULUM & COURSE CONTENT FOR PG DIPLOMA –

SECOND SEMESTER

Course Name: MANAGERIAL ECONOMICS

Course Code:

Course Objectives: The course in Managerial Economics attempts to build a strong theoretical foundation for Management students. The course is mainly analytical in nature and focuses on clarifying fundamental concepts from microeconomic viewpoint. The students are expected to study and analyse the dynamics of managerial decision making through this course. Also wherever possible, students are expected to study, analyse and interpret empirical evidence and case studies available currently on various basic concepts.

Unit 1. Introduction of Managerial Economics and Demand

- Definition, Nature and Scope of Managerial Economics
- Managerial Economics and Microeconomics and macroeconomics
- Managerial Economics and decision-making
- Uses and Significance of Managerial Economics

Unit 2. Introduction of Demand

- Meaning and Determinants of Demand
 - Demand Function
 - Law of Demand Market Demand
 - Elasticity of Demand
 - Types and Measurement of Elasticity
- Demand Forecasting
 - Meaning, Significance
 - Methods of Demand Forecasting

Unit 3. Production

- Production Function
- Law of Variable Proportions
- Law of Supply
- Elasticity of Supply
- Measurement of Elasticity of Supply.
- Costs of Production.
 - Short run and long run costs
 - Economies of Scale
 - Cost estimation and cost forecasting
 - Breakeven analysis.



Unit 4. Pricing Under Various Market Forms

- Perfect competition
- Monopoly Monopolistic Competition
- Oligopoly
- Price Discrimination
- Pricing Strategies and Methods
 - Cost plus Pricing
 - Marginal cost Pricing
 - Price Leadership
 - Transfer Pricing
 - Seasonal
 - Cyclical Pricing

Unit 5. Need For Government Intervention in Markets

- Price Support
- Price Controls
- Prevention and Control of Monopolies
- System of Dual Prices

➤ **Reference Books:**

- Managerial Economics – Analysis, Problems and Cases, P.L.Mehta, Sultan Chand and Sons, New Delhi.
- Managerial Economics - Varshney and Maheshwari, Sultan Chand and Sons, New Delhi.
- Managerial Economics – D. Salvatore, McGraw Hill, New Delhi.
- Managerial Economics – G.S. Gupta – T M H, New Delhi.
- Managerial Economics - Mote, Paul and Gupta T M H, New Delhi.
- Managerial Economics – H L Ahuja, S Chand & Co. New Delhi.

Course Name **Business Communication**

Course Code:

Course Objectives:

To distinguish among various levels of organizational communication and communication barriers while developing an understanding of Communication as a process in an organization. CO5. To draft effective business correspondence with brevity and clarity.

Unit 1. Communication and Mass Communication

- Meaning, definition and scope
- Introduction to Communication Theory
- significance and objectives of communication in organizations



- Principles of Communication

Unit 2. Introduction to Business Communication, Effective Communication Skills and Process

- Definition and importance of Business Communication
- Introduction, Objective of Business Communication
- Effective Communications Skills
- Process of communication

Unit 3. Channels and Media of Communication

- Channels of communication
 - Means or media of communication
 - written communication
 - Oral communication
 - face to face communication
 - Visual communication
 - Audio-visual communication
 - Silence – as communication media
- Interpersonal/intrapersonal Business Communication
- Business correspondence
 - Business letters/reports (annual committee etc.) précis/summarizing etc.

Unit 4. Type of Communication

- Organizational structure and patterns
- Downward communication; upward communication; horizontal communication;
- Grapevine; consensus and group communication committee, conference, listening, public speech and seminar

Unit 5. Barriers to Effective Communication

- Concept of barriers
- types of barriers – Media barrier, physical barrier, semantic barrier, situation barrier, socio-psychological barrier
- Guidelines for effective communication
- Negotiation Skills: Introduction to Negotiation Skills

Reference Books:

- Business Communication by K. K. Sinha. Galgotia Publishing Company., New Delhi.
- Business Communication by C. C. Pattensheti. R. Chand and Company Publishers., New Delhi.
- Essentials of Business Communication by Rajindra Pal and J. S. Korlahalli. Sultan Chand and Sons., New Delhi.16
- Effective Business Communication by Herta A. Murphy and Charles E. Peck. Tata McGraw Hill Publishing Company Limited., New Delhi.
- Essentials of Business Communication by Pettett and Lesikar. Tata McGraw Hill Publishing Company Limited., New Delhi.



