

Rajiv Gandhi Proudhyogiki Vishwavidyalaya, Bhopal (M.P.)

MBMM-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.

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. Intrapreneur, 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 |
| • Dynamics of 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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MBMM-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.

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

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|--|--|
| • Foundationsofmanagerial work | –ChakrabortyS.K |
| • ContributionfromIndianthoughts- | –Himalyapublication |
| • BusinessEthics | –AndrewCraneandDirkMatten,OxfordPress |
| • BusinessEthics:A Philosophical Reader | ThomasI. White |
| • BusinessEthics | -A.V.RAO(excelbooks) |
| • Social Responsibility ofBusinessEnterprises, | -Sarkar,C. R.,NewCenturyPublication |
| • BusinessEthics-ConceptsandCases | -Velasquez, |
| • EthicsinManagement | -Sherlekar,S.A.,HimalayaPublishing House |
| • CorporateGovernance&BusinessEthics | –U. C. Mathur,MacmillanIndia Ltd |

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MBMM-303-SALES & DISTRIBUTION MANAGEMENT

Course Objective –The objectives of this course is to provide an extensive picture with regards to theory and practice of managing sales and to inculcate personal selling skills

UNIT I Introduction to Sales Management

- Concept of sales management: The nature and role of sales management, Objectives of sales management, Theories of selling, sales executive as a coordinator, Relations of sales management with other marketing activities.

UNIT II Sales and Marketing Planning

- Concept of Sales and marketing planning. The place of selling in marketing plan. Relationship selling. Personal selling objective. Diversity of personal selling situations Process of personal selling. Sales-Related marketing policies, Product policies, Distribution policies, Pricing policies.

UNIT III Sales HRM

- Personal management. Recruitment and selection of sales personnel. Training programmes , Concept and Evaluation, Compensation. Sales meeting. Different type of sales organization. The development of personal selling skills.

UNIT IV Sales Operation

- Sales control:-sales budget, Evaluation and supervision .Sales quotas, Management of territories. The sales analysis, Sales audit system, Sales resistance, Psychology of customer, Field sales control– Sales reporting system which includes weekly, monthly, quarterly reports and interpretation of the data for future action plans, sales analysis and marketing cost analysis, sales audit, managing outstanding.

UNIT –V Sales Distribution

- Sales Forecasting, Sales Environment, Sales channel, Sales promotion, Selling and Reselling. Telephone selling and Internet Selling. Selling service and Sales responsibilities. Importance of Distribution and Logistics Management in relation to Sales Management. Understanding lead time and delivery schedule.

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REFERENCE BOOKS

1	SalesManagementdecision&cases	–Still,Cundift
2	Howtobuilddynamicssalesorganisation	–Mury&Arnold
3	Salesmanship&Publicity	–RSDavar
4	Elementsofsalesmanship&publicity	–Pradhass
5	Sales distributionmanagement	–FLLobo
6	SalesanddistributionManagement	--S.L.Gupta(ExcelBoks)

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MBMM-304-BUSINESS DECISION & MANAGEMENT SYSTEMS

Course Objective: It aims at acquainting these students with tools techniques of planning, analyzing, designing, implementing and maintaining Information system.

UNIT I

Systems Concept; Characteristics of a System; Elements of System; Types of Systems; Decision Support System; System Development Life Cycle, Investigation, Analysis, Design, Implementation, Post Implementation Review and Maintenance.

UNIT II

Systems Planning and Investigation: Basis for Planning in Systems Analysis-Dimensions of Planning, Initial Investigation, Needs Identification.

UNIT III

Determining the User's Information Requirements, Feasibility Study, Feasibility Considerations, Steps in Feasibility Analysis –Feasibility Report.

UNIT-IV

Tools of Structured Analysis: Data Flow Diagram(DFD),Entity Relationship Diagrams, Data Dictionary, Process Modeling: Structured English, Decision Tree & Decision Table, Object Oriented Analysis(OOA) and Object Oriented Design(OOD).

