

# SEMESTER III

**BMS Semester: III**

**Paper No: 1**

**Paper: Business Laws; Course Code: 3001**

**Marks: 100 (Internal 25 + External 75)**

**Credits: 4**

**Semester End Examination: 75 Marks**

**Continuous Internal Evaluation: 25 Marks**

**Duration of the Exam: 3 hours**

## **Objectives:**

This course will enable the students to understand the meaning and concept of contractual obligations, partnership, company law and other related legal aspects of business.

## **Internal Evaluation Criteria:**

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

<b>Criteria</b>	<b>Mode of Evaluation</b>	<b>Marks</b>
Case Study	Case Solution	10
Unit test,viva-voce,assignments,internal objective test,visit to a court to have practical exposure.	Review Report / presentation	15
	<b>Total</b>	<b>25</b>

<b>Module</b>	<b>Unit No.</b>	<b>Detailed Syllabus</b>	<b>Teaching Hours</b>	<b>Marks/ Weight age</b>
I	1	<p><b>Indian Contract Act, 1872</b></p> <p>i. Meaning, definition, importance, essential elements of contract,  Agreements, kinds of agreements,  Difference between agreements and contracts,  Proposal-Acceptance-Revocation  Consideration</p> <p>ii Definition-S.2(d)  Stranger to consideration, Stranger to contract &amp; exceptions  No consideration, No contract  (state Rule S.25 &amp; S.185) &amp; exceptions  Unlawful object &amp; unlawful consideration S.23</p> <p>iii Free consent (S.13 to S.22)  Coercion-Undue influence  Fraud – Misrepresentation  &amp; mistake of fact and mistake of law</p> <p>iv Contingent Contracts (Meaning)  (S.31 to 36)</p>	15	25
II	2	<p><b>Indian Partnership Act</b></p> <p>i. (Sec. 4 to 8) Definition &amp; terms of partnership, Non-partnership interest</p> <p>ii Rights &amp; Duties of partners &amp; partnership property (S.9 to 17)</p> <p>iii Implied authority of partners(S.18 to 21)</p> <p>iv Minor’s position in partnership (S.30)</p> <p>v Modes of dissolution (S.39 to 54)</p>	15	25
III	3	<p><b>Negotiable Instrument Act</b></p> <p>i What is negotiation &amp; what is a negotiable instrument? (S.13-14)</p> <p>ii Define: Promissory note, Bill of exchange &amp; Cheque(S.4-6)</p> <p>iii Endorsement it’s kinds(S.50-52)</p> <p>iv Clearing &amp; transferring procedure for cheque</p> <p>v Kinds of crossing(S.123)</p>	15	25

IV	4	<b>Company law</b> Definition. Characteristics of a company, types of companies, distinguish between private & public ltd. Company, registration of a company, promoters, memorandum of association & articles of association, certificate of incorporation.  Consumer Forum  Ethical Practices in Business Law	15	25
		<b>Total</b>	<b>60</b>	<b>100</b>

**Reference Books:**

1. Bulchandani, Business Law for management, , Himalaya Publishing House, Mumbai, 2010
2. N.D.Kapoor,Business Law, Sultan Chand, New Delhi, 2011
3. H. L. Kumar, Employer’s Rights under Labour Laws, Universal Law Publishing Company Ltd., 2011
4. J. N. Jain & Ajay Bholra, Modern Industrial Relations and Labour Laws, Regal Publications, 2009

**BMS Semester: III**

**Paper No: 2**

**Paper: Cost & Management Accounting; Course Code: 3002**

**Marks: 100 (Internal 25 + External 75)**

**Credits: 4**

**Semester End Examination: 75 Marks**

**Continuous Internal Evaluation: 25 Marks**

**Duration of the Exam: 3 hours**

**Objectives:**

The students will be able to appreciate the importance of maintaining cost records. They will also be able to apply costing and management techniques for decision making.

**Internal Evaluation Criteria:**

All modes of internal evaluation should be conveyed to the students in the beginning of the semester

<b>Criteria</b>	<b>Mode of Evaluation</b>	<b>Marks</b>
Projects on Analysis of Balance Sheets of well-known companies and Case studies.	Review of Report and Presentation	10
Internal Tests for exam	Assessment	15
	<b>Total</b>	<b>25</b>

<b>Module</b>	<b>Unit No.</b>	<b>Detailed Syllabus</b>	<b>Teaching Hours</b>	<b>Marks/Weight age</b>
I	1	<b>Introduction:</b> Costs, Types, Classification of costs  <b>Cost sheet :</b>  (a) Simple cost sheet  (b) Estimated cost sheet (Theory & simple problem)	15	25
II	2	<b>Marginal costing &amp; Break even Analysis</b> Theory & Simple problems	15	25
III	3	<b>Standard Costing &amp; Budgeting</b> Theory & Simple problems	15	25

IV	4	<b>Vertical presentation of financial statement</b> (a) Vertical presentation of balance sheet (b) Vertical presentation of P/L A/C (Theory + simple problem to understand the format ) (c) Ratio Analysis  Cash flow statement as per AS-3 (Theory +Simple problem)  Ethical Practices in Cost & Management Accounting	15	25
		<b>Total</b>	<b>60</b>	<b>100</b>

**Reference Books:**

1. M. Y. Khan and P. K. Khan, Cost and Management Accountancy, TMH Publication 4th edition 2008
2. Choudhary and Chopde, Cost and Management Accountancy, Sheth Publisher First edition June 2012
3. Ainapure, Cost Accounting, Manan Prakashan, First edition June 2012
4. C.A. Minakshi A. Rachchh and Gunwantra A. Rachchh, Cost and Management Accountancy, Pearson Publication, First edition 2010

**BMS Semester: III**

**Paper No: 3**

**Paper: Human Resource Management; Course Code: 3003**

**Marks: 100 (Internal 25 + External 75)**

**Credits: 4**

**Semester End Examination: 75 Marks**

**Continuous Internal Evaluation: 25 Marks**

**Duration of the Exam: 3 hours**

**Objectives:**

This course will enable the students to have a clear understanding of the foundation of HRM, its need and various functions.

**Internal Evaluation Criteria:**

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

<b>Criteria</b>	<b>Mode of Evaluation</b>	<b>Marks</b>
Written test	Taken by college as internal test	10
Assignment / Presentation/s	Concern faculty members of each subject will be responsible for this	10
Case study on HR Policies, HRP, Recruitment, job analysis	Students have to submit Case study analysis report	05
	<b>Total</b>	<b>25</b>

<b>Module</b>	<b>Unit No.</b>	<b>Detailed Syllabus</b>	<b>Teaching Hours</b>	<b>Marks/ Weightage</b>
I	1	Introduction to HRM: HRM: Origin, Growth & Evolution, Importance-Scope & Functions. Qualities of HR Manager, Meaning of HRM, Functions & Objectives of HRM, Difference between PM & HRM  Human Resource Planning: Importance, Process of Human Resource Planning, Need & Benefit OF HRP, Factors affecting HRP (Internal & External)	15	25
II	2	Job Design & Job Analysis: Job Design, Job Analysis, Job Description, Job Specification (Purpose, Use & Contents of each), Techniques of Data collection for Job Analysis	15	25
III	3	Recruitment, Selection, Placement, Induction Sources of Recruitment, selection procedure steps. Interview & types of Interview, Placement, induction objectives & procedure.	15	25
IV	4	HR Policies- Meaning, objectives, Importance and scope steps in: Policy formulation  Performance Appraisal & Compensation Management- Meaning, Importance , Systems  Ethical Practices in Human Resource Management	15	25
		<b>Total</b>	<b>60</b>	<b>100</b>

**Reference Books:**

1. C.B. Mamoria, Personnel Management, Himalaya Publishing House, 2010
2. K. Aswathppa, Human Resource & Personnel Management, Himalaya Publishing House, 2012
3. P. SubhaRao, Essential of HR Management & IR, Himalaya Publishing House, 2010
4. Micheal Armstrong, Handbook of HRM, McGill Publication, 2009
5. N.D.GAMI, Personnel Management, New Popular Publication, 2010

**BMS Semester: III**

**Paper No: 4**

**Paper: Fundamentals of Production & Operations Management; Course Code: 3004**

**Marks: 100 (Internal 25 + External 75)**

**Credits: 4**

**Semester End Examination: 75 Marks**

**Continuous Internal Evaluation: 25 Marks**

**Duration of the Exam: 3 hours**

**Objectives:**

To students will be able to understand the concept of Production and Operations management and the various techniques required for streamlining the production process.

