

# **Rajiv Gandhi ProudhyogikiVishwavidyalaya, Bhopal (M.P.)**

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## **MBFA 301-ENTREPRENEURSHIP MANAGEMENT**

**Course Objective:** To give an overview of who the entrepreneurs are and what competences are needed to become an Entrepreneur. The course aims to acquaint the students with challenges of starting new ventures and enable them to investigate, understand and internalize the process of setting up a business.

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### **UNIT I-The Entrepreneurial Development Perspective**

Entrepreneur–meaning, evolution, importance, Qualities, nature, types, traits.  
Entrepreneurship development - its importance, role of Entrepreneurship. Entrepreneurial environment, culture and stages in entrepreneurial process, changing dimensions in entrepreneurship–  
Digital entrepreneurship. Entrepreneur Vs entrepreneur, Entrepreneur Vs Entrepreneurship, Entrepreneur Vs Manager

### **UNIT II-Family Business Development**

Family Business–meaning, characteristics, importance, types and models.  
Growing and evolving family business Complexity of family enterprise–  
Diversity of successions: Different Dreams and challenges.

### **UNIT III-Starting the Venture**

Generating business idea – sources of new ideas, methods of generating ideas, opportunity recognition. Feasibility study – market feasibility, technical/operational feasibility, financial feasibility, environmental scanning, competitor and industry analysis. Drawing business plan-preparing project report, presenting business plan to investors.

### **UNIT IV–Micro Small and Medium Enterprises**

Concept role and importance of MSME Policies governing SMEs-Steps in setting up a small unit.  
SME funding-Requirements of capital (fixed and working), Factors determining capital requirements, Importance of fixed and working capital, Sources of finance for SME'S.

### **UNIT V–Government Initiatives**

Role of Central Government and State Government in promoting Entrepreneurship-Introduction To various incentives, subsidies and grants. Role of following agencies in the Entrepreneurship Development-District Industries Centers(DIC), Small Industries Service Institute (SISI), NABARD, National Small Industries Corporation and other relevant institutions/ organizations.

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## **REFERENCE BOOKS**

Entrepreneurship:New Venture Creation	-David H. Holt
Entrepreneurship	-Hisrich Peters
The Culture of Entrepreneurship	-Brigitte Berger
Dynamicsof Entrepreneurship Development	-Vasant Desai
Entrepreneurship Development	-Dr. P.C. Shejwalkar
Thought Leaders	-Shrinivas Pandit
Entrepreneurship	-Steven Brandt
Business Gurus Speak	-S.N. Chary
The Entrepreneurial Connection	-Gurmit Narula

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## **MBFA 302- BUSINESS ETHICS AND CORPORATE GOVERNANCE**

**Course Objective:** This course has been designed to create a mindset of value system among the students who are the future managers. To help the students appreciate the essential complementarity between 'VALUES' and 'SKILLS' to ensure sustained happiness and prosperity which are the core aspirations of all human beings.

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### **UNIT I Introduction to Business Ethics**

- Introduction, definitions, need, importance for Business ethics; factors affecting business ethics;
- Importance of Ethics & Moral standards; Ethics & Moral Decision Making, ethical Principles In Business.
- Business theories: Normative Theories, Gandhian Approach, Friedman's Economic theory, Kant's Deontological theory, Mill & Bentham's Utilitarianism theory.

### **UNIT II Indian Ethos & values**

- Need, purpose & relevance of Indian Ethos.
- Meaning and Nature of values; Holistic view of life and its value, Values impact in Business. Indian Value System- Teachings from scriptures and traditions.

### **UNIT III Workplace Ethics**

- Introduction, Needs, benefits, Principles, Development of Personal Ethics, Employee Attitude and Ethics, Employee Etiquettes.
- Workplace Ethics for Employees- Ethical behavior in workplace- Professionalism; Formulating & Implementing professional ethics code and Professional ethos.

### **UNIT IV Corporate Governance**

- Introduction, systems of corporate governance, OECD principles, Indian model of Corporate Governance, Whistle blowing and its codes.
- Ethical Issues related to Advertisements, Finance, Investment, Technology and Ethical Dilemma., Social Responsibility of Corporate.

