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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Course(Category)**  **Code** | **Course Name** | **Teaching Scheme (Hrs/week)** | | | | | | | **Credits Assigned** | | | | | |
| **L** | **T** | **P** | | **O** | **E** | | **L** | **T** | | **P** | | **Total** |
| **Sem 4** | **Entrepreneurship And Innovation** | **3** | **2** | **0** | | **4** | **9** | | **2** | **1** | | **0** | | **3** |
| **Examination Scheme** | | | | | | | | | | | | |
| **Component** | | | **ISE** | | | **MSE** | | | **ESE** | | **Total** | |
|  | **Theory** | | | **20** | | | **20** | | | **60** | | **100** | |
| **Tutorials** | | | **40** | | | **40** | | | **20** | | **100** | |

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| --- | --- | --- |
| **Pre-requisite Course Codes, if any.** | | Nil |
| **Course Objective:**Imparting concepts of each component of **Entrepreneurship And Innovation**thoroughly with practical aspects | | |
| **Course Outcomes (CO):** *At the End of the course students will be able to* | | |
| CS203.1 | Classroom learning and concept building | |
| CS203.2 | Understand the frameworks and key concepts in Entrepreneurship | |
| CS203.3 | Knowledge of venture growth strategies | |
| CS203.4 | Apply the model of the entrepreneurial process for new venture development | |
| CS203.5 | Knowledge of Business Models and Fund Raising | |
| CS203.6 | CREATE a business plan/model based on the concepts and innovative ideas | |

**Table1: Mapping of CO with PO: (correlation/ strength matrix)**

**Correlation Levels: 1(Weak) 2(Medium) 3(Strong)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | PO  1 | PO  2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 |
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| PO Total |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Target PO **Strength** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

**BLOOM’S Levels Targeted (Pl. Tick appropriate)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Remember** | * **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** |

**Theory Component**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Module No.** | **Unit No.** | **Topics** | **Ref.** | **42 Hrs.** |
| **1** | **Title** | Entrepreneurship |  | **5** |
| **1.1** | * Definition, Evolution and Concept of Entrepreneurship What is entrepreneurship * Entrepreneurship as a career option * Thinking like an entrepreneur : How can it benefit any career one chooses * Myths about entrepreneurship * What does it take to be an entrepreneur * Life as an entrepreneur * Support from your family and friends and when is the best time to take the plunge | 1,2 |
| **1.2** | * Entrepreneurship & Businesses in India   Impact of an entrepreneur and social entrepreneurship   * Wealth building and making an impact * Entrepreneurship as a Career Choice | 1,2 |
| **1.3** | * Introduction to various forms of business organization:   Lean Start-ups Sole proprietorship Partnership, Limited Liability Partnership (LLP) MSMEs, Family run businesses, Companies |  |  |
| **2** | **Title** | Types of Entrepreneurs and Types of Entrepreneurship |  | **10** |
| **2.1** | Innovators  Creators,  Market makers,  Expanders and  Scalers | 2,3 |
| **2.2** | Intra-preneurs,  Social Entrepreneurs,  Woman Entrepreneurs,  Techno-preneurs | 2,3 |
| **2.3** | Rural And Agro based Entrepreneurship: Environment in India | 2,3 |
| **3** | **Title** | Entrepreneurial Pathways: Understanding New Venture Life-Cycle |  | **12** |
| **3.1** | Pre-Seed,  Early Stage,  Launch. | 2 |
| **3.2** | Business Life Cycle: Start-up,Launch,Growth, Maturity, Harvest,  Re-Birth, Exit | 2,4 |
| **3.3** | * Frameworks to develop Entrepreneurial mindsets * Introduction to Business Model Canvas, * Lean Model Canvas, * Design Thinking ProcessPath * Blue and Red Ocean Strategies | 2,3 |
| **4** | **Title** | * Overview of Start-up Eco System of India and World |  | **5** |
| **4.1** | Start up Eco system enablers of India  Comparative Analysis of Start-up eco system of India and World | 1,2 |
| **4.2** | Ease of doing business Index –Comparative Picture and India’s status  Technological Environment and Tech enabled Start ups | 1,2 |
| **5** | **Title** | **Problems/ Opportunities Identification** |  | **10** |
| **5.1** | Recent inventions, innovations and Problems:  - Education as a sector  - Healthcare sector  - AgriculturalSector  - TechnoSector | 3 |
| **5.2** | Need of Marketing and Smart Communication in Solving Problems | 4 |
| **Total** | | | | **42** |