**Internal Evaluation Criteria:**

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

<b>Criteria</b>	<b>Mode of Evaluation</b>	<b>Marks</b>
Case Study	Case Solution	10
Unit test, viva-voce, assignments, internal objective test, visit to the industries to have practical exposure.	Review Report / presentation	15
	<b>Total</b>	<b>25</b>



Module	Unit No.	Detailed Syllabus	Teaching Hours	Marks/ Weightage
I	1	<p><b>Introduction to Operations Management</b></p> <ul style="list-style-type: none"> <li>a) Operations Management- Introduction , concept&amp;scope</li> <li>b) Characteristics of Modern Operations function</li> <li>c) Importance of Operations Management</li> <li>d) Systems Approach</li> </ul> <p><b>Plant Location</b></p> <ul style="list-style-type: none"> <li>a) Introduction&amp; concept</li> <li>b) Steps in locating a plant</li> <li>c) Factors influencing selection of a plant</li> <li>d) Methods used for locating of a plant (Factor Rating, Point Rating, Break Even Analysis, Quantitative Factor Analysis)</li> </ul>	15	25
II	2	<p><b>Plant (Facility) Layout</b></p> <ul style="list-style-type: none"> <li>a) Introduction</li> <li>b) Objectives of an Ideal Plant Layout</li> <li>c) Factors affecting the Plant Layout decisions</li> <li>d) Types of plant Layout</li> </ul> <p><b>Just in Time</b></p> <ul style="list-style-type: none"> <li>a) Introduction</li> <li>b) Techniques</li> <li>c) Advantages &amp; Disadvantages</li> </ul>	15	25
III	3	<p><b>Production Planning (Loading &amp; Scheduling)</b></p> <ul style="list-style-type: none"> <li>a) Meaning of Production Planning</li> <li>b) Production Planning Procedure</li> <li>c) Factors determining Production Control Procedure, Gantt Charts, Sequencing Numericals (nx2, nx3, nxm M/c Numericals)</li> <li>d) Routing &amp; Scheduling, Despatching&amp; Processing</li> <li>e) Production Control</li> </ul>	15	25

IV	4	<b>Maintenance of Plant</b> a) Introduction b) Causes of Plant Breakdown c) Cost associated with Breakdown d) Preventive & Corrective Maintenance e) Types of Maintenances f) Elements of a Good Maintenance System  Ethical Practices related to Production & Operations Management	15	25
		<b>Total</b>	<b>60</b>	<b>100</b>

**Reference Books:**

1. Dr. Sanjay Sharma, Introduction to Management, Cyber Tech Publication, 2003
2. L.C. Jhamb, Production Management-Everest Publishing House, 12<sup>th</sup> edition 2007.
3. S. A Chunawalla & D. R. Patel, Production & Operation Management- Himalaya Publishing House, 6<sup>th</sup> revised edition, 2013
4. K. Aswathappa & K. Shridhara Bhat, Production & Operation Management –Himalaya Publishing House, 2007

**BMS Semester: III**

**Paper No: 5**

**Course Code: 3005**

**Paper: Quantitative Techniques for Business**

**Marks: 100 (Internal 25 + External 75)**

**Credits: 4**

**Semester End Examination: 75 Marks**

**Continuous Internal Evaluation: 25 Marks**

**Duration of the Exam: 3 hours**

**Objectives:-**

The students will be able to gain theoretical and practical knowledge of statistical methods and apply them in various areas of Business.

**Internal Evaluation Criteria:**

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

<b>Criteria</b>	<b>Mode of Evaluation</b>	<b>Marks</b>
Problem solving	Score	10
Unit test, viva-voce, assignments, internal objective test	Review Report / presentation	15
	<b>Total</b>	<b>25</b>

<b>Module</b>	<b>Unit No.</b>	<b>Detailed Syllabus</b>	<b>Teaching Hours</b>	<b>Marks/ Weightage</b>
I	1	<p><b>Collection of data</b> Collection of primary data through questionnaires and personal interview, and observation method, collection of secondary data from public sources and selection of appropriate method for data collection</p> <p><b>Measures of central Tendency</b> Arithmetic mean, median, mode, weighted average, quartiles, deciles, percentiles, graphical presentation of median &amp; modes.</p>	15	25
II	2	<p><b>Measures of Dispersion</b> Range, Quartile Deviation and its coefficient, Mean Deviation, Standard deviation, coefficient of variation (C.V.)</p>	15	25
III	3	<p><b>Introduction to Probability</b> Introduction to Probability Distribution with focus on Normal Distribution</p>	15	25
IV	4	<p><b>Correlation and Regression</b> Co-relation, Scatter Diagrams, Karl Pearson's correlation and rank correlation (spearman), Linear Regression, Line of regressions, Regression coefficients, multiple and partial correlation.</p> <p><b>Analysis of times series</b> Concept, Components, estimation of Trend values by moving average and least square method.</p> <p>Ethical Practices related to Quantitative Techniques for Business</p>	15	25
		<b>Total</b>	<b>60</b>	<b>100</b>

**Reference Books:**

1. S.C.Gupta, Fundamental of statistics –Himalaya Publication, 2001
2. S.P.Gupta, Statistical methods by - S.Chand Publication, 2009
3. V.K Kapoor, Solution to problems in statistics –2007

# SEMESTER IV

**BMS Semester: IV**

**Paper No: 1**

**Paper: Strategic Management; Course Code: 4001**

**Marks: 100 (Internal 25 + External 75)**

**Credits: 4**

**Semester End Examination: 75 Marks**

**Continuous Internal Evaluation: 25 Marks**

**Duration of the Exam: 3 hours**

**Objective:-**

This course will enable the students to understand the emerging concepts of Strategic Management which will help them to analyze and implement the same in various business situations.

**Internal Evaluation Criteria:**

All modes of internal evaluation should be conveyed to the students in the beginning of the

<b>Criteria</b>	<b>Mode of Evaluation</b>	<b>Marks</b>
Case Study	Case Solution	10
Unit test,viva-voce, assignments,internal objective test,industrial visit to have practical exposure.	Review Report / presentation	15
	<b>Total</b>	<b>25</b>

semester.