Course Name: FINANCIAL AND MANAGEMENT ACCOUNTING

Course Code:

Course Objectives: The objective of this course is to:

- Develop a thorough understanding of Accounts and Finance functions of an organization.
- Develop financial leadership qualities.
- Collate and integrate systems of Accounts and Finance.
- Become proficient in using information technology and accounting tools in decision making

Unit 1. Introduction – Accounting:

- Basic Concepts of accounting transactions
- Principles, types of accounts, journal, ledger, trial balance
- final accounts (Emphasis on Clarification of account P & L account, Balance sheet
- Introduction to requirement of Schedule VI

Unit 2. Using Financial Statements

- Statement of Financial Information
- Statement of Changes in Financial Position
- Financial Statement Analysis

Unit 3. Cost Accumulation/Determination

- Cost Concepts
- Costing and Control of Materials
- Costing and Control of Labour
- Costing and Control of Factory Overheads
- Job order, batch and contract costing
- Process Joint and by-product costing
- Unit/single/output and operating costing
- Variable costing and absorption costing
- Uniform costing and interfirm comparison
- Reconciliation and integration

Unit 4. Profit Planning:

- Cost-Volume-Profit Analysis
- Budgeting; Capital Budgeting

Unit 5. Cost Control & Decision Making

- Standards costs
- Variance Analysis
- Cost Variances
- Variance Analysis: Revenue Variances
- Responsibility Accounting



➤ **Reference Books:**

- Introduction to Management Accounting –Horn green and Sundlem.
- Principles of Management Accounting – Manmohan & Goyal.
- Management Accounting – S.M. Inamdar.
- Management Accounting – Dr. Mahesh Kulkarni.
- Double Entry Book Keeping – T.S. Grewal. 6. Cost Accounting – Khan & Jain.
- Management Accounting 3rd Ed.- Khan & Jain.
- Theory & Problems in Management & Cost Accounting – Khan & Jain.
- Cost Accounting – Jawaharlal.

Course Name: Information Technology Management

Course Code:

Course Objectives:

To familiarize Students with the basic concepts of Information Technology. Students should be able to operate MS-Office independently and effectively.

Unit 1. Fundamentals of Computer

- CPU, Basic logic gates, Computer Memory and Mass storage devices,
- Computer Hierarchy, Input Technologies, Output Technologies
- Number Systems and Arithmetic: Decimal, Binary, Octal, and Hexadecimal Number Systems, Binary Arithmetic

Unit 2. Introduction to Computers Software

- System Software
- Application Software and Packages
- Introduction to Embedded Software

Unit 3. Commonly used Software Packages like

- Microsoft Word
- Microsoft Excel
- Microsoft Power Point
- Microsoft Access
- Tally

Unit 4. Introduction to World Wide Web

- Internet operations
- Introduction to Electronic Commerce and Electronic Business

Unit 5. Functional and Enterprise Systems



- Data, Information and Knowledge Concepts
 - Decision Making
 - Process, Physical Components of Information Systems
 - Classification of Information Systems
 - Overview of Security Issues in Information Technology
 - Emerging Trends in Information Technology
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- **Reference Books:**
 - Management Information Systems by Ken J. Sousa, Effy Oz
 - “Essentials Of Information Technology As Per Cce Guidelines Vol 2, Pb” by Sharma V

Post Graduate Degree in Entrepreneurship Development

CURRICULUM & COURSE CONTENT FOR ENTREPRENEURSHIP DEVELOPMENT – SECOND YEAR

SEM - III

Course Name: ENTREPRENEURIAL MARKETING

Course Code:

Course Objectives: The purpose of this thesis is to investigate and evaluate the entrepreneurial process of marketing a newly started venture, towards the end customer, and how the entrepreneur views the role and importance of marketing in future success.