**Text Books**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Sr. No** | **Title** | **Edition** | **Authors** | **Publisher** | **Year** |
| **1** | The Dynamics of Entrepreneurial Development and Management”, | Sixth | Vasant Desai | Himalaya Publishing House, | **2011** |
| **2** | Entrepreneurship Development♣& Small Business Enterprises | Ninth | PoornimaM.Charantimath , | Pearson India Educaion Services pvt. Ltd. | **2023** |
| **3** | Fundamentals of Entrepreneurship | Third | H. Nandan, | PHI Learning pvt. Ltd. | **2013** |

**Reference Books**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Sr. No** | **Title** | **Edition** | **Authors** | **Publisher** | **Year** |
| **1** | Entrepreneurship | Ninth | Robert D Hisrich, Mathew J Manimala | **Tata-McGraw Hill** |  |
| **2** | Entrepreneurship | **Third** | Robert D Hisrich, Michael P Peters, Dean A Shepherd | PHI |  |
| **3** | Entrepreseurship- Successfully Launching New Ventures, |  | Barringer, | Pearson |  |

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| **Course(Category)**  **Code** | **Course Name** | **Teaching Scheme (Hrs/week)** | | | | | | | **Credits Assigned** | | | | | |
| **L** | **T** | **P** | | **O** | **E** | | **L** | **T** | | **P** | | **Total** |
| **SEM 5** | **Entrepreneurship and Socio Cultural Environment of Businesses in India** | **3** | **2** | **0** | | **4** | **9** | | **3** | **1** | | **0** | | **4** |
| **Examination Scheme** | | | | | | | | | | | | |
| **Component** | | | **ISE** | | | **MSE** | | | **ESE** | | **Total** | |
|  | **Theory** | | | **20** | | | **20** | | | **60** | | **100** | |
| **Laboratory** | | | **80** | | | **--** | | | **20** | | **100** | |

**Table1: Mapping of CO with PO: (correlation/ strength matrix)**

**Correlation Levels: 1(Weak) 2(Medium) 3(Strong)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | PO  1 | PO  2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 |
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| PO Total |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Target PO **Strength** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

**BLOOM’S Levels Targeted (Pl. Tick appropriate)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Remember** | **Understand** | * **Apply** | **Analyze** | **Evaluate** | **Create** |

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| --- | --- | --- |
| **Pre-requisite Course Codes, if any.** | | Digital Systems |
| **Course Objective:** | | |
| **Course Outcomes (CO):** *At the End of the course students will be able to* | | |
| .1 | To learn the problem of Many | |
| .2 | Understand Socio cultural environment | |
| .3 | To develop a design thinking Approach | |
| .4 | To understand the legal framework of the country | |
| .5 | To locate where one needs to complete legal formalities | |
| 6. | To understand commercial significance of the IPs created | |