<b>Module</b>	<b>Unit No.</b>	<b>Detailed Syllabus</b>	<b>Teaching Hours</b>	<b>Marks/ Weightage</b>
I	1	<p><b>Introduction to business policy</b>  Vision &amp; Mission of a company  Business policies  Important aspect while framing business policy</p> <p><b>Introduction:</b></p> <ul style="list-style-type: none"> <li>• Definition, nature, scope, and importance of strategy; and strategic management</li> <li>• Process of strategic management.</li> <li>• Role of strategists.</li> </ul> <p><b>Strategic Analysis:</b></p> <ul style="list-style-type: none"> <li>• External Analysis – Overview</li> <li>• Internal Analysis- Value Chain &amp; Benchmarking.</li> </ul>	15	25
II	2	<p><b>Strategy Formulation:</b></p> <ul style="list-style-type: none"> <li>• Defining strategic intent: Vision, Mission, Business Philosophy, Goals and Objectives.</li> </ul> <p>a. Corporate level strategies (concepts)</p> <ol style="list-style-type: none"> <li>1. Growth (Vertical Integration, Joint Venture, Modernization)</li> <li>2. Retrenchment (Turnaround, Disinvestment, Liquidation)</li> <li>3. Stability</li> </ol> <p>b. SBU Level Strategies - Concept of Porter's competitive strategy</p> <ul style="list-style-type: none"> <li>• Process of Strategy Choice (Portfolio Analysis – BCG growth share Matrix and GE nine cell)</li> </ul>	15	25
III	3	<p><b>Strategy Implementation &amp; Evaluation:</b></p> <ul style="list-style-type: none"> <li>• The implementation process. 7s Framework.</li> <li>• Resource allocation and behavioral issues in strategy implementation</li> <li>• Designing organizational structure as per strategy.</li> <li>• Strategy Evaluation &amp; Control.</li> </ul>	15	25
IV	4	<p><b>Recent Advances in Strategic Management:</b></p> <ul style="list-style-type: none"> <li>• Core Competence as the Root of Competitive Advantage</li> <li>• Case Studies</li> </ul> <p>Ethical Practices in Strategic Management</p>	15	25
		<b>Total</b>	<b>60</b>	<b>100</b>

**Reference Books:**

1. L.M. Prasad, Business Policy: Strategic Management, Sultanchand& Sons, New Delhi, 2005
2. Bhattacharya & Venkataramini, Managing Business Enterprises: Strategies, Structures & Systems, 2004
3. Fred R David, Strategic Management Concepts & Cases, Pearson Prentice Hall, 2009
4. P. SubbaRao, Strategic Management, Himalaya Publishing House, 2009



**BMS Semester: IV**

**Paper No: 2**

**Paper: Financial Management; Course Code: 4002**

**Marks: 100 (Internal 25 + External 75)**

**Credits: 4**

**Semester End Examination: 75 Marks**

**Continuous Internal Evaluation: 25 Marks**

**Duration of the Exam: 3 hours**

**Objectives:**

The students will be able to understand various financial techniques and use them for optimal financing and investment decisions in business.

**Internal Evaluation Criteria:**

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

<b>Criteria</b>	<b>Mode of Evaluation</b>	<b>Marks</b>
Case Study	Case Solution	10
Unit test, viva-voce, assignments, internal objective test, visit to corporate to have practical exposure.	Review Report / presentation	15
	<b>Total</b>	<b>25</b>

<b>Module</b>	<b>Unit No.</b>	<b>Detailed Syllabus</b>	<b>Teaching Hours</b>	<b>Marks/ Weightage</b>
I	1	<b>Introduction to financial management</b>  (i) Meaning, scope & objective of finance management (ii) Classification of finance function (iii) Financial goal (Profit Max and Wealth Maximisation)  <b>Sources of Finance</b> i) Equity shares ii) Preference Shares iii) Debentures & Bonds iv) Retained Earning	15	25

II	2	<b>Cost of Capital</b> i) Meaning ii) Concept of Cost of Capital iii) Importance of Cost of Capital iv) Simple Problems	15	25
III	3	<b>Capital Budgeting</b> i) Introduction ii) Methods of Capital Budgeting a) Pay back Method b) ARR (Theory)	15	25
IV	4	<b>Working Capital Management</b> i) Introduction ii) Factors to be taken into consideration for Working Capital Management. iii) Operating Cycle iv) Simple Problems on Working Capital requirements.  Ethical Practices related to Financial Management	15	25
		<b>Total</b>	<b>60</b>	<b>100</b>

**Reference Books:**

1. P. V. Kulkarni & B. G. Satyaprasad, Financial Management- Himalaya Publishing House, 2012.
2. M. Y. Khan & P. K. Jain, Basic Financial Management- Tata Mcgraw Hill Publishing Co. Ltd., 2005
3. Prof. A. P. Rao, Fundamentals of Financial Management- Everest Publishing House, 2006.
4. Satish M. Inamdar, Principles of Financial Management- Everest Publishing House, 2006

**BMS Semester: IV**

**Paper No: 3**

**Paper: Consumer & Buyer Behaviour; Course Code: 4003**

**Marks: 100 (Internal 25 + External 75)**

**Credits: 4**

**Semester End Examination: 75 Marks**

**Continuous Internal Evaluation: 25 Marks**

**Duration of the Exam: 3 hours**

**Objectives:**

The students will gain basic knowledge of consumer and buyer behaviour and understand the importance of Business Ethics, Corporate Social Responsibility and Public Relation Management in Business.

**Internal Evaluation Criteria:**

<b>Criteria</b>	<b>Mode of Evaluation</b>	<b>Marks</b>
Case Study for understanding of Business Ethic and Corporate Social Responsibility	Case Solution	10
Unit test, viva-voce, assignments, internal objective test, industrial visit to have practical exposure.	Review Report / presentation	15
	<b>Total</b>	<b>25</b>

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Module	Unit No.	Detailed Syllabus	Teaching Hours	Marks/ Weightage
I	1	Buyer Behavior a) Difference between Buyer and Consumer, meaning and definition, Buying Motives, Factors influencing buyer behavior, Buying Process. b) Organizational Buyer Behavior, factors affecting organization buyer behavior. Derived Demand, Difference between consumer buying behaviour and industrial buying behaviour	15	25
II	2	Consumer Behaviour Basic Stimulus Response Model, Influence on consumer decision making process, high involvement and low involvement products, Influence on buying behavior- cultural factors, social factors, personal methods of sales forecasting, Reference Groups, Consumer Learning.	15	25
III	3	Consumer Relationship Management Importance, Merits, Loyalty Breakers, How to reclaim a lost consumer? How to sustain existing customers? How to tap potential future customers? Complaint Management, Relationship building in the long run.	15	25
IV	4	Business Ethics and Corporate Social Responsibility and Public Relations Management.  Ethical Practices related to Consumer & Buyer Behaviour	15	25
		<b>Total</b>	<b>60</b>	<b>100</b>

**Reference Books:**

1. Kumar Ramesh, Conceptual Issues in Consumer Behaviour :The Indian Context  
Pearson Education India, 2006
2. Chetan Bajaj, Retail Management - Oxford University

**BMS Semester: IV**

**Paper No: 4**

**Paper: Quality Management; Course Code: 4004**

**Marks: 100 (Internal 25 + External 75)**

**Credits: 4**

**Semester End Examination: 75 Marks**

**Continuous Internal Evaluation: 25 Marks**

**Duration of the Exam: 3 hours**

**Objectives:**

This course will enable the students to learn the various techniques available for quality improvements in the companies and implement them for enhancing the quality in managing the business.