### **UNIT V Corporate Governance & CSR**

- Impact of globalization on Indian corporate and social culture, Advantages and disadvantages of MNC's to the Host Country, Corporate Governance and ethical responsibility.
- Corporate Social Responsibility- Introduction, Advantages, Scope for CSR in India, steps to attain CSR

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## **REFERENCE BOOKS**

- Foundationsofmanagerial work
- ContributionfromIndianthoughts-
- BusinessEthics
- BusinessEthics:A Philosophical Reader
- BusinessEthics
- Social Responsibility ofBusinessEnterprises,
- BusinessEthics-ConceptsandCases
- EthicsinManagement
- CorporateGovernance&BusinessEthics

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## **MBFA 303- INVESTMENT ANALYSISAND PORTFOLIO MANAGEMENT**

**Course Objective**–The present course aims at familiarizing the participants with objectives, strategies, policies and practices of major financial institutions in India and various financial services.

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### **UNIT I Introduction**

Concept of Investment, Investment V/S Speculation, Financial And Economic Aspect Of Investment, Types, Characteristics and Objectives of Investment Selecting Investments in a global market.

### **Unit II Risk Return**

Concept Of Risk And Return, Systematic And UnsystematicRisk Analysis of different types of Risks and Return, Determinants of Required Rate of Return, Risk free rate and factors influencing the risk free Rate; RiskPremium. Multifactor Model of Risk & Return.

### **Unit III Fundamental and TechnicalAnalysis**

**Efficient Market Hypothesis:** Efficient Market Concept; Different forms of Efficiency, Random walk Theory. Challenges to the Efficient Market Hypothesis.

**EIC analysis-** Macro economic activity and security Markets. The Cyclical Indicator Approach. Monetary Variables, the Economy and Stock Prices. Inflation, interest rate and security prices

### **Unit IV Valuation ofAssets**

**Bonds:** Bond Fundamentals, Bond Valuation Models: PVModel Bonds Yield, Measures Duration, Modified Duration,Immunization Convexity, Bond Value Theorem.

**Equity:** Constant Growth Model, Multi-Stage GrowthModel, P/E Ratio and Earnings Multiplier Models. Valuation Of Preference Shares, Valuation of Warrants, Rights Issued.

### **Unit V**

**Technical Analysis:** Assumptions, Advantages and Challenges. Technical Trading Rules and Indicators  
Technical Analysis of Equity Markets

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## **REFERENCE BOOKS**

1. **Fischer & Jordan**, Security Analysis and Portfolio Management, Prentice Hall India.
2. **Punithavathy Pandian**, Security Analysis and Portfolio Management, Vikas Publishing House Pvt. Ltd.
3. **I. M. Pandey**, Financial Management, Vikas Publishing House Pvt. Ltd.
4. **Martin Pring**, Technical Analysis Explained, McGraw Hill.
5. **V. A. Avadhani**, Investment and Securities Market in India, Himalaya Publishing House.

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## **MBFA 304 –INTERNATIONAL FINANCIAL**

### **MANAGEMENT**

**Course Objective:** The main objective of this course is to familiarize the students with the international financial environment and the special decision variables underlying the discharge of finance function in a multinational corporation.

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#### **Unit I**

Introduction to International Finance & its Fundamentals, Growing importance of international finance. Evolution of the International Monetary System-bimetallism, Classical Gold Standard, its strengths and weaknesses, Bretton Woods System, Flexible Exchange Rate regime, Fixed versus floating exchange rate systems, Special Drawing Rights.

#### **UNIT – II**

Balance of Payments-current account, capital account, official reserve account, foreign reserves-costs and benefits. Current Account deficit, balance of trade and their implications on exchange rates. Foreign

Global Financial Markets:-Domestic and Off shore markets and Euro Market, Euro Currency Markets. Exchange rate quotations, direct and indirect rates, factors affecting exchange rate, determinants of demand for and supply of currency.

#### **UNIT -III**

The Foreign Exchange Market: Structure, Types of Transactions & settlements. Spot market, direct and indirect exchange quotations, bid ask spread, cross exchange rates, Forwards, Futures, Swap and Options market. Concept of hedging, speculation and arbitrage.