Module I: Introduction

- Spark of interest
- Significance of Entrepreneurial Marketing
- Newsworthiness and Relevance
- Purpose
- Delimitations
- Delimitations concerning Literature and previous Studies
- Disposition of the Thesis

Module II: Theoretical framework

- Definition of Terms
- Sources
- Entrepreneurship
 - What is an Entrepreneur?
- Marketing
 - Entry Modes
 - New Venture Marketing
- Entrepreneurial Marketing:
 - Seven themes of Entrepreneurial Marketing

Module III: Method

- Methodological Approach
- Case Study Approach
 - Designing the Case Study
- Sample Selection
- Data Gathering
- The Quality of the Research
 - Reliability and Validity of Interviews

- Method of Analysis

Module IV: Empirical Study & Analysis

- InkClub
- Cinnober Financial Technology
- Characteristics of an Entrepreneur
- Entrepreneurship
- Marketing
- New Venture Marketing
- Entrepreneurial Marketing
 - Seven themes of Entrepreneurial Marketing

Module V: Conclusion

- Discussion and Reflections on the Study
- Discussion concerning Entrepreneurial Marketing
- Critique of the Study
- Directions for Further Studies.

Reference Book:

- Beyster Institute. Beyster Institute Fellow. Retrieved January 10, 2006 from http://www.beysterinstitute.org/includes/cfbin/output/biography_view.cfm?ID=191240&type=Fellow&aID=6z3
- Bjerke, B. Managing Entrepreneurship – on whose terms (1998) In Hills & Miles (Eds.), Research at the Marketing / Entrepreneurship Interface. U.S.A.: The University of Illinois at Chicago
- Bjerke, B. & Hultman, C., M. (2002) Entrepreneurial Marketing, the growth of small firms in the new economic era. Cheltenham, UK: Edward Elgar
- Bryman, A., & Burgess, G. (1999). Qualitative Research Methodology – A Review. In Bryman, A. & Burgess, G. (Ed.) Qualitative Research, Vol 1. SAGE Publications: Cambridge University Press, Cambridge, England
- Chaston, I. (2000) Entrepreneurial Marketing, competing by challenging conventions. Great Britain: Macmillan Business
- Cook, K. J. (1992) AMA Complete Guide to Small Business Marketing. Illinois, U.S.A.: NTC Publishing Group
- Hamel, J., Dufour, S., & Fortin, D. (1993). Case study methods. Newbury Park, California: Sage Publications
- Hills, Gerald, E. (1987) Research at the Marketing / Entrepreneurship Interface. U.S.A.: The University of Illinois at Chicago
- Hills, LaForge, Parker (1989) Research at the Marketing/Entrepreneurship Interface. U.S.A.: The University of Illinois at Chicago
- Hills, G. E. (1994) Marketing and Entrepreneurship, research ideas and opportunities. London, UK: Quorum Books.
- Hills & Miles (1998) Research at the Marketing / Entrepreneurship Interface. U.S.A.: The University of Illinois at Chicago
- Hills and Singh (2000) Research at the Marketing/Entrepreneurship Interface. U.S.: University of Illinois at Chicago.

Course Name: COMMUNICATION SKILLS FOR ENTREPRENEURIAL LEADERSHIP

Course Code:

Course Objectives:

On successful completion of this course, students will be able to:

- Examine and critically apply key frameworks, theories and models of “best practice” relating to standard and complex entrepreneurial leadership, including leadership as a form of stakeholder service
- Explore and employ leadership skills to identify and facilitate sustainable change in today's uncertain environment and increasingly diverse workplaces
- Evaluate leadership situations and devise more effective approaches reflecting the interplay of values, ethics, corporate culture and governance structures

Module 1: Introduction

- How to be a True Entrepreneur
- Set a Role Model
- Maintain Discipline and Decorum
- Be Determined
- Learn to Study
- Practice
- Risk Takers
- Ethical Behavior
- Positive Attitude

Module 2: Effective Communication

- Definitions, concept of communication
- Basic steps of communication
- Presentation Skills for Entrepreneurs
- Entrepreneurship Skills – Introduction
- What is Entrepreneurship?
- Who is an Entrepreneur?
- Who is an Intrapreneur?
- How an Entrepreneur differs from an Intrapreneur?
- Who is a Technopreneur?

Module 3: Types, Role and Strategies

- Types of Entrepreneurs
- Roles of an Entrepreneur
- Entrepreneurial Motivations
- Goal-setting Strategies

Module 4: Creating a Productivity Journal

- The Urgent Vs Important Matrix
- The 80/20 Rule

- The Glass Jar: Rocks, Pebbles, Sand and Water.