<b>Criteria</b>	<b>Mode of Evaluation</b>	<b>Marks</b>
Case Study	Case Solution	10
Unit test, viva-voce, assignments, internal objective test, visit to a Manufacturing industry to have practical exposure.	Review Report / presentation	15
	<b>Total</b>	<b>25</b>

<b>Module</b>	<b>Unit No.</b>	<b>Detailed Syllabus</b>	<b>Teaching Hours</b>	<b>Marks/ Weightage</b>
I	1	<p><b>Quality Management</b></p> <p>a) Quality Concept b) Juran's View of Quality c) Quality Control- Meaning &amp; Benefits d) Quality Assurance e) ISO Standards f) Learning Curve</p> <p><b>Total Quality Management</b></p> <p>a) Definition &amp; Concept of TQM b) Principle of TQM c) Techniques of TQM d) Importance of TQM</p>	15	25
II	2	<p><b>Total Employee Involvement</b></p> <p>a) Quality Circle- Concept &amp; Structure b) Implementation of Quality Circle c) Features &amp; Benefits of Quality Circle d) Suggestion Schemes- Concept, Structure, Rewards for Suggestion Schemes. e) Difference between Quality Circle &amp; Suggestion Schemes</p>	15	25
III	3	<p><b>Quality Models- Benchmarking against world class</b></p> <p>a) MeleobmReldeidge Quality b) RB NQA Model c) IT &amp; BPO services-Capability Measuring Models(CMM)</p> <p><b>Control Charts:</b> Types, Numericals in Control Charts</p>	15	25
IV	4	<p><b>Kaizen &amp; Six Sigma</b></p> <p>a) Concept of Kaizene b) Importance of Kaizen c) Functions of Kaizen d) Concept of Six Sigma e) Six Sigma applied in Manufacturing f) Six Sigma applied in services</p> <p>Ethical Practices related to Quality Management</p>	15	25
		<b>Total</b>	<b>60</b>	<b>100</b>

**Reference Books:**

1. S.D Aphale, Productivity & Quality Management- VipulPrakashan, 2003
2. Prof. L.C. Jhamb, Production (Operation) Management- Everest Publishing House, 12<sup>th</sup> edition 2007
3. K. Aswathappa& K. ShridharaBhat, Production & Operation Management –Himalaya Publishing House, 2007

**BMS Semester: IV**

**Paper No: 5 (a)**

**Paper: Entrepreneurship Development &Event Management (Vocational Paper -1)**

**Course Code: 40015**

**Marks: 100 (Internal 25 + External 75)**

**Credits: 4**

**Semester End Examination: 75 Marks**

**Continuous Internal Evaluation: 25 Marks**

**Duration of the Exam: 3 hours**

**Objectives:**

This course will enable the students to understand the fundamentals of event management and develop entrepreneurship skills related to it.

**Internal Evaluation Criteria:**

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

<b>Criteria</b>	<b>Mode of Evaluation</b>	<b>Marks</b>
Business Analysis of two events. Preparing a Project Plan for starting new venture. Project on woman entrepreneur. Taking part in activities like Organising Department Fest, Seminar, Workshops, Guest lectures.	Review Report / presentation	10
Unit test,viva-voce,assignments,internal objective test, practical event organising	Assessment	15
	<b>Total</b>	<b>25</b>

Module	Unit No.	Detailed Syllabus	Teaching Hours	Marks/ Weightage
I	1	<p><b>Introduction to Entrepreneurship :</b></p> <ul style="list-style-type: none"> <li>• Concept of Entrepreneur</li> <li>• Concept of Entrepreneurship</li> <li>• Factors contributing to Entrepreneurship Development</li> <li>• Importance of an Entrepreneur with reference to Indian economy</li> <li>• Personality characteristics of an Entrepreneur</li> <li>• Modern Concept: Intrapreneur, Copreneur&amp;Ontrapreneur</li> <li>• Types of Entrepreneurship- Introduction and Features of the following: Social Entrepreneurship, Agricultural entrepreneurship, Academic Entrepreneurship, Family owned businesses</li> </ul> <p><b>Introduction to Project :</b></p> <ul style="list-style-type: none"> <li>• Meaning and Definition</li> <li>• Project Classification- Quantifiable and non-quantifiable, sectoral, techno-economical</li> </ul> <p><b>Project Planning and Report :</b></p> <ul style="list-style-type: none"> <li>• Project Lifecycle</li> <li>• Steps in project formulation</li> <li>• Preparing a business plan, marketing plan, financial plan and organizational plan</li> <li>• Contents of a project report</li> </ul> <p><b>Project Feasibility and Appraisal (only concepts)</b></p> <ul style="list-style-type: none"> <li>• Financial Analysis</li> <li>• Market Analysis</li> <li>• Techno-economical Analysis</li> <li>• Managerial Feasibility</li> <li>• Social Cost Benefit Analysis</li> <li>• Network Analysis (CPM/PERT)</li> <li>• Break-even Analysis</li> <li>• Internal and external constraints in project formulation</li> </ul>	15	25
II	2	<p><b>Entrepreneurship related to Event Management</b></p> <p>Women Entrepreneurship – Introduction, Factors inducing women entrepreneurs, problems and solutions, various schemes of assistance given to women entrepreneur</p> <p>Case Studies of entrepreneurs</p> <p>Support and assistance for entrepreneurs</p> <ul style="list-style-type: none"> <li>• Commercial banks, SIDBI, SFC, RBI</li> <li>• Institutional Support – DIC, NSIC, SIDCO, NABARD, SSIC, TCO, Industrial Estates, Specialised Institutions</li> <li>• Concept of Micro-finance</li> </ul> <p><b>Ethical Practices related to Entrepreneurship</b></p>	15	25



III	3	<p>Historical Perspective, Introduction to Event Management, Size &amp; type of event, Event Team, Code of ethics.Event feasibility : findings and testing an idea</p> <p>The screening process, processing the idea.</p> <p><b>Event Planning</b></p> <p>Introduction , Planning process, objectives, environment search and information-gathering, Demand and Operational planning, financial planning, marketing planning</p>	15	25
IV	4	<p><b>Event related Financial Management and the Budget</b></p> <p>Introduction, Objectives and Financial planning, Creating a budget, The detailed budget, other sources of Income- sponsorship and public funding.</p> <p>The organization manager and the team.</p> <p>Introduction,organistical effectiveness, Staffing: professional or volunteer management?</p> <p>Factors influencing the number and type of staff, finding staff.</p> <p><b>Event related compliances</b></p> <p>Permission and various Authorities, Indian Contract Act, The Bombay Shops and Establishment Act, Applicability of various Labour Laws, Applicability of Income Tax Act, Applicability ofService Tax Act.</p> <p><b>Marketing and public relations for events</b></p> <p>Introduction, The target market, How to influence the target market, The marketing plan, Marketing for a new event.</p> <p>Case-Study of Event Managers</p>	15	25

		Ethical Practices related to Event Management		
		<b>Total</b>	<b>60</b>	<b>100</b>

**Reference Books:**

1. S.S. Khanka, Entrepreneurship Development, S. Chand & Co. Ltd, 2007
2. C.B. Gupta & N P Srinivasan, Entrepreneurship Development, Sultanchand & Sons, 2010
3. E Gordon & K Natrajan, Entrepreneurship Development, Himalaya Publishing House, 2003
4. Michael Vaz, Entrepreneurship Development, Manan Prakashan, 2010
5. Diwakar Sharm, Event Management and Planning, Deep & Deep Publications Pvt. Ltd., 2001
6. Anton shone and Bryn Parry, Success Event management, Thomson Learning, 2004
7. Sanjaya Singh Gaur and Sanjay V Saggere, Event Marketing and Management, Vikas Publishing House Pvt Ltd, 2003

**BMS Semester: IV**

**Paper No: 5 (b)**

**Paper: Entrepreneurship Development & Stock Market Operations (Vocational Paper - 2)**

**Course Code: 40025**

**Marks: 100 (Internal 25 + External 75)**

**Credits: 4**

**Semester End Examination: 75 Marks**

**Continuous Internal Evaluation: 25 Marks**

**Duration of the Exam: 3 hours**

**Objectives:**

This course will enable the students to understand the operations of stock market, gain related practical exposure and develop entrepreneurship skills related to it.

