

III SEMESTER

CP 301: ENTREPRENEURSHIP

Objective: The objective of this course is to expose the students to the subject of entrepreneurship and small business management, so as to prepare them to establish and a new enterprise and effectively manage the same.

Unit – I: Entrepreneurship: Importance, Characteristics and Qualities of Entrepreneurship; Entrepreneurial; Role of Entrepreneurship, Ethics and Social Responsibilities.

Unit – II: Role of Government; Role of IDBI, NIESBUD, SISI, DIC Financial Institutions Commercial Banks, Entrepreneurial Development Institutes, Universities and other Educational Institutions Offering Entrepreneurial Development Programme.

Unit – III: Training: Designing Appropriate Training Programme to Inculcate Entrepreneurial Spirit, Training for New and Existing Entrepreneurs, Feedback and Performance of Trainees.

Unit – IV: Women Entrepreneurship – Role & Importance, Profile Women Entrepreneur, Problems of Women Entrepreneurs, Women Entrepreneurship Development in India.

Unit – V: Creativity and Entrepreneurship Sources and Methods of Ideas Planning and Development of Programmes E-Business Ventures; New Venture Management.

(Case Studies are Compulsory)

Suggested Books:

1. NVR Naidu and T.Krishna Rao, Management and Entrepreneurship, IK Int Pub House, New Delhi
2. S Anil Kumar, Small Business and Entrepreneurship, IK Int Pub House, New Delhi
3. Balraj Singh, Entrepreneurship Development, Wisdom, Delhi
4. Timmons and Spinelli, New Venture Creation:Entrepreneurship for 21st Century, TMH, ND
5. Tabarrok – Entrepreneurial Economics, Oxford University Press.
6. C.V. Bakshi, Entrepreneurship Development, Excel Publications.
7. Jain, Hand Book of Entrepreneurs, Oxford University Press.
8. Vasant Desai, Small Business in Entrepreneurship, Himalaya Publishing House.

CP 302 VUCA Management

UNIT I: Introduction to Volatility, Uncertainty, Complexity, Ambiguity (VUCA) – Significance – Challenges in Business - digitalization, globalization, and social inclusion.

UNIT II: Sensitive Analysis – Capital Expenditure decisions under risk & Uncertainty – Introduction to Financial Derivatives – Turnaround Strategies (theory only).

UNIT III: Merger Strategies, Acquisitions/Takeovers, Joint Ventures, Strategic Alliances (theory only) restructuring - challenge of business sustainability.

UNIT IV: Crisis Management – Types, Strategies, Talent Management- triple bottom line approach. (People – social bottom line; Planet – ecological bottom line, Profit – economic bottom line).

UNIT V: Issues of VUCA in Product Management – Pricing, Promotion – Distribution, Strategic Leadership – Developing core competencies.

Books:

1. The VUCA Company, Suhayl Abidi, Manoj Joshi, JAICO Publishing company, Jaipur
2. Strategic Planning, Formulation of Corporate Strategy – V S Ramaswamy & S Namakumari, Macmillan India Ltd,
3. Financial Management – I.M.Pandey, Vikas Publications.
4. Financial Management – Khan & Jain - Tata Mc Graw Hill.
5. Business Policy & Strategic Management – Azar Kazmi –Tata Mc Graw Hill.
6. Strategic Management – Francis Cherunilam – Himalaya Publishing House.
7. Strategic Management – P.Subba Rao, Himalaya Publishing House.
8. Crisis Management, Plan for the inevitable, Steven Fink, Iuniverse Publication.
9. Crisis Management – Jonathan Bernstein, Tata Mc Graw Hill.
10. Managing Talent – Marion Devine & Michel Syrett, The Economist Publication.
11. Strategic Talent Development – Janice Caplan.

CP 303: CORPORATE LEGAL FRAMEWORK

Objective: to assist the students in understanding Corporate laws affecting the operations of a business enterprise.

UNIT-- I: Significance of Business Laws—Indian Contract Act, 1872: Meaning and classification of contracts—Essential of a valid contract—Performance of a contract-- Discharge of contract—Remedies for breach of contract.

UNIT-II: The Sale of Goods Act, 1930: Meaning and Essentials of contract of sale—Sale and Agreement to sell—Conditions and Warranties—Transfer of property-- Performance of a contract of sale—Unpaid seller.

UNIT-III: The Indian Partnership Act, 1932: Meaning and Essentials of partnership-- Registration of partnership—Kinds of partners—Rights and Liabilities of Partners—Relations partners to third parties—Dissolution.

UNIT-IV: The Consumer Protection Act, 1986: Meaning of Consumer, Service, Goods, Deficiency, Defect, Unfair Trade Practices—Rights of Consumers—Machinery for redressal of Grievances—Remedies available to injured consumers

UNIT-V: The Companies Act, 2013: Nature and Registration—Kinds of Companies—Memorandum of Association—Article of Association—Kinds of Shares—Powers and duties of Directors—winding up.

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SUGGESTED BOOKS:

** N.D.Kapoor—Commercial Law—Sultan chand publishers, New Delhi.

** S N Maheswaru & Suneed Maheswari—Commercial Laws—Mayoor .
Paper Backs—NOIDA

** Tulisian P.C.—Business Laws—Tata Mc Graswhill Publishing house—
. New Delhi

** Kucchal—Business Law—Vikas Publishing House, New Delhi.

** Avatar Singh—Mercantile Law--EBC—New Delhi.