**Theory Component**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Module No.** | **Unit No.** | **Topics** | **Ref.** | **56 Hrs.** |
| **1** | **Title** | **Introduction to Socio Economic Culture of India** |  |  |
| **1.1** | Meaning Scope, Factors and Impacts  Rapid changes brought in by Globalization | 1,2 | **6** |
| **1.2** | Macro and Micro Social Segments  Classification of the general Psyche | 1,2 |
| **2** | **Title** | Consumer DataAnalysis |  | **10** |
| **2.1** | Market Survey  How to gather data during Market Survey | 2,3 |
| **2.2** | Drawing Insights of impacts of Socio-cultural factors on the buying behaviours | 2,3 |
| **2.3** | Use of Socio-cultural factors on effectively impacting buying behaviours and developing Global/ Glocalperspective  Impact on the businesses in India | 2,3 |
| **3** | **Title** | **The Concept of Enterprise Launching** |  | **12** |
| **3.1** | * Entrepreneurial Process;Product/ Project Identification; * Developing a Business Plan: Meaning and Purpose of a business plan, * Contents of a business plan, Guidelines for writing a Business Plan * Product/ Market Fit: Concept, Importance for startups. Minimum Viable Product, | 2 |
| **3.2** | * Prerequisites from the perspective of an investor, (Creating Pitch Deck) * Business Financing:Various Sources of Funding to Start-ups including venture capital finance and private equity Managing early growth of the business; * New venture expansion - strategies and issues | 2,4 |
| **4** | **Title** | **Institutions supporting business enterprises** |  | **8** |
| **4.1** | * Support Organizations for an entrepreneur and their role   Central level institutions - NBMSME, KVIC, The coir board, NSIC, NSTEDB, NPC, EDI, NRDCI, National entrepreneurship Development Institutes | 1,2 |
| **4.2** | State level Institutions - State Directorate of Industries & Commerce, DIC, SFC, SIDC, SIADB. | 1,2 |
|  | **4.3** | Other institutions : NABARD, HUDCO, TCO, SIDBI, Business incubators |  |  |
| **5** | **Title** | **Legal framework for starting a business in India** |  | **20** |
| **5.1** | * The Make in India and Digital India Campaigns– * For Entrepreneurship support * Other Start-up Ecosystem in India | 3 |
| **5.2** | Understanding the Legal Scenario in India and alternative dispute redressal system  Compliances required to set up each type of business organization  Employment Laws and Labour Codes in India  Ethics in Business Environment - Code of Conduct and Ethics at the Workplace  Understanding, Overview, and Identification of IPR, Patents,  Trademarks, Copyrights  Geographical Indications, Industrial Designs, Trade Secrets | 4 |

**Text Books**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Sr. No** | **Title** | **Edition** | **Authors** | **Publisher** | **Year** |
| **1.** | **Start Ups and New Venture Management** |  | **JyotiGogate** |  |  |
| **2.** | **Socio Cultural Impact of Globalisation in India** |  | **RajivkumarUpadhyay** |  |  |
| **3.** | **Socio Cultural Stratification Of India** |  | **IqtidarKaramat Cheema** | **Tata McGraw-Hill** |  |
| **4.** | Blue Ocean Strategy :How to Create Uncontested Market Space and Make the  Competition Irrelevant | Expanded Edition | **W. Chan Kim** | **Pearson** |  |

**Reference Books**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Sr. No** | **Title** | **Edition** | **Authors** | **Publisher** | **Year** |
| **1** | Strategy for Start-ups, |  | Harvard Business Review Case study | https://hbr.org/2018/05/strategy-for- start-ups |  |
| **2** | **It’s Logical:Innovating Profitable Models** |  | KaustubhDhargalkar |  |  |
| **3** | Where Good Ideas Come From :The Natural History of Innovation |  | Steven Johnson |  |  |
| **4** | Socio Cultural Perspective : Anew Intelligence Paradigm |  | Conference at MITRE | **Mc Clean in Virginia** |  |
| **5.** | Narrative Analysis : SocioCultural Approach to Analysisng Short Participant Stories |  | Carol Grebich |  |  |

\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*END of Sem 5 \*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*

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| **Course(Category)**  **Code** | **Course Name** | **Teaching Scheme (Hrs/week)** | | | | | | | **Credits Assigned** | | | | | |
| **L** | **T** | **P** | | **O** | **E** | | **L** | **T** | | **P** | | **Total** |
| **SEM 6** | **Entrepreneurial Finance & Management** | **3** | **0** | **2** | | **4** | **9** | | **2** | **0** | | **1** | | **3** |
| **Examination Scheme** | | | | | | | | | | | | |
| **Component** | | | **ISE** | | | **MSE** | | | **ESE** | | **Total** | |
|  | **Theory** | | | **20** | | | **20** | | | **60** | | **100** | |
| **Laboratory** | | | **80** | | | **--** | | | **20** | | **100** | |

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| **Pre-requisite Course Codes, if any.** | | Digital Systems |
| **Course Objective:**Imparting concepts of each component of computer architecture thoroughly with practical aspects including memory systems and I/O communications with interfacing | | |
| **Course Outcomes (CO):** *At the End of the course students will be able to* | | |
| CS203.1 | Understanding financial documents | |
| CS203.2 | Knowing sources of funding and raising funds | |
| CS203.3 | Developing understanding of markets | |
| CS203.4 | Developing Research Project | |
| CS203.5 | Overall financial literacy | |