**Internal Evaluation Criteria:**

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

<b>Criteria</b>	<b>Mode of Evaluation</b>	<b>Marks</b>
Case studies Business Analysis of two NSE listed Scrips. Project on women entrepreneur (interview) and analysis report of the same.	Case Solution, Review Report / presentation	10
Unit test, viva-voce, assignments, internal objective test, visit to BSE, NSE to have practical exposure.	Review Report / presentation	15
	<b>Total</b>	<b>25</b>

<b>Module</b>	<b>Unit No.</b>	<b>Detailed Syllabus</b>	<b>Teaching Hours</b>	<b>Marks/ Weightage</b>
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I	1	<p><b>Introduction to Entrepreneurship :</b></p> <ul style="list-style-type: none"> <li>• Concept of Entrepreneur</li> <li>• Concept of Entrepreneurship</li> <li>• Factors contributing to Entrepreneurship Development</li> <li>• Importance of an Entrepreneur with reference to Indian economy</li> <li>• Personality characteristics of an Entrepreneur</li> <li>• Modern Concept: Intrapreneur, Copreneur&amp;Ontrapreneur</li> <li>• Types of Entrepreneurship- Introduction and Features of the following: Social Entrepreneurship, Agricultural entrepreneurship, Academic Entrepreneurship, Family owned businesses</li> </ul> <p><b>Introduction to Project :</b></p> <ul style="list-style-type: none"> <li>• Meaning and Definition</li> <li>• Project Classification- Quantifiable and non-quantifiable, sectoral, techno-economical</li> </ul> <p><b>Project Planning and Report :</b></p> <ul style="list-style-type: none"> <li>• Project Lifecycle</li> <li>• Steps in project formulation</li> <li>• Preparing a business plan, marketing plan, financial plan and organizational plan</li> <li>• Contents of a project report</li> </ul> <p><b>Project Feasibility and Appraisal (only concepts)</b></p> <ul style="list-style-type: none"> <li>• Financial Analysis</li> <li>• Market Analysis</li> <li>• Techno-economical Analysis</li> <li>• Managerial Feasibility</li> <li>• Social Cost Benefit Analysis</li> <li>• Network Analysis (CPM/PERT)</li> <li>• Break-even Analysis</li> <li>• Internal and external constraints in project formulation</li> </ul>	15	25
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II	2	<p><b>Entrepreneurship related to Stock Market Operations</b></p> <p>Women Entrepreneurship – Introduction, Factors inducing women entrepreneurs, problems and solutions, various schemes of assistance given to women entrepreneur</p> <p>Case Studies of entrepreneurs</p> <p>Support and assistance for entrepreneurs</p> <ul style="list-style-type: none"> <li>• Commercial banks, SIDBI, SFC, RBI</li> <li>• Institutional Support – DIC, NSIC, SIDCO, NABARD, SSIC, TCO, Industrial Estates, Specialised Institutions</li> <li>• Concept of Micro-finance</li> </ul>	15	25
III	3	<p>Money Market v/s Capital Market</p> <p>Primary Market : IPOS, IPO process, procedure involved in opening of D-MAT A/C.</p> <p>Secondary market</p> <p>Types of shares : Equity shares Preference shares</p> <p>Equity shares (A group ,B group)</p> <p>Risk : Meaning Elements of risk Difference between investment &amp; gambling</p> <p>Portfolio Management : Types of Investors Introduction to stages of Portfolio Management</p>	15	25
IV	4	<p>Introduction to Mutual Funds</p> <p>Meaning, Definition , Concept of NAV</p> <p>Types of Mutual Funds: Open ended &amp; close ended fund.</p> <p>ETFs (Exchange Traded Funds)</p> <p>Advantages of ETFs</p> <p>Investment Avenues</p> <p>Ethical Practices related to Stock Market Operations</p>	15	25
		<b>Total</b>	<b>60</b>	<b>100</b>

**References Books:**

1. S.S. Khanka, Entrepreneurship Development, S. Chand & Co. Ltd, 2007
2. C.B. Gupta & N P Srinivasan, Entrepreneurship Development, Sultanchand& Sons, 2010
3. E Gordon & K Natrajan, Entrepreneurship Development, Himalaya Publishing House, ,2003
4. Michael Vaz, Entrepreneurship Development, MananPrakashan, 2010
5. S.Kevin, Portfolio Management, PHI Learning Pvt Ltd., New Delhi, 2006.
6. AshuZDutt, Stock Market Trading Secret, Vision book publication, 2007

**BMS Semester: IV**

**Paper No: 5 (c)**

**Paper: Entrepreneurship Development & Digital Marketing (Vocational Paper-3)**

**Course Code: 40035**

**Marks: 100 (Internal 25 + External 75)**

**Credits: 4**

**Semester End Examination: 75 Marks**

**Continuous Internal Evaluation: 25 Marks**

**Duration of the Exam: 3 hours**

**Objectives:**

This course will enable the student to use information and communication technology as a tool of marketing and develop entrepreneurship skills related to it

**Internal Evaluation Criteria:**

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

<b>Criteria</b>	<b>Mode of Evaluation</b>	<b>Marks</b>
Starting a blog Review of an article on digital marketing An online assignment (to understand e-mail drafting skills)	Review Report / presentation	10
Unit test, viva-voce, assignments, internal objective test, practical event organising	Assessment	15
	<b>Total</b>	<b>25</b>

Module	Unit No.	Detailed Syllabus	Teaching Hours	Marks/ Weightage
I	1	<p><b>Introduction to Entrepreneurship :</b></p> <ul style="list-style-type: none"> <li>• Concept of Entrepreneur</li> <li>• Concept of Entrepreneurship</li> <li>• Factors contributing to Entrepreneurship Development</li> <li>• Importance of an Entrepreneur with reference to Indian economy</li> <li>• Personality characteristics of an Entrepreneur</li> <li>• Modern Concept: Intrapreneur, Copreneur&amp;Ontrapreneur</li> <li>• Types of Entrepreneurship- Introduction and Features of the following: Social Entrepreneurship, Agricultural entrepreneurship, Academic Entrepreneurship, Family owned businesses</li> </ul> <p><b>Introduction to Project :</b></p> <ul style="list-style-type: none"> <li>• Meaning and Definition</li> <li>• Project Classification- Quantifiable and non-quantifiable, sectoral, techno-economical</li> </ul> <p><b>Project Planning and Report :</b></p> <ul style="list-style-type: none"> <li>• Project Lifecycle</li> <li>• Steps in project formulation</li> <li>• Preparing a business plan, marketing plan, financial plan and organizational plan</li> <li>• Contents of a project report</li> </ul> <p><b>Project Feasibility and Appraisal (only concepts)</b></p> <ul style="list-style-type: none"> <li>• Financial Analysis</li> <li>• Market Analysis</li> <li>• Techno-economical Analysis</li> <li>• Managerial Feasibility</li> <li>• Social Cost Benefit Analysis</li> <li>• Network Analysis (CPM/PERT)</li> <li>• Break-even Analysis</li> <li>• Internal and external constraints in project formulation</li> </ul>	15	25



II	2	<p><b>Entrepreneurship related to Digital Marketing</b></p> <p>Women Entrepreneurship – Introduction, Factors inducing women entrepreneurs, problems and solutions, various schemes of assistance given to women entrepreneur</p> <p>Case Studies of entrepreneurs</p> <p>Support and assistance for entrepreneurs</p> <ul style="list-style-type: none"> <li>• Commercial banks, SIDBI, SFC, RBI</li> <li>• Institutional Support – DIC, NSIC, SIDCO, NABARD, SSIC, TCO, Industrial Estates, Specialised Institutions</li> <li>• Concept of Micro-finance</li> </ul> <p><b>Ethical Practices related to Entrepreneurship</b></p>	15	25
III	3	<p>Introduction to Digital Marketing and its evolution Types of Digital Marketing (Pull &amp; Push)</p> <p>Theories and techniques of research and consumer behavior and their application to marketing communication.</p> <p>Introduction to Search Engine Marketing Content Marketing Content writing, Keyword Research Managing content Fundamentals of digital marketing planning Collaborative Filtering, Recommendation Engines</p>	15	25