Module 5: Communication Skills Every Entrepreneur Must Master

- Conversing
- Body Language
- Writing
- Presenting
- Negotiation
- Mediating
- Debating
- Leading
- Cross Platforming
- Listening

- **Reference Book:**

- Entrepreneurship Development and Communication Skills Hardcover – 1 January 2012 by R R Chole (Author), P S Kapse (Author), P R Deshmukh (Author)
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Course Name: ENTREPRENEURIAL EFFECTIVENESS

Course Code:

Course Objectives:

- To understand Effectiveness of the Method of Teaching Entrepreneurship.

Module I: Introduction

- Enterprise and entrepreneurship education in context
- The nature of enterprise and entrepreneurship education

Module II: Definitions and distinctions

- Enterprise
- Entrepreneurship
- Employability and enterprise
- Who is an entrepreneur and who is a business owner?
- Learning 'for' and learning 'about'
- Entrepreneurial effectiveness

Module III: The student learning experience

- Developing entrepreneurial effectiveness
- Enterprise awareness
- Developing an entrepreneurial mindset
- Developing entrepreneurial capability
- Entrepreneurial effectiveness.

Module IV: Outcomes

- Enterprising behaviors, attributes and skills
- Entrepreneurial effectiveness
- Thematic approaches

Module V: Delivery: teaching, learning and assessment

- The task of the enterprise educator
- Teaching, learning and assessment
- General principles
- External contexts
- Developing the individual
- Developing entrepreneurial effectiveness

Reference Book:

- Hannon, P (2006) Teaching Pigeons to Dance: Sense and Meaning in Entrepreneurship Education, Education + Training, Special Issue on Entrepreneurship Education edited by Matlay H, 48(5), 296-308
- CBI, Boosting Employability Skills. www.cbi.org.uk/business-issues/education-and-skills/in-focus/employability
- Kirby, D (2006) Entrepreneurship Education and Incubators: Pre Incubators, Incubators and Science Parks as Enterprise Laboratories, National Council of Graduate Entrepreneurship, Working Paper 004/2006, NGCE, Birmingham
- Dearing, R (1997) Higher Education in the Learning Society: The National Committee of Enquiry into Higher Education. <https://bei.leeds.ac.uk/Partners/NCIHE/>
- Universities UK (2000) A Forward Look: Highlights of our Corporate Plan 2001-2004 www.universitiesuk.ac.uk/Publications/Documents/CorpPlan2.pdf
- 15 BERR (2008) Enterprise: Unlocking the UK's Talent. <http://www.berr.gov.uk/files/file44992.pdf>

Course Name: INDIAN ECONOMY – GOVERNMENT POLICY & SMES

Course Code:

Course Objectives: To understand Indian Economy and SMEs in Context of Entrepreneurship. To Know about various Government schemes for Entrepreneur.

Module 1: Introduction

- Evolution of Entrepreneurship
- History of Entrepreneurship in India
- Role of Entrepreneurship
- Need for and Significance of Entrepreneurs in India
- Conclusion

Module 2: Entrepreneurship development - schemes of government

- Startup India
- Make in India

- Atal Innovation Mission (AIM)
- Jan Dhan Aadhar Mobile
- Standup India
- TREAD
- PMKVY
- National Skill Development Mission

Module 3: SME & Entrepreneurship

- Introduction
- Types of small business
- Role of small business in India
- Role of small business in Rural India
- Problems of Small Business

Module 4: Government Assistance to Small Business Units

- NABARD
- NSIC
- RWED
- SFURTI
- DICs
- STARTUP INDIA SCHEME

Module 5: Intellectual Property Rights (IPR)

- Why Is IPR Important for Entrepreneurs?
- Types of Ips
- SUMMARY

- **Reference Book:**
- Entrepreneurship Development and Small Business Enterprises by Poomima M. Charantimath Released October 2005 Publisher(s): Pearson India ISBN: 9788177582604
- Baporikar, N, Entrepreneurship and Small Industry, Himalaya Publishing House, Delhi, 2007
- Graham Banock, 1981, The Economics of small firms: Return from the wilderness oxford: Basil. Blackwell

Course Name: INDUSTRY VERTICALS

Course Code:

Course Objectives: To know about Industry Verticals and Business Opportunity Identification

Module 1: Introduction

- Definition of Industrial Verticals
- Different Industrial Verticals

Module 2: Information Technology in Key Verticals

- Application of Information Technology in Key Verticals
- Software and Services Distribution by Verticals
- Computer Sales across Verticals (2003)
- Training and Education in IT
- Statewise IT spending by verticals