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| **Module No.** | **Unit No.** | **Topics** | **Ref.** | **42 Hrs.** |
| **1** | **Title** | Financial Management and Funding |  | **8** |
| **1.1** | * What is Cost Sheet * Building a cost for a product & service in the structured format * Live Costing assignment for a product Preparation of actual cost sheet for a product (Show the product & ask the learner to compute its estimated cost) | 1,2 |
| **1.2** | Concept of Marginal Costing, Variable cost, Fixed cost, Contribution Margin, Profit Volume Ratio, Break Even Point & Margin of Safety | 1,2 |
| **2** | **Title** | Budgeting |  | **14** |
| **2.1** | * Meaning of Budgeting & Forecasting Understanding the concept of budgeting & forecasting in business * Pricing Methodology How to price the product or service | 2,3 |
| **2.2** | * P&L, Balance Sheet, Cash flow, Net Present Value, Internal Rate of Return, Payback period | 2,3 |
| **2.3** | * Sources of Funding Basics on how to raise funds * Resource Mobilization * Angel Investors & Venture capital | 2,3 |
| **3** | **Title** | **Marketing Management and Methods of Market Research** |  | **20** |
| **3.1** | Concept, Need and Importance of Marketing  Introduction to Business Research. Need & Scope of Research. The Process of Research , Research Applications in Business Decisions  Formulation of Research Problem & Development of Hypotheses | 2 |
| **3.2** | Digital Data Analytics:  Uni-variate and Bi-variate, Analysis of Data, Cross-tabulation Frequency,  Distribution Tables, Testing of Hypotheses Test of Significance - Single Population, TwoPopulation using t-test and Z-test. Analysis of Variance Techniques One-way ANOVA Two-way  ANOVA Non-Parametric Tests Chi-Square Tests The Kruskal-Wallis Test Correlation & Regression Analysis | 2,4 |
| **3.3** | Strategy Formulation:  Environmental Scanning  SWOC/SOAR & PESTLE  Analysis 3. Scenario Analysis  Strategy Planning for  Marketing Mix-4Ps  Strategy Planning for Market- Offensive & Defensive  Strategies (Competitor  Strategies) | 2,3 |
| **Total** | | | | **42** |

**Text Books**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Sr. No** | **Title** | **Edition** | **Authors** | **Publisher** | **Year** |
| **1** | Cost Accounting |  | N.K. Prasad, Charles Hongreen |  |  |
| **2** | Cost Accounting |  | Saxsena & Vashisth |  |  |
| **3** | Financial Management |  | Khan & Jain |  |  |
| **4** | Strategic Management |  | N. Chandrasekaran & Ananthanarayanan |  |  |
| **5** | Strategic Management : The Indian Context |  | Srinivasan R |  |  |
| **6** | Research Methodology - Concepts and Cases |  | Deepak Chawla &Neena Sondhi |  |  |
| **7** | Marketing Research – An Applied Study |  | Naresh K Malhotra – Pearson | Orientation Publications |  |
| **8** | Marketing Research |  | RajenNargundkar | (Macmillan) |  |

**Reference Books**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Sr. No** | **Title** | **Edition** | **Authors** | **Publisher** | **Year** |
| **1** | Start Up & Fund raising |  | PrajaktaRaut |  |  |
| **2** | Funding your start up |  | DhruvNath |  |  |

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| **Course(Category)**  **Code** | **Course Name** | **Teaching Scheme (Hrs/week)** | | | | | | | **Credits Assigned** | | | | | |
| **L** | **T** | **P** | | **O** | **E** | | **L** | **T** | | **P** | | **Total** |
| **SEM 7** | **Innovation:**  **Learning By Doing** | **2** | **0** | **2** | | **4** | **9** | | **1** | **0** | | **3** | | **4** |
| **Examination Scheme** | | | | | | | | | | | | |
| **Component** | | | **ISE** | | | **MSE** | | | **ESE** | | **Total** | |
|  | **Theory** | | | **20** | | | **20** | | | **60** | | **100** | |
| **Laboratory** | | | **20** | | | **20** | | | **60** | | **100** | |

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| --- | --- | --- |
| **Pre-requisite Course Codes, if any.** | |  |
| **Course Objective:** It helps student to finalize the idea or USP and thus knowledge gained from forth coming modules can be applied for developing the idea/ product further | | |
| **Course Outcomes (CO):** *At the End of the course students will be able to* | | |
| CS203.1 | Identifying his/her goals | |
| CS203.2 | Understanding strengths and weaknesses | |
| CS203.3 | Develop Strategies | |
| CS203.4 | Develop Entrepreneurial Mindset | |
| CS203.5 | Identify Entrepreneurial Style | |
| CS203.6 | Develop Idea from the perspective of Commercial Feasibility | |