Interest Rate Parity, covered and uncovered interest arbitrage, Purchasing Power Parity-absolute and relative, Fisher Effect and International Fisher Effect.

#### **UNIT – IV**

Foreign Exchange Exposure: managing transaction, translation and economic exposure, Techniques for covering the foreign exchange risk-Internal and external techniques of risk.

International financial market instruments– International Equities– ADR and GDR–Foreign Bond and euro-bond-Short-term and medium term instruments.

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## REFERENCE BOOKS

International Financial Management	–Rodriguez RM,
Financial Management	–SN Maheshwari
Multinational Financial management	–Alan C. Shapiro
International Financial Management	–David B. Zenoff, J. Zwick
International Financial Management	–P.G. Apte
International Financial	–Buckley Adrian
Multinational Financial Management	--Madhu Vij (Excel Books)
International Business	--Bedi N.V. (Vrinda Pub.)
International Business	--Prabhakar Rao (Kalyani)



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## **MBFA 305-TAX PLANNING AND MANAGEMENT**

**Course Objective:** The present course aims at familiarizing the participants with the principles, problems and structure of different types of business taxes in Indian and relevance of the set axes in business decisions.

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### **Unit I**

Concept, Nature, Scope, Importance, Techniques, Advantages and limitations of Tax Planning; Nature, Objectives, process of Tax Management; Tax Planning vs Tax Management, Tax Avoidance & Tax Evasion, Assessment Year, Previous Year, Assessee–types, Residential status, Non-resident Indians.

### **Unit II**

Tax on Individual Income – Computation of tax under the heads of Salaries, Income from House Property, Profits & Gains of Business, Capital Gains & Income from Other Sources. Tax deductible at source (numerical).

### **Unit III**

Corporate Income Tax: Tax concessions and incentives for corporate decisions. Tax planning for depreciation; Treatment of losses & unabsorbed items; Carry forward and set off losses. Tax and business reorganizations: merger and amalgamation, Tax planning regarding Employees Remuneration, Tax appeals, Revision & Review (numerical).

### **Unit IV**

Wealth tax on closely held companies; Valuation of assets; Filing of returns; Assessment; Appeals; Review; Revision and Rectification (numerical).

Central Excise Act 1994 and Excise planning; Customs Act and Customs Duties Planning.

### **Unit V**

Introduction to Goods and service Tax (GST)-Key Concepts, Phases of GST, GST Council, Taxes under GST, Cess, Registration under GST, Supply under GST and Valuation of Supply, Input Tax Credit under GST & Returns, Custom Duty and Indirect Taxation levied by either Central or State Government.

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## **REFERENCEBOOKS:**

Incometaxlaw&Practice  
(RameshBook DepotJaipur)

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Incometaxlaw&Practice

Incometaxlaw&Practice

Incometaxlaw&Practice

Taxplanning

withPrecedents

--A.K.Dhagat&Gargav

–K.P. Gour&B.Narang

–K.K. Singhanian(Tax –Manpublication)

–BhagwatiPrasad

–H.C. Mehrotra

–N.V.Mehta(S.K. Publishing HouseBombay)

–K. Chaturvedi

–S.X. Potter,H.H. Monree

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## **MBFA 306 - INSURANCE AND BANK MANAGEMENT**

**Course Objective:** The objective of this course is to enable students to develop an understanding of direct taxes and to enable them to calculate taxes of Individuals.

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### **Unit I Understanding Banking**

Evolution of Banking in India Types of Banks Roles of Banks (viz. Intermediation, Payment system, And financial services) Banking Regulations-- BASEL Norms Banking Products – Fee based and fund based Banking Structure in India- RBI, Commercial, Rural and Co-operative banks their role and significance.

### **Unit II Bank Management**

Liquidity Management, Investment Management, Loan Management, Liability Management Credit Management, Risk Management, Commercial banks Balance Sheet and Income Statement, Relations hip between B/S and Income Statement, Return on Equity Model, Important ratios used in Balance Sheet Analysis.