Module 3: Vertical Markets and the Digital Revolution

- Enterprise communications
- Global market trends
- Attract and retain customers
- Simplify operations
- Proactive maintenance and safety
- Business Models
- Technology partnership ecosystem
- Conclusion

Module 4: Enabling Vertical Industries Adoption of 5G Technologies

- Introduction
- Challenges for enabling verticals to adopt 5G Technologies
- Software Development and Validation Kits
- Network Slice Creation and Management
- Management and Orchestration
- Cartography of 5G Vertical Enablers
- Conclusions

Module 5: Identification of Business Opportunities

- Introduction
- Steps in arriving at business opportunities
 - Generating Ideas
 - Screening Process
 - Formulating the Concept of the Business
- **Reference Book:**
- Vertical Markets and Cooperative Hierarchies The Role of Cooperatives in the Agri-Food Industry Editors: Karantininis, Kostas, Nilsson, Jerker (Eds.)
- The Vertical Startup: How today's bootstrapped entrepreneurs turn their late market entry into an advantage by going vertical Kindle Edition by Andreas Aravis (Author) Format: Kindle Edition

SEM- IV

Course Name: CREATIVITY, INNOVATION & ENTREPRENEURSHIPS

Course Code:

Course Objectives:

- Identify sources of ideas for business opportunities.
- Analyse stages in the start-up process from formulation to development.
- Explain how creativity and innovation are linked to brain functions in an ideation and skills perspective.
- Learn the links between innovation and entrepreneurship as mediated by innovation.
- Analyse innovation in relation to external linkages with related stakeholders.
- Link creativity, innovation and entrepreneurship in a process model.

Module I: Introduction

- Historical background
- Obstacles in creativity theory
 - The study of creativity yields a mystical approach
 - Pragmatic approaches to the study of creativity
 - Psychodynamic approaches to creativity
 - Psychometric approaches to creativity
 - Cognitive approaches to creativity
 - Social-personality approaches to creativity
 - Confluence approaches to creativity

Module II: Creativity defined

- The creative person
- Creativity Process
- The creative press (environment)
- Barriers within the creative environment
- The creative product

Module III: Myths of creativity

- Creativity is an innate talent and cannot be taught
- Creativity is a phenomenon linked with the so-called rebel
- Right brain versus left-brain
- Art, Artists and creativity
- Exemption
- Intuition
- The need for “craziness”
- The group versus the individual
- Intelligence and creativity

Module IV: Innovation

- The development of innovation
- Drucker identifies seven resources of innovative opportunities
 - The unexpected
 - Incongruity/Incompatibility
 - Innovation relies on the need for process
 - Changes in marketing and industry structures
 - Demographic changes
 - Changes in perception, state of mind and reason
 - New knowledge
- Individual qualities of an innovative individual

Module V: Opportunity identification

- Analysis of opportunity
- Questioning frame work
- Van Vuuren techniques
- Training and creativity, innovation and opportunity finding in an entrepreneurial context
- Conclusion

➤ **References:**

- “Creativity, Innovation, and Entrepreneurship Across Cultures: Theory and Practices (Innovation, Technology, and Knowledge Management)” by Igor N Dubina and Elias G Carayannis.
- Disciplined Dreaming: A Proven System to Drive Breakthrough Creativity
By Josh Linkner

Course Name: ENTERPRISE INFORMATION SYSTEM

Course Code:

Course Objectives: This course aims at considering the new concept of EIS: transition from traditional internal business process management optimization to the Enterprise Information System which is opened for the all business partners operating in common business interests. Also the main goal of this course is determination of the main tendencies of enterprise information systems development. The course contains the examples and analysis of the current practices of Enterprise Information Systems (EIS) development and implementation in Russian companies. It is the research based on study and analyzing the contemporary business solutions of the enterprise application software market leaders.

Module 1: Introduction

- Concept of EIS
- Enterprise Information Systems (EIS) History

- Six particular types of Enterprise Information Systems: Enterprise Resource Planning (ERP), Supply Chain Management (SCM), Manufacturing Execution Systems (MES), Customer Relationship Management (CRM), Product Lifecycle Management (PLM) and Business Intelligence (BI).