IV	4	<p>Campaign Tools Application and monitoring,</p> <p><b>Types of online advertising</b></p> <p><b>Understanding key concepts</b>          SEO Search engine optimization          PPP Pay per Click          e-mail marketing          Viral marketing          On-line PR          Podcasts          Blogs and blog writing</p> <p>Introduction to Social Networking          Facebook, Twitter, Linkedin, You Tube          Advantages and disadvantages of social networking sites.          Impact of Mobile Devices &amp; Mobile Applications in Digital Marketing          Using social media for Digital Marketing, for Customer Segmentation and Targeted Campaigns</p> <p>Case-Study</p> <p>Ethical Practices related to Digital Marketing</p>	15	25
			<b>60</b>	<b>100</b>

**Reference Books:**

1. S.S. Khanka, Entrepreneurship Development, S. Chand & Co. Ltd, 2007
2. C.B. Gupta & N P Srinivasan, Entrepreneurship Development, Sultanchand& Sons, 2010
3. E Gordon & K Natrajan, Entrepreneurship Development, Himalaya Publishing House, 2003
4. Michael Vaz, Entrepreneurship Development, Manan Prakashan,2010
5. David MeermanScott Amazon Kindle, The New Rules of marketing and PR 2006
7. Damian Ryan and Calvin Jones, Understanding digital marketing,
8. Google+ for business by Chris Brogan, 2012
9. Chris Anderson, The Long Tail
10. Chris Anderson, Free- The Future of a Radical Price

**BMS Semester: IV**

**Paper No: 5 (d)**

**Paper: Entrepreneurship Development & Tourism Management (Vocational Paper-4)**

**Course Code: 40045**

**Marks: 100 (Internal 25 + External 75)**

**Credits: 4**

**Semester End Examination: 75 Marks**

**Continuous Internal Evaluation: 25 Marks**

**Duration of the Exam: 3 hours**

**Objectives:**

The students will gain awareness of the tourism industry, understand its operations and develop entrepreneurship skills related to it

**Internal Evaluation Criteria:**

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

<b>Criteria</b>	<b>Mode of Evaluation</b>	<b>Marks</b>
Case Studies and Group Discussions, Viva-voce	Case solution and presentation	10
Internal test – Classroom test, Project Report on tourist place	Review Report / presentation	15
	<b>Total</b>	<b>25</b>

Module	Unit No.	Detailed Syllabus	Teaching Hours	Marks/ Weightage
I	1	<p><b>Introduction to Entrepreneurship :</b></p> <ul style="list-style-type: none"> <li>• Concept of Entrepreneur</li> <li>• Concept of Entrepreneurship</li> <li>• Factors contributing to Entrepreneurship Development</li> <li>• Importance of an Entrepreneur with reference to Indian economy</li> <li>• Personality characteristics of an Entrepreneur</li> <li>• Modern Concept: Intrapreneur, Copreneur&amp;Ontrapreneur</li> <li>• Types of Entrepreneurship- Introduction and Features of the following: Social Entrepreneurship, Agricultural entrepreneurship, Academic Entrepreneurship, Family owned businesses</li> </ul> <p><b>Introduction to Project :</b></p> <ul style="list-style-type: none"> <li>• Meaning and Definition</li> <li>• Project Classification- Quantifiable and non-quantifiable, sectoral, techno-economical</li> </ul> <p><b>Project Planning and Report :</b></p> <ul style="list-style-type: none"> <li>• Project Lifecycle</li> <li>• Steps in project formulation</li> <li>• Preparing a business plan, marketing plan, financial plan and organizational plan</li> <li>• Contents of a project report</li> </ul> <p><b>Project Feasibility and Appraisal (only concepts)</b></p> <ul style="list-style-type: none"> <li>• Financial Analysis</li> <li>• Market Analysis</li> <li>• Techno-economical Analysis</li> <li>• Managerial Feasibility</li> <li>• Social Cost Benefit Analysis</li> <li>• Network Analysis (CPM/PERT)</li> <li>• Break-even Analysis</li> <li>• Internal and external constraints in project formulation</li> </ul>	15	25
II	2	<p><b>Entrepreneurship related to Tourism Management</b></p> <p>Women Entrepreneurship – Introduction, Factors inducing women entrepreneurs, problems and solutions, various schemes of assistance given to women entrepreneur</p> <p>Case Studies of entrepreneurs</p>	15	25

		<p>Support and assistance for entrepreneurs</p> <ul style="list-style-type: none"> <li>• Commercial banks, SIDBI, SFC, RBI</li> <li>• Institutional Support – DIC, NSIC, SIDCO, NABARD, SSIC, TCO, Industrial Estates, Specialised Institutions</li> <li>• Concept of Micro-finance</li> </ul> <p><b>Ethical Practices related to Entrepreneurship</b></p>		
III	3	<p>Tourism- Definition, History of travel. National and international tourism, the growing potential of tourism</p> <p>Role of tourism, Department tourism activities, tourism infrastructure, Food service innovations</p> <p>Foodservice industry- Origin of restaurants, fast food restaurants, customer relationship management (CRM) Hotel organization, accommodations and different services</p>	15	25
IV	4	<p>Tour operator and travel agents ; Introduction, role of travel agent , travel agency , revenue types and forms of tourism- inbound and outbound tourism, religious tourism , adventure tourism, medical tourism , culture tourism , nature tourism</p> <p>Role of Web marketing in travel and tourism- Internet, Marketing Web, Advantages of web marketing, elements of web marketing , website design, website promotion , importance of website in today's world.</p> <p>Future trends in hospitality-properties of the future, Reservations of the future, hotel accommodation of the future, innovation in hotel management or professionalism in hotel management.</p> <p>Case-Study</p> <p>Ethical Practices related to Tourism Management</p>	15	25
		<b>Total</b>	<b>60</b>	<b>100</b>

**Reference Books:**

8. S.S. Khanka, Entrepreneurship Development, S. Chand & Co. Ltd, 2007
9. C.B. Gupta & N P Srinivasan, Entrepreneurship Development, Sultanchand& Sons, 2010
10. E Gordon & K Natrajan, Entrepreneurship Development, Himalaya Publishing House, 2003

11. Michael Vaz, Entrepreneurship Development, Manan Prakashan,2010
12. Sudhir, Introduction to Tourism and Hospitality Industry, Andrews, 2011
13. PrabhatChoudhary, Tourism concepts and practicals, Adeline Books, 2011
14. Delmar,Conducting Tours,Marc Mancini,Thomson Learning, 2001

**BMS Semester: IV**

**Paper No: 5 (e)**

**Paper: Entrepreneurship Development &Rural Marketing (Vocational Paper -5)**

**Course Code: 40055**

**Marks: 100 (Internal 25 + External 75)**

**Credits: 4**

**Semester End Examination: 75 Marks**

**Continuous Internal Evaluation: 25 Marks**

<b>Criteria</b>	<b>Mode of Evaluation</b>	<b>Marks</b>
Case Study	Case Solution	10
Unit test,viva-voce,assignments,internal objective test, visit to rural areas to have practical exposure.	Review Report / presentation	15
	<b>Total</b>	<b>25</b>

**Duration of the Exam: 3 hours**

**Objectives:**

This course will create awareness in students about rural and service marketing, provide practical knowledge and develop entrepreneurship skills related to it

**Internal Evaluation Criteria:**

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.and develop entrepreneurship skills related to it