### **Unit III Understanding Insurance**

Definition of Insurance  
General Principles of Insurance  
Insurance Application and Acceptance Procedure  
Insurance Terminology

### **Unit IV Life Insurance**

Life Insurance Definition, General Principles of Life Insurance, Types of Life Insurance Products, Whole Life Policy, Term Policy, Endowment Policy. Annuities Types Claim Management of Claim Settlement, Analysis of Balance Sheet of a Life Insurance Company

### **Unit V General Insurance**

General Insurance Definition, General Principles of General Insurance  
Marine Insurance, Fire Insurance. Motor Vehicle Insurance Public liability Insurance. Third Party Insurance Medi claim and Health Policies. Group Insurance

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## **REFERENCEBOOKS:**

- Banking Theory, Law & Practice, Gordon Natrajan,
- HPH Insurance Management, S.C.Sahoo & S.C.Das, HPH
- Bank Management & Financial Services, Rose, Hudgins, McGraw Hill
- Risk Management & Insurance, Trieschmann, Hoyt, Sommer, Cengage
- Banking and Insurance, Mohapatra and Acharya, Pearson

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## **MBFA 307 - FINANCIAL RISK AND DERIVATIVES**

**Course Objective:** To acquaint participant with the basic concept of Financial Risk and Derivatives.

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### **Unit I Understanding Risk**

- Concept of Risk
- Types of Risk
- Risk Management Process
- Risk Management Strategies

### **Unit II Introduction to Derivatives**

- Concept of Forwards, Future, Options
- Difference between Forward and Futures
- Types of Options
- Participants in markets Hedgers, Speculators and Arbitraders
- Uses of Derivatives
- Basic Derivatives terminology.

### **Unit III Futures Contract**

- Future Terminology
- Types of Futures,
- Standardization in Futures,
- Futures Exchange Clearing House
- Types of Orders
- Trading in Futures-Mark to Market Process
- Convergence of Future and Spot Price

### **Unit IV OptionsMarket**

- Types of Options
- Payoffs from option positions
- In the Money option Out of Money Option
- Time Value OfMoney.
- Exchange Traded Option- Stock, Option, Foreign Currency

### **Unit V Option Trading Strategies**

- Bull Strategy
- Bear Strategy
- Butterfly Strategy
- Calendar Strategy
- Diagonal Spread Strategy

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## **REFERENCEBOOKS:**

- **Hull, J.:** Options: Futures and other Derivatives, Prentice Hall, New Delhi.
- **Chance, Don M:** An Introduction to Derivatives, Dryden Press, International Edition.
- **Chew, Lilian:** Managing Derivative Risk, John Wiley, New Jersey.
- **Das, Satyajit:** Swap & Derivative financing, Probus
- **Kolb, Robert W:** Understanding Futures Markets, Prentice Hall Inc., New Delhi

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## **MBFA 308 - PROJECT MANAGEMENT**

**Course Objective:** The Course Objective is to acquaint students with project management methods and to develop skills on Project Planning, Analysis, Implementation and Control.

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### **Unit I Introduction**

Meaning, Need And Significance and its types; Project Life Cycle and its phases; Generation and Screening of Project Ideas.

### **Unit II Project Selection & Analysis**

Market and Demand Analysis, (Including Demand Forecasting) Location Analysis Technical Analysis;  
Financial Analysis (Cost of Project, Working Capital Requirement & Its Financing) Cost and Benefit Analysis;

### **Unit III Financial Feasibility And Project Appraisal**

Financial Feasibility Study or Financial Analysis; Time Value of Money; Cost of Capital; Projected Cash Flows; Project appraisal (Capital Budgeting)

### **Unit IV Project Financing**

Preparing Project Report, Financial projections, Estimating Costs Project Financing, Project Appraisal by Financial Institutions.

### **Unit V Network Techniques for Project Management**

Basic Concepts of Networks; Line Estimation and Determination of Critical Path (For Both PERT and CPM Models); Network Cost Systems; Activity Crashing

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## **REFERENCEBOOKS:**

- Harold Kerzner, "**Project Management: A Systems Approach to Planning, Scheduling and Controlling**", New Delhi, CBS Publications, Latest Edition.
- Rajive Anand, "**Project Profiles with Model Franchise Agency and Joint Venture Agreement**", New Delhi, Bharat Publications, Latest Edition.

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