UNIT-V

Basics of Information Security, Types of Attacks, Viruses, Virus Control, Hackers, Overview of Risks associated with Internet, Intrusion Detection Risk Management, Disaster Recovery Plan, Cryptography and authentication, Managing Risk, Information Security Policy, Creating a secure environment, Internet Security Standards

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REFERENCE BOOKS

- Management Information System
 - Management Information System
 - Decision Support
 - Management Information System
 - Management Information System
 - Management Information System
- Davis and Olson.
 - Jawadekar.
 - Devis Michel W.
 - W.S. Jawadekar
 - Gordon B. Davis and Margrethe H. Olson.
 - Kenneth C. Laudon and Jane P. Laudon.

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MBMM-305-INTERNATIONAL BUSINESS

Course Objective: This course exposes the student to the environmental dynamics of international business and its impact on international business operations of a firm .

UNIT I

- Concept; Domestic to Transnational Business ; Driving and Restraining Forces ; Characteristics and role of MNCs.
- Advantages and Disadvantages of Free trade ; The case for protection ; Forms of Restriction; Effects of protection.

UNIT II

- Classical trade theory ; Theory of comparative costs in terms of money ; Evaluation of comparative costs theory ; General Equilibrium Approach ; Heckscher-Ohlin Factor – Price Equalisation theory ; Influence of factor mobility on volume of trade ; country similarity theory
- Gains and terms of trade ; Balance of trade and Balance of payments.

UNIT III

- International business environment – The economic environment ; social and cultural environment, political, legal and regulatory environment, natural environment. Technological environment .

UNIT-IV

- International Institution Systems – IMF, World Bank and WTO(all in brief), / Regional economic integration; impact of integration; European Union; NAFTA; ASEAN; SAARC

UNIT-V

- Strategy of International Business – Strategy, planning, organisational structure and process of control. Recent developments in international business.

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REFERENCE BOOKS

- Cherunilam, Francis – International Business(PHI)
- Misra, S. & Yadav, P.K. – International Business(PHI)
- Aswathapa, K – International Business (Tata McGraw Hill)
- Sharan, Vyuptakesh – International Business (Pearson Education
- Varshney R.L. and Bhattacharya ,B– International Marketing Management (Sultan Chand & Sons

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MBMM-306-RESOURCE MARKETING

Course Objective Resource marketing studies the efforts to promote and sell intangible Resources, as opposed to tangible products. In addition to intangibility, Resources are distinct from products in that The production and consumption of Resources are in separable, inherently variable, and perishable.

UNIT I

- Nature & Scope: Concept of Resources, importance, Goods & Resources marketing, Emergence & Reasons for growth of Resource sector in India, Characteristics of Resources, Classifications of Resources Environment of Resource Marketing (Micro as well as Macro).

UNIT II

- Understanding Customers: Concept of CRM, Relationship management in practice, Segmenting, Targeting & positioning various Resources.

UNIT III

- Product, Product differentiation, product levels pricing of Resources- pricing concepts, pricing strategies for Resources, use of differential pricing. Place-Resource distribution, components of Resource delivery system potential management problems associated with Resources delivery.

UNIT-IV

- Promotion- Advertising, Sales Promotion & Personal Selling in Resource industry. People-Importance of people in Resource marketing. Role of various people involved. Physical Evidence- concept of Physical Evidence, importance, types of Physical Evidence in various Resources Process- concept types of process, Role of process in various Resources

UNIT-V

- Resource Models- Resource quality Gap Model, Gronross Model of Resource quality (Internal marketing, external marketing and Interactive marketing). Challenges in Marketing of Resources Application of Resource Marketing to Hospitals, Educational Institutions, Tourism Industry.

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REFERENCE BOOKS

- V.A. Zeithamaland M.J. Bitner, Resource Marketing; New Delhi. Tata McGraw Hill, New Delhi.
- Ravi Shanker, Resource Marketing, New Delhi Global Press.
- Kotler Philip, Marketing Management, Eleventh Edition, Person Education Asia, North Western University.
- Amor Daniel : The E-Business Revolution, Hewlett-Packard Professional Books, Pearson Education, Asia.
- Sinha: Resources marketing