Module	Unit No.	Detailed Syllabus	Teaching Hours	Marks/ Weightage
I	1	<p><b>Introduction to Entrepreneurship :</b></p> <ul style="list-style-type: none"> <li>• Concept of Entrepreneur</li> <li>• Concept of Entrepreneurship</li> <li>• Factors contributing to Entrepreneurship Development</li> <li>• Importance of an Entrepreneur with reference to Indian economy</li> <li>• Personality characteristics of an Entrepreneur</li> <li>• Modern Concept: Intrapreneur, Copreneur&amp;Ontrapreneur</li> <li>• Types of Entrepreneurship- Introduction and Features of the following: Social Entrepreneurship, Agricultural entrepreneurship, Academic Entrepreneurship, Family owned businesses</li> </ul> <p><b>Introduction to Project :</b></p> <ul style="list-style-type: none"> <li>• Meaning and Definition</li> <li>• Project Classification- Quantifiable and non-quantifiable, sectoral, techno-economical</li> </ul> <p><b>Project Planning and Report :</b></p> <ul style="list-style-type: none"> <li>• Project Lifecycle</li> <li>• Steps in project formulation</li> <li>• Preparing a business plan, marketing plan, financial plan and organizational plan</li> <li>• Contents of a project report</li> </ul> <p><b>Project Feasibility and Appraisal (only concepts)</b></p> <ul style="list-style-type: none"> <li>• Financial Analysis</li> <li>• Market Analysis</li> <li>• Techno-economical Analysis</li> <li>• Managerial Feasibility</li> <li>• Social Cost Benefit Analysis</li> <li>• Network Analysis (CPM/PERT)</li> <li>• Break-even Analysis</li> <li>• Internal and external constraints in project formulation</li> </ul>	15	25

II	2	<p><b>Entrepreneurship related to Rural Marketing</b></p> <p>Women Entrepreneurship – Introduction, Factors inducing women entrepreneurs, problems and solutions, various schemes of assistance given to women entrepreneur</p> <p>Case Studies of entrepreneurs</p> <p>Support and assistance for entrepreneurs</p> <ul style="list-style-type: none"> <li>• Commercial banks, SIDBI, SFC, RBI</li> <li>• Institutional Support – DIC, NSIC, SIDCO, NABARD, SSIC, TCO, Industrial Estates, Specialised Institutions</li> <li>• Concept of Micro-finance</li> </ul> <p><b>Ethical Practices related to Entrepreneurship</b></p>	15	25
III	3	<p>Introduction: Definition, Scope of Rural Marketing, Concepts, Components of Rural Markets, Classification of Rural Markets, Rural versus Urban Markets.</p> <p>Rural Marketing Environment: Population, Occupation Pattern, Income Generation,</p> <p>Location of Rural Population, Expenditure Pattern, Literacy Level, Land Distribution,</p> <p>Land Use Pattern, Irrigation, Development Programs, Infrastructure Facilities, Rural</p> <p>Credit Institutions, Rural Retail Outlets, Print Media in Rural Areas, Rural Areas</p> <p>Requirement, Problems in Rural Marketing, Rural Demand, Rural Market Index.</p>	15	25
IV	4	<p><b>Rural Consumer Behavior</b></p> <p>Consumer Buying Behavior Models, Factors Affecting Consumer Behavior, Social Factors, Technological Factors, Economic Factors, Political Factors.</p> <p><b>Characteristics of Rural Consumer: Age and Stages</b></p>	15	25



		<p>of the Life Cycle, Occupation and Income, Economic Circumstances, Lifestyle, Personality and Brand Belief, Information Search and Pre Purchase Evaluation, Rise of Consumerism.</p> <p>Consumer Buying Process, Opinion Leadership Process, Diffusion of Innovation, Brand Loyalty.</p> <p>Service Industry: Nature and scope of services, Difference between Goods and Services, Classification of services, Growth of service industry, Reasons for phenomenon growth in service market and obstacles of service industry.</p> <p>Marketing Management Process for Services:</p> <p>Organising, Marketing, Planning, Analysing marketing opportunities, selecting target markets, Developing service marketing mix, Managing and controlling marketing network.</p> <p>Case-Study</p> <p>Ethical Practices related to Rural Marketing</p>		
		<b>Total</b>	<b>60</b>	<b>100</b>

### Reference Books:

- 1 S.S. Khanka, Entrepreneurship Development, S. Chand & Co. Ltd, 2007
2. C.B. Gupta & N P Srinivasan, Entrepreneurship Development, Sultanchand& Sons, 2010
3. E Gordon & K Natrajan, Entrepreneurship Development, Himalaya Publishing House, 2003
4. Michael Vaz, Entrepreneurship Development, Manan Prakashan,2010
- 5 S.A.Sherlekar and R.Krishnamoorthy, Introduction to Markeing - Himalaya Publishing House, 2009
6. C G Krishnamacharyulu, LalithaRamakrishnan, Rural Marketing - Pearson Education, 2006.
7. Habeeb Ur Rahman, Rural Marketing - Himalaya Publishing House, 2004.
8. Sukhpal Singh, Rural Marketing - Vikas Publishers.
9. MinoutiKamat and R. Krishnamoorthy, Rural Marketing - Himalaya Publishing House, 2006

**BMS Semester: IV**

**Paper No: 5 (f)**

**Paper: Entrepreneurship Development & Logistic (Vocational Paper -6)**

**Course Code: 40065**

**Marks: 100 (Internal 25 + External 75)**

**Credits: 4**

**Semester End Examination: 75 Marks**

**Continuous Internal Evaluation: 25 Marks**

**Duration of the Exam: 3 hours**

<b>Criteria</b>	<b>Mode of Evaluation</b>	<b>Marks</b>
Case Study and Practical work assignments on S.A.P. functioning	Case Solution / Report etc.	10
Unit test, viva-voce, assignments, internal objective test, visit to a manufacturing and warehouse unit and rural areas to have practical exposure.	Review Report / presentation	15
	<b>Total</b>	<b>25</b>

**Objectives:**

This course will enable the student to gain basic knowledge about Logistics, learn various techniques of Logistics Management and develop entrepreneurship skills related to it

**Internal Evaluation Criteria:**

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Module	Unit No.	Detailed Syllabus	Teaching Hours	Marks/ Weightage
I	1	<p><b>Introduction to Entrepreneurship :</b></p> <ul style="list-style-type: none"> <li>• Concept of Entrepreneur</li> <li>• Concept of Entrepreneurship</li> <li>• Factors contributing to Entrepreneurship Development</li> <li>• Importance of an Entrepreneur with reference to Indian economy</li> <li>• Personality characteristics of an Entrepreneur</li> <li>• Modern Concept: Intrapreneur, Copreneur&amp;Ontrapreneur</li> <li>• Types of Entrepreneurship- Introduction and Features of the following: Social Entrepreneurship, Agricultural entrepreneurship, Academic Entrepreneurship, Family owned businesses</li> </ul> <p><b>Introduction to Project :</b></p> <ul style="list-style-type: none"> <li>• Meaning and Definition</li> <li>• Project Classification- Quantifiable and non-quantifiable, sectoral, techno-economical</li> </ul> <p><b>Project Planning and Report :</b></p> <ul style="list-style-type: none"> <li>• Project Lifecycle</li> <li>• Steps in project formulation</li> <li>• Preparing a business plan, marketing plan, financial plan and organizational plan</li> <li>• Contents of a project report</li> </ul> <p><b>Project Feasibility and Appraisal (only concepts)</b></p> <ul style="list-style-type: none"> <li>• Financial Analysis</li> <li>• Market Analysis</li> <li>• Techno-economical Analysis</li> <li>• Managerial Feasibility</li> <li>• Social Cost Benefit Analysis</li> <li>• Network Analysis (CPM/PERT)</li> <li>• Break-even Analysis</li> <li>• Internal and external constraints in project formulation</li> </ul>	15	25
II	2	<b>Entrepreneurship related to Logistic</b>	15	25