Module 2: EIS Design and Engineering

- Traditional EIS development
- Developing complex EIS
- Web applications

Module 3: EIS and the Enterprise Architecture & Integration Discipline

- Enterprise Architectures: Past and Present
- Major interrelated drivers that should impact EAF evolution
- Enterprise Architectures: Future Trends
- Enterprise Integration: Past and Present
- Three levels of integration
- Three main classes of Integrated Information Systems
- Three main approaches to integrating enterprise information systems
- Enterprise Integration: Future Trends

Module 4: EIS and the Enterprise Interoperability Discipline

- Enterprise Interoperability: Past and Present
- Three layers of interoperability
- Enterprise Interoperability: Future Trends

Module 5: EIS and the Enterprise Networking Discipline

- Enterprise Networking: Past and Present
- Standard networking platforms
- Enterprise Networking: Future Trends
- Conclusions

➤ **References:**

- Acampora, G. and Loia, V. (2007). A Proposal of an Open Ubiquitous Fuzzy Computing System for Ambient Intelligence. In Computational Intelligence for Agent-based Systems, Raymond Lee and Cincenzo Loia (Eds.), Springer, pp. 1-26.
- Ackoff, R.L. (1972). Towards a System of Systems Concepts, Management Science, 17(11): 661- 671.
- Agostinho, C., Ducq, Y., Zacharewicz, G., Sarraipa, J., Lampathaki, F., Poler, R. and Goncalves, R. (2016). Towards a Sustainable Interoperability in Networked Enterprise Information Systems: Trends of Knowledge and Model-driven Technology. Computers in Industry, Special Issue on Future Perspectives on Enterprise Information Systems, David Romero and François Vernadat (Eds.), DOI: 10.1016/j.compind.2015.07.001
- Ballou, R.H. (2007). The Evaluation and Future of Logistics and Supply Chain Management, European Business Review, 19(4): 332-348.

- Bernus, P., Nemes, L., Williams, T.J. (Eds.) (1996). Architectures for Enterprise Integration, IFIP Advances in Information and Communication Technology, Elsevier, Amsterdam.
- Bernus, P., Mertins, K. and Schmidt, G. (Eds s.) (2005). Handbook on Architectures of Information Systems, 2nd Edition, Springer-Verlag, Berlin

Course Name: PITCHING & VENTURE FUNDING

Course Code:

Course Objectives:

- Discover how to create the key documents and presentation materials required for effective angel/venture fundraising.
- Recognize how to utilize your network to engage potential investors.
- Identify a framework for presenting your company to investors that will maximize interest and potential for investment.

Module 1: Introduction to Venture Capital

- Definition'
- Venture Capital Company
- Features of Venture Capital
- History of Venture Capital
- Beginning of Modern Venture Capital
- Need of Venture Capital in India
- Stages of Venture Capital Investment

Module 2: Science of Fundraising

- Introduction'
- Why Raise Money
- When and How much to Raise
- Financing Options
- Valuation
- Investors: Angels & Venture Capitalists
- Meeting Investors
- Negotiations & Documentation
- Fundraising Rules to Follow
- A Brief Glossary of Key Terms

Module 3: The Elevator Pitch

- Concept
- The Goal Of The Elevator Pitch
- Thoughts on the "hook"
- Team Credibility
- Thoughts on Positioning/Content

- Elevator Pitch Don'ts

Module 4: The Art of Executive Summary

- Purpose of an Executive Summary
- Importance of an Executive Summary
- Goal of an Executive Summary
- Conclusion

Module 5: The Art of Pitch

- Introduction
- Everything is a Presentation
- It's not about you
- How we connect
- The power of Emotion
- How to be
- Authenticity
- Death by Deck
- Organizing the Presentation
- Rehearse, Rehearse, Rehearse
- Punctuation
- You Never Know

- **References:**
- The Art of the Pitch: Persuasion and Presentation Skills that Win Business Book by Peter Coughter.

Course Name: – UNDERSTANDING FAMILY BUSINESS

Course Code:

Course Objectives: The main aim of the module is to allow the student to critically reflect on empirical material recognizing the rise of modern business and to appreciate the experience of individuals within specific family firms. The various dimensions of leadership and succession will be conveyed as well as their managerial, structural and emotional implications. Further issues such as family and personal identity power and control, as well as work and wealth creation will be considered.