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| **Module No.** | **Unit No.** | **Topics** | **Ref.** | **56 Hrs.** |
| **1** | **Title** | * Entrepreneurial content creation (introduction) |  | **14** |
| **1.1** | Introduction to Entrepreneurial content creation its need & significance  Types of content that needs to be developed by any entrepreneur   * Visualization and manifestation of company's ideology from content | 1,2 |
| **1.2** | * Content creation platforms and early stages of content development * Traditional and Modern platforms for which content is to be created, their dynamism and effective use * Trade letters and formats * Content creation for social media * Content creation for internal and external consumption   Integration of content for cohesive messaging | 1,2 |
| **2** | **Title** | Innovation |  | **10** |
| **2.1** | Basic Concepts & forms of innovations (Process Innovation, product innovation, innovative pricing etc.)- Creating your USP  Innovation- IPR-Return on R &D | 2,3 |
| **2.2** | Commercialization of Innovation  Diffusion of Innovation - locating the consumers (early adopters, early majority, and laggards) and framing marketing strategy | 2,3 |
| **2.3** | Studying commercial feasibility of the innovation - Revenue, cost & profitability analysis | 2,3 |
| **3** | **Title** | Project |  | **12** |
| **3.1** | * Capstone Projects * Development of anInnovative Business Idea into a Proof-of-Concept * Development of Business Idea into working Prototype Entrepreneurship & Design Thinking | 2 |
| **4** | **Title** | **Final Project of Developing Business PROPOSAL** |  | **12** |
| **4.1** | Presenting the proposal to venture capitalists | 1,2 |
| **4.2** | Incubation of Project | 1,2 |
|  |  | **Title**: Research Project: |  |  |
| **5** |  | : An Overview Upcoming Trends  Questionnaire Designing, Pilot Testing of Questionnaire, Administering the Questionnaire |  | **8** |
| **6** | **Self-Study** | Data Processing & Editing Classification & Tabulation of Data Data Analysis using MS Excel & SPSS |  |  |
| **Total** | | | | **56** |

**Text Books**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Sr. No** | **Title** | **Edition** | **Authors** | **Publisher** | **Year** |
| **1** | **Start with Why** |  | **Simon Sinek** |  |  |
| **2** | **Digital Content Creation** |  | **Mark Schacter** |  |  |
| **3** | Professional Business Communication |  | ArunaKoneru |  |  |
| **4** |  |  |  |  |  |

**Reference Books**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Sr. No** | **Title** | **Edition** | **Authors** | **Publisher** | **Year** |
| **1** | **Crushing It** |  | Gary Vaynerchuk |  |  |
| **2** |  |  |  |  |  |
| **3** |  |  |  |  |  |
| **4** |  |  |  |  |  |
| **5** |  |  |  |  |  |

**\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*End Of Sem 7 \*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\***

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**Financial and Strategic Management**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Course**  **Code** | **Course Name** | **Teaching Scheme (Hrs/week)** | | | | | | | **Credits Assigned** | | | | | |
| **L** | **T** | **P** | | **O** | **E** | | **L** | **T** | | **P** | | **Total** |
| **SEM 4** | **Economics and Strategic Management** | **3** | **2** | **0** | | **4** | **9** | | **2** | **1** | | **0** | | **3** |
| **Examination Scheme** | | | | | | | | | | | | |
| **Component** | | | **ISE** | | | **MSE** | | | **ESE** | | **Total** | |
|  | **Theory** | | | **20** | | | **20** | | | **60** | | **100** | |
| **Laboratory** | | | **20** | | | **30** | | | **30** | | **100** | |

|  |  |  |
| --- | --- | --- |
| Pre-requisite Course Codes, if any. | | Digital Systems |
| Course Objective:Imparting concepts of each component of computer architecture thoroughly with practical aspects including memory systems and I/O communications with interfacing | | |
| Course Outcomes (CO): *At the End of the course students will be able to* | | |
| ESM01 | Understand he world of economics and is impact on businesses | |
| ESM02 | Learn what is management | |
| ESM03 | Learn role of management in developing strategies | |
| ESM04 | Learn is co-relation with business finance | |
| ESM05 | To encourage critical thinking and foster ambitions through an academically rigorous and highly practical learning experience | |