		<p>Women Entrepreneurship – Introduction, Factors inducing women entrepreneurs, problems and solutions, various schemes of assistance given to women entrepreneur</p> <p>Case Studies of entrepreneurs</p> <p>Support and assistance for entrepreneurs</p> <ul style="list-style-type: none"> <li>• Commercial banks, SIDBI, SFC, RBI</li> <li>• Institutional Support – DIC, NSIC, SIDCO, NABARD, SSIC, TCO, Industrial Estates, Specialised Institutions</li> <li>• Concept of Micro-finance</li> </ul> <p><b>Ethical Practices related to Entrepreneurship</b></p>		
III	3	<p><b>Introduction to logistic:</b>  Concept of logistic  Scope and objectives of logistic management  Importance of logistic management</p> <p><b>Introduction to supply chain management:</b>  Concept of supply chain management  Objectives and importance of SCM.</p> <p><b>Concepts of</b>  ERP (practicals)  S.A.P/ Oracle Application or other open source ERP software tools</p>	15	25
IV	4	<p><b>Material Planning and Budgeting</b>  Importance, Techniques of planning,  Bill of Materials,  Past consumption Analysis (format of bill of</p>	15	25

		<p>materials, material requisition slip),</p> <p>Budgeting- purpose and benefits- ABC analysis.</p> <p><b>Inventory Management</b></p> <p>Nature, Importance, functions, Inventory Models, EOQ model, Concept of reorder point, safety stock, Material Requirement Planning (MRP), MRP II</p> <p><b>Introduction to Warehousing</b></p> <p>Definitions Roles &amp; functions of warehousing Importance of warehousing Principles of warehousing (Designing criteria Handling Technique Storage planning)</p> <p><b>Logistic Information System:-</b></p> <p>Concept and importance of Logistic Information System Principles of Logistic Information System Types of Information systems Advantages of Information systems</p> <p>Case-Study</p> <p>Ethical Practices related to Logistic</p>		
		<b>Total</b>	<b>60</b>	<b>100</b>

**Reference Books:**

1. S.S. Khanka, Entrepreneurship Development, S. Chand & Co. Ltd, 2007
- 2 C.B. Gupta & N P Srinivasan, Entrepreneurship Development, Sultanchand& Sons, 2010
- 3 E Gordon & K Natrajan, Entrepreneurship Development, Himalaya Publishing House, 2003
- 4 Michael Vaz, Entrepreneurship Development, Manan Prakashan,2010
- 5 Shridaran, Material Management –2004.
- 6 Sunil Chopra and Peter Meindl, Supply Chain Management – Strategy, Planning and Operation, Pearson/PHI, 2007
- 7 D K Agrawal Macmillan, Feb-2003

**BMS Semester: IV**

**Paper No: 5 (g)**

**Paper: Entrepreneurship Development & Insurance (Vocational Paper -7)**

**Course Code: 40075**

**Marks: 100 (Internal 25 + External 75)**

**Credits: 4**

**Semester End Examination: 75 Marks**

**Continuous Internal Evaluation: 25 Marks**

**Duration of the Exam: 3 hours**

**Objectives:**

The student will gain knowledge about the basic concepts of insurance which will enable them to take careers in insurance or develop entrepreneurship skills related to it.

**Internal Evaluation Criteria:**

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

<b>Criteria</b>	<b>Mode of Evaluation</b>	<b>Marks</b>
Case studies	Case solutions	10
Unit test, viva-voce, assignments, internal objective test, visit to insurance industries to have practical exposure.	Review report and presentation	15
	<b>Total</b>	<b>25</b>

Module	Unit No.	Detailed Syllabus	Teaching Hours	Marks/ Weightage
I	1	<p><b>Introduction to Entrepreneurship :</b></p> <ul style="list-style-type: none"> <li>• Concept of Entrepreneur</li> <li>• Concept of Entrepreneurship</li> <li>• Factors contributing to Entrepreneurship Development</li> <li>• Importance of an Entrepreneur with reference to Indian economy</li> <li>• Personality characteristics of an Entrepreneur</li> <li>• Modern Concept: Intrapreneur, Copreneur&amp;Ontrapreneur</li> <li>• Types of Entrepreneurship- Introduction and Features of the following: Social Entrepreneurship, Agricultural entrepreneurship, Academic Entrepreneurship, Family owned businesses</li> </ul> <p><b>Introduction to Project :</b></p> <ul style="list-style-type: none"> <li>• Meaning and Definition</li> <li>• Project Classification- Quantifiable and non-quantifiable, sectoral, techno-economical</li> </ul> <p><b>Project Planning and Report :</b></p> <ul style="list-style-type: none"> <li>• Project Lifecycle</li> <li>• Steps in project formulation</li> <li>• Preparing a business plan, marketing plan, financial plan and organizational plan</li> <li>• Contents of a project report</li> </ul> <p><b>Project Feasibility and Appraisal (only concepts)</b></p> <ul style="list-style-type: none"> <li>• Financial Analysis</li> <li>• Market Analysis</li> <li>• Techno-economical Analysis</li> <li>• Managerial Feasibility</li> <li>• Social Cost Benefit Analysis</li> <li>• Network Analysis (CPM/PERT)</li> <li>• Break-even Analysis</li> <li>• Internal and external constraints in project formulation</li> </ul>	15	25
II	2	<p><b>Entrepreneurship related to Insurance</b></p> <p>Women Entrepreneurship – Introduction, Factors inducing women entrepreneurs, problems and solutions, various schemes of assistance given to women entrepreneur</p> <p>Case Studies of entrepreneurs</p> <p>Support and assistance for entrepreneurs</p>	15	25



		<ul style="list-style-type: none"> <li>Commercial banks, SIDBI, SFC, RBI</li> <li>Institutional Support – DIC, NSIC, SIDCO, NABARD, SSIC, TCO, Industrial Estates, Specialised Institutions</li> <li>Concept of Micro-finance</li> </ul> <p><b>Ethical Practices related to Entrepreneurship</b></p>		
III	3.	<p><b>Basic principles of insurance :</b> Definition, functions, nature of insurance business, legal aspects of insurance contract ,features of insurance contracts</p> <p>Life insurance corporation of India – brief history , overview of its working</p> <p>Challenges and opportunities of life insurance business in India.</p> <p><b>Types of insurance:</b> General insurance – fire insurance , marine insurance, motor insurance, personal accident insurance and health insurance and concept of re-insurance</p> <p>Insurance products (types of policies), claim settlement in life insurance.</p> <p><b>Channels of distribution:</b> Role of IRDA in regulating life insurance business in India – (insurance companies and protection of interest of policy holders)</p>	15	25
IV	4.	<p><b>Insurance legislation in India</b> (need purpose and objectives of the following regulations)</p> <ol style="list-style-type: none"> <li>Insurance act 1938</li> <li>L.I.C act 1956</li> <li>Marine insurance act 1963</li> <li>General insurance act 1972</li> <li>IRDA act 1999 9 regulations applicable to insurers and protection of policy- holders)</li> </ol> <p><b>Insurance in India:</b> Growth of insurance industry in India, present status, developments. Insurance business in India during post liberalization period</p> <p>Case-Study</p> <p>Ethical Practices related to Insurance</p>	15	25
		<b>Total</b>	<b>60</b>	<b>100</b>

**Reference Books:**

1. S.S. Khanka, Entrepreneurship Development, S. Chand & Co. Ltd, 2007
2. C.B. Gupta & N P Srinivasan, Entrepreneurship Development, Sultanchand& Sons, 2010
3. E Gordon & K Natrajan, Entrepreneurship Development, Himalaya Publishing House, 2003
4. Michael Vaz, Entrepreneurship Development, Manan Prakashan,2010
5. O.P. Agrawal, Business Aspects in Banking and Insurance, Himalaya Publications house, Edition 2012
6. P.K. Gupta, Insurance and Risk Management, Himalaya Publications house, First Edition 2010
7. M.N Mishra, INSURANCE principles and practice, S chand publications, Edition 2009
8. Sadhak H, Life insurance in India, Response book publications, Edition 2009