University of Mumbai

No.AAMS_UGS / ICC / 2023-24 / 34
Mumbai – 400 032.
18th July, 2023.

To
The Principal,
Shree Dnyanraj Mauli Shikshan Seva Mandal's,
Achievers College of Commerce & Management,
Kalyan – 421 302.

Sub :- B.Voc (Management & Entrepreneurship Development).

Ref :- RB/MU-2023/CR-490/Edn-3/950, dated 12th July, 2023.

Sir / Madam,

I am to invite your attention to the Ordinances, Regulations and Syllabus relating to the B.Voc (Management & Entrepreneurship Development) and to inform you that the resolution passed by the Board of Deans at its meeting held on **8th December, 2022** vide item No. **7.1 (N)** have been accepted by the Academic Council at its online meeting held on **6th April, 2023** vide item No.**7.1 (N)** and subsequently approved by the Management Council at its meeting held on **27th April, 2023** vide item No. **11** and that in accordance therewith, in exercise of the powers conferred upon the Management Council under Section 74(4) of the Maharashtra Public Universities Act, 2016 (Mah. Act No. VI of 2017) the Ordinance **6857 & 6858** Regulations **9667 to 9670** and the syllabus of **B.Voc. (Management & Entrepreneurship Development) (Sem I to VI) (CBCS)** has been introduced as the said course has been sanctioned by the U.G.C., New Delhi, under NSQF and the same have been brought into force with effect from the academic year **2020-21**, accordingly. (The said circular is available on the University's website www.mu.ac.in).

MUMBAI – 400 032
18th July, 2023

(Prof. Sunil Bhirud)
I/c. REGISTRAR

A.C/7.1 (N)/06/04/2023.
M.C/11/27/04/2023.

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Copy forwarded with Compliments for information to:-

1) The Chairman, Board of Deans
2) The Dean, Faculty of Commerce & Management,
3) The Director, Board of Examinations and Evaluation,
4) The Director, Department of Students Development,
5) The Director, Department of Information & Communication Technology,
6) The Co-ordinator, MKCL.

Copy to :-

1. **The Deputy Registrar, Academic Authorities Meetings and Services (AAMS),**
2. **The Deputy Registrar, College Affiliations & Development Department (CAD),**
3. **The Deputy Registrar, (Admissions, Enrolment, Eligibility and Migration Department (AEM),**
4. **The Deputy Registrar, Research Administration & Promotion Cell (RAPC),**
5. **The Deputy Registrar, Executive Authorities Section (EA),**
6. **The Deputy Registrar, PRO, Fort, (Publications Section),**
7. **The Deputy Registrar (Special Cell),**
8. **The Deputy Registrar, Fort/Vidyanagari Administration Department (FAD) (VAD), Record Section,**
10. **The Professor-cum- Director, Institute of Distance and Open Learning (IDOL Admin), Vidyanagari,**

They are requested to treat this as action taken report on the concerned resolution adopted by the Academic Council referred to in the above circular and that on separate Action Taken Report will be sent in this connection.

1. **P.A. to Hon'ble Vice-Chancellor,**
2. **P.A. to Pro-Vice-Chancellor,**
3. **P.A. to Registrar,**
4. **All Deans of all Faculties,**
5. **P.A. to Finance & Account Officer, (F. &. A.O.),**
6. **P.A. to Director, Board of Examination & Evaluation,**
7. **P.A. to Director, Innovation, Incubation and Linkages,**
8. **P.A. to Director, Board of Lifelong Learning and Extension (BLLE),**
9. **The Director, Dept. Of Information and Communication Technology (DICT) (CCF & UCC), Vidyanagari,**
10. **The Director of Board of Student Development,**
11. **The Director, Department of Students Welfare (DSD),**
12. **All Deputy Registrar, Examination House,**
13. **The Deputy Registrars, Finance & Accounts Section,**
14. **The Assistant Registrar, Administrative sub-campus Thane,**
15. **The Assistant Registrar, School of Engg. & Applied Sciences, Kalyan,**
16. **The Assistant Registrar, Ratnagiri Sub-centre, Ratnagiri,**
17. **The Assistant Registrar, Constituent Colleges Unit,**
18. **BUCTU,**
19. **The Receptionist,**
20. **The Telephone Operator,**
21. **The Secretary MUASA,**

for information.

AC - 06/04/2023
Item No.7.1 (N)

UNIVERSITY OF MUMBAI

Syllabus for

B. Voc. (Management & Entrepreneurship Development)

(Sem. I To VI)

(Choice Base and Credit System)

(Introduced from the academic year 2020-21)

UNIVERSITY OF MUMBAI

Syllabus for Approval

Sr. No.	Heading	Particulars
1	O: 6857 Title of Course	B.Voc (Management & Entrepreneurship Development)
2	O: 6858 Eligibility	H.S.C
3	R: 9667 Duration of Course	3 Years
4	R: 9668 Intake Capacity	50
5	R: 9669 Scheme of Examination	CBCS
6	R: 9670 Standards of Passing	40 %
7	No. of years / Semesters:	3 Years / 6 Semesters
8	Level:	~~P.G.~~ / U.G./ ~~Diploma~~ / ~~Certificate~~ **(Strike out which is not applicable)**
9	Pattern:	~~Yearly~~ / Semester **(Strike out which is not applicable)**
10	Status:	~~Revised~~ / New **(Strike out which is not applicable)**
11	**To be implemented from Academic Year :**	From Academic Year: 2020-21

Dr. Ajay Bhamre
Chairman,
Board of Studies in Commerce

Prof. Kavita Laghate,
I/c Associate Dean,
Faculty of Commerce and Management

Dr. Ajay Bhamre
I/c Dean,
Faculty of Commerce and Management

B. Voc. (Management & Entrepreneurship Development) Programme

Course Structure

First Year – Foundation level (Business Plan formulation)

(To be implemented from Academic Year- 2020-2021)

No. of Courses	Semester I	Credits	No. of Courses	Semester II	Credits
	Core Courses			***Core Courses***	
1.	Fundamentals of Management & Entrepreneurship Essentials	**03**	1.	Basics of Accounting for Entrepreneurs	**03**
2.	Business Communication & Soft Skills for Entrepreneurs	**03**	2.	Financial Accounting of Sole Propriety Concern	**03**
3.	Business Mathematics & Statistics	**03**	3.	Policies & Legal aspects of Entrepreneurship	**03**
	Skill based Component			***Skill based Component***	
4.	IT Applications for Entrepreneurs	**06**	4.	E-Commerce Applications Development	**06**
	Practical course			***Practical course***	
5.	Creativity and Innovation in Entrepreneurship – (Task based)	**06**	5.	Market Research & Business Environmental Analysis (Report submission)	**06**
6.	Idea Generation & Business Plan Formulation	**06**	6.	Building Entrepreneurial platforms