**Table1: Mapping of CO with PO: (correlation/ strength matrix)**

**Correlation Levels: 1(Weak) 2(Medium) 3(Strong)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | PO  1 | PO  2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 |
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| PO Total |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Target PO **Strength** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

**BLOOM’S Levels Targeted (Pl. Tick appropriate)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Remember** | * **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** |

**Theory Component**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Module No.** | **Unit No.** | **Topics** | **Ref.** | **Hrs.** |
| **1** | **Title** | **Introduction to Economics** |  | **3** |
| **1.1** | Concept of Micro and Macro Economics | 1,2 |
| **1.2** | Law of demand and supply | 1,2 |
| **2** | **Title** | Money Matters |  | **9** |
| **2.1** | Circulations of money | 2,3 |
| **2.2** | Various currency standards | 2,3 |
| **2.3** | Types of money : physical, digital, crypto | 2,3 |
| **3** | **Title** | Factors of Production |  | **15** |
| **3.1** | Importance and Various types of Factors of Production | 2 |
| **3.2** | GDP, Balance of Trade, National Income | 2,4 |
| **3.3** | Monetary and Fiscal Policies | 2,3 |
|  | **3.4** | Direct and Indirect Taxation |  |  |
|  | **3.5** | Foreign Exchange Theories |  |  |
| **4** | **Title** | **Strategic Management** |  | **6** |
| **4.1** | PESTEL analysis  Porter’ 5 forces  BCG Matrix  PLC | 1,2 |
| **4.2** | Marketing challenges and Strategies | 1,2 |
| **5** | **Title** | **Marketing Management** |  | **9** |
| **5.1** | Types of Markets :  Financial Markets, Commodity markets  Market Share as Innovators, Competitors, Challengers, Niche marketers | 3 |
| **5.2** | Market Strategies: Indian Markets and International Markets | 4 |
| **5.3** | Digital and Social Media Marketing | 1,2,4 |
| **Total** | | | | **42** |

**Text Books**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Sr. No** | **Title** | **Edition** | **Authors** | **Publisher** | **Year** |
| **1** | Economics | 22nd | Campbell R. McConnell, Stanley L. Brue, Sean M. Flynn, Bibek Ray Chaudhuri | Mc Graw Hill | (2021) |
| **2** | Principles of Economics | 7th | by [S.R. Myneni](https://www.ebcwebstore.com/author.php?author=S.R.+Myneni) | **Allahabad Law Agency** |  |
| **3** | Micro Economics | **4th** | D. N. Dwivedi | **Vikas Publication** | **2023** |
| **4** | Managerial Economics | 8th | **D N Dwivedi** | Vikas Publishing |  |

**Text Books for Strategic management**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Sr. No** | **Title** | **Edition** | **Authors** | **Publisher** | **Year** |
| **1** | Strategic Management | 1st | [C B Gupta](https://www.ebcwebstore.com/author.php?author=C+B+Gupta) | **S Chand** | **2024** |
| **2** | Strategic Management |  | N Chandrasekaran, P S Anantnarayanan | **Taxmann** | **2024** |
| **3** | Strategic ManagementManagement: Formulation, Implementation And Control) | 12th | * John Pearce, Richard Robinson, Amita Mital | McGrawHill | 2012 |
| **4** | Marketing Management | Text and Cases | **3rd** | [Tapan K Panda](https://www.taxmann.com/bookstore/authors/532-tapan-k-panda) | **Taxmann** |  |
| **5** | Digital marketing |  | Satinder Kumar and Supreet Kaur |  |  |

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| **Course(Category)**  **Code** | **Course Name** | **Teaching Scheme (Hrs/week)** | | | | | | | **Credits Assigned** | | | | | |
| **L** | **T** | **P** | | **O** | **E** | | **L** | **T** | | **P** | | **Total** |
| **SEM 5** | **Introduction to Financial Analysis** | **3** | **0** | **2** | | **4** | **9** | | **2** | **0** | | **2** | | **4** |
| **Examination Scheme** | | | | | | | | | | | | |
| **Component** | | | **ISE** | | | **MSE** | | | **ESE** | | **Total** | |
|  | **Theory** | | |  | | | **40** | | | **60** | | **100** | |
| **Laboratory** | | | **30** | | | **30** | | | **40** | | **100** | |