Module 1: Introduction

- What is a family business?
- Different types of family business
- Family businesses compared with other businesses
- Becoming involved in a family business
- Owning shares in a family business
 - Becoming a shareholder
 - Limited liability

- Your rights and entitlements as a shareholder
- Different classes of shares and share rights
- Shareholders' meetings and resolutions
- Your influence as a shareholder
- Family trust shareholdings
- Charging your shares

Module 2: Becoming employed in a family business

- Are you eligible?
- Mentoring and career planning
- Your terms of employment
- Your rights and duties as an employee
- Leaving employment
- Becoming a director
 - Executive and non-executive directors
 - Being appointed a director
 - Your duties as a director
 - Your authority as a director
 - Board meetings and resolutions
 - Personal liability
 - Limiting and insuring against your liability as a director
 - Rights to information

Module 3: Governance, administration and Documentation

- What is governance?
- Non-executive directors
- The company secretary
- The family council
- The family office
- Important family business documents
 - Articles of association
 - Shareholders' agreements
 - Family charters

Module 4: Taking money out of the family business

- Salary and dividends
- Selling your shares
- Share buy-backs
- Financing the Business

Module 5: Professional advisers

- Lawyers, accountants/auditors and bankers
- Making a success of your involvement

- Glossary of terms

➤ **Reference Books:**

- The 5Gs of Family Business Paperback – 27 October 2018 by Walter Vieira (Author), Mita Dixit (Author)
- Business Families and Family Businesses: The STEP Handbook for Advisers, Second Edition Hardcover – 30 June 2018 by Simon Rylatt (Consultant Editor)

Course Name: LEGAL ASPECTS OF BUSINESS

Course Code:

Course Objectives: This course is designed to provide the student with knowledge of the legal environment in which a consumer and businesses operates, and to provide the student with knowledge of legal principles.

Module 1: Introduction

- Law of Contract-Definition, essentials and Types of Contract
- Offer-Definition and essentials
- Acceptance-Definition and essentials
- Consideration-Definition and essentials
- Exception to the Rule
- No Consideration, No Contract
- Doctrine of privity of Contract
- Capacity of Parties
- Free Consent
- Quasi Contract
- Legality of Object
- Termination of Contract
- Remedies for Breach of Contract
- Law of Agency-Essentials, Kinds of Agents, Rights and Duties of Agents
- Creation of Agency, Termination of Agency.

Module 2: Negotiable instruments

- Negotiable instruments act 1881, Nature and Characteristics of Negotiable instruments
- Kinds of Negotiable instruments: Promissory notes, Bills of exchange and Cheques
- Parties to Negotiable Instruments, Negotiation
- Presentment, Discharge and dishonour of Negotiable instruments
- Law of partnership: Definition, essentials of partnership
- Formation of Partnerships, Kinds of Partners, Authorities, Rights and Liabilities of partners
- Registration of Partnership, Dissolution of Partnership firm.

Module 3: Companies Act

- Companies Act: Definition, Characteristics
- Kinds of Companies
- Steps in formation of Company
- Memorandum of Association, Articles of association, Prospectus
- Companies Directors: Appointment, Power
- Companies Directors: Duties and Liabilities
- Companies Resolutions and Types
- Companies Meeting and Types.

Module 4: Sales of Goods and Consumer Protection Act

- Sale of Goods Act: Essentials, sale v/s agreement to sell
- Condition v/s warranties
- Rights of unpaid Seller
- Consumer Protection Act: Objectives, Definition
- Consumer Protection Council and State Consumer Protection Council.

Module 5: The Information Technology Act, 2000

- Definition/Intro
- Digital Signature
- Electronic Governance
- Attribution, Acknowledgment and Dispatch of Electronic Records
- Sense Electronic Records and Sense Digital Signatures
- Regulation of Certifying Authorities
- Digital Signature Certificates
- Duties of Subscribers
- Penalties and Offences

Module 6: The Right to Information Act, 2005

- Right to know, Salient features of the Act
- Obligation of Public Authority, Designation of Public Information officer
- Request for obtaining information, Duties of a PIO, Exemption from disclosure of information, Partial disclosure of information
- Information commissions, Powers of Information Commissions
- Appellate Authorities, Penalties, Jurisdiction of courts

- **Reference Books:**
 - Business Laws Balchandani
 - Business Laws S.D.Geet and M.S.Patil
 - Business Laws Gulshan Kapoor
 - Legal Aspects of Business Paperback – 1 January 2012 by V Balachandran (Author), S Thothadri (Author)