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| **Pre-requisite Course Codes, if any.** | | Digital Systems |
| **Course Objective:**Understanding the financial regulatory systems and he financial statements wih ref o he companies listed on the stock markets | | |
| **Course Outcomes (CO):** *At the End of the course students will be able to* | | |
| IFA 1 | Understand the Forms of organization Regulatory framework within which the operate | |
| 2 | Understand the contents of the report | |
| 3 | Decipher he broad contents of the financial statements and the various components hereof | |
| 4 | Calculate the key ratios , interpret them and come up with a reasoned analysis thereof | |
| 5 | Understand the broad process of budgeting | |
|  | Predict the financial projection by using financial modeling | |

**Table1: Mapping of CO with PO: (correlation/ strength matrix)**

**Correlation Levels: 1(Weak) 2(Medium) 3(Strong)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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|  | PO  1 | PO  2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 |
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| PO Total |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Target PO **Strength** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

**BLOOM’S Levels Targeted (Pl. Tick appropriate)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Remember** | **Understand** | * **Apply** | **Analyze** | **Evaluate** | * **Create** |

**Theory Component**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Module No.** | **Unit No.** | **Topics** | **Ref.** | **Hrs.** |
| **1** | **Title** | **Forms of Organization** |  | **6** |
| **1.1** | Various forms of Organization  Proprietorships, Partnership, LLPs, Pvt. / Public Ltd Companies | 1,2 |
| **1.2** | Regulatory Frameworks like Partnership Act, Companies Act, listing requirements | 1,2 |
| **2** | **Title** | Understanding Annual Reports |  | **6** |
| **2.1** | Introduction to Annual Reports: Chairman’s Statement, Management discussion and Analysis, Segmental reporting, Auditor’s report, ESG reporting | 2,3 |
| **2.2** |  | 2,3 |
| **2.3** |  | 2,3 |
| **3** | **Title** | Three Pillars of Financial Statements |  | **24** |
| **3.1** | Understanding Income Statement, Statement of Financial Position, Cash Flow Statement, Various Schedules forming part of the annual accounts | 2 |
| **3.2** | Statement of Changes in equity | 2,4 |
| **3.3** | Fundamental concepts underlined in the preparation of Accounts | 2,3 |
| **4** | **Title** | **Key ratios and their interpretation** |  | **8** |
| **4.1** | Liquidity ratios, Solvency ratios, efficiency ratios, turnover ratios, working capital cycle and management | 1,2 |
| **4.2** |  | 1,2 |
| **5** | **Title** | **Budgetary Exercise** |  | **8** |
| **5.1** | Cash budget, Production, Sales budget, Preparation of Master Budget thereof | 3 |
| **5.2** | Concept of rolling budget and Zero Based budgeting | 4 |
| **5.3** | Budget as a tool to exercise control | 1,2,4 |
| **6** |  | Financial Modelling |  |  |
|  | **6.1** | Predicting the future financials based on the management discussion analysis |  | **8** |
| **Total** | | | | **56** |

**Text Books**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Sr. No** | **Title** | **Edition** | **Authors** | **Publisher** | **Year** |
| **1** |  |  |  |  |  |
| **2** |  |  |  |  |  |
| **3** |  |  |  |  |  |
| **4** |  |  |  |  |  |

**Reference Books**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Sr. No** | **Title** | **Edition** | **Authors** | **Publisher** | **Year** |
| **1** |  |  |  |  |  |
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| **Course**  **Code** | **Course Name** | **Teaching Scheme (Hrs/week)** | | | | | | | **Credits Assigned** | | | | | |
| **L** | **T** | **P** | | **O** | **E** | | **L** | **T** | | **P** | | **Total** |
| **SEM 6** | **Introduction to Finance** | **0** | **0** | **0** | | **4** | **4** | |  |  | | **3** | | **3** |
| **Examination Scheme** | | | | | | | | | | | | |
| **Component** | | | **ISE** | | | **MSE** | | | **ESE** | | **Total** | |
|  | **Theory** | | | **00** | | | **50** | | | **50** | | **100** | |
| **Tutorials** | | | **00** | | | **50** | | | **50** | | **100** | |

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| **Pre-requisite Course Codes, if any.** | | Digital Systems |
| **Course Objective:**To Understand the basics of commercial terms and concepts underlying finance | | |
| **Course Outcomes (CO):** *At the End of the course students will be able to* | | |
| IF00 1 | Understand basic financial calculations and evaluate the commercial feasibility of the projects | |
| IF002 | Apply the basic financial concept to the given financial propositions | |
| IF003 | Calculate the break-even point/s | |
| IF004 | Determine the optimal sources of finance and Applications there off | |
| IF005 | Calculate the IIR, NPV, Pay-back Period | |

**Table1: Mapping of CO with PO: (correlation/ strength matrix)**

**Correlation Levels: 1(Weak) 2(Medium) 3(Strong)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | PO  1 | PO  2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 |
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| PO Total |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Target PO **Strength** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

**BLOOM’S Levels Targeted (Pl. Tick appropriate)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Remember** | **Understand** | * **Apply** | **Analyze** | **Evaluate** | **Create** |

**Theory Component**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Module No.** | **Unit No.** | **Topic** | **Ref.** | **Hrs.** |
| **1** | **Title** | **Financial Arithmetic** |  | **5** |
| **1.1** | Simple Interest, Compound Interest , Time Value of Money with Practical Exercises | 1,2 |
| **1.2** |  | 1,2 |
| **2** | **Title** | Break even Analysis |  | **10** |
| **2.1** | Concepts of Ficed, costs, variable costs, semi variable costs and Marginal Costing | 2,3 |
| **2.2** | Concept and calculation of Break-even point including multi product break even analysis | 2,3 |
| **2.3** |  | 2,3 |
| **3** | **Title** | Various sources of finance |  | **12** |
| **3.1** | Debt ( long term, medium and short term and other time durations), | 2 |
| **3.2** | Types of Share capital | 2,4 |
| **3.3** | Debentures, deposits, call money and application finances – retention of funds v/s distribution of funds by way of dividends in the light of future financial requirements | 2,3 |
| **4** | **Title** | **Cost of Capital** |  | **5** |
| **4.1** | Post tax effective cost of capital, | 1,2 |
| **4.2** | Impact of Debt, | 1,2 |
| **4.3** | financial and operating leverage |  |  |
| **4.4** | VAAC: |  |  |
| **5** | **Title** | **Project Evaluation Techniques** |  | **11** |
| **5.1** | Basics of Cash inflow – outflow | 3 |
| **5.2** | PV tables | 4 |
| **5.3** | NPV, IRR, Pay back and relevance of Time value of Money | 1,2,4 |
| **Total** | | | | **42** |

**Text Books**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Sr. No** | **Title** | **Edition** | **Authors** | **Publisher** | **Year** |
| **1** |  |  |  |  |  |
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**Reference Books**

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| --- | --- | --- | --- | --- | --- |
| **Sr. No** | **Title** | **Edition** | **Authors** | **Publisher** | **Year** |
| **1** |  |  |  |  |  |
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| **Pre-requisite Course Codes, if any.** | | Digital Systems |
| **Course Objective:**Students should be able to apply the concepts studied so far and demonstrate their ability to apply them in a practical environment | | |
| **Course Outcomes (CO):** *At the End of the course students will be able to* | | |
| CS203.1 | Demonstrate reasonable application of theoretical and practical learnings at a work place | |
| CS203.2 | Learn practical and work on output | |
| CS203.3 | Acquire enough knowledge to have an edge over other candidates | |
| CS203.4 | Secure job in the desired company | |

**Table1: Mapping of CO with PO: (correlation/ strength matrix)**

**Correlation Levels: 1(Weak) 2(Medium) 3(Strong)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | PO  1 | PO  2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 |
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| PO Total |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Target PO **Strength** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

**BLOOM’S Levels Targeted (Pl. Tick appropriate)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Remember** | * **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** |

**Theory Component**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Module No.** | **Unit No.** | **Topics** | **Ref.** | **Hrs.** |
| **1** | **Title** | **Faculty Supervised and Company Representative mentored, Company embedded live Project in any area of Finance such as**  **Listing an IPO, Derivative Markets in currency, commodities, shares and stocks, weather Markets etc.** |  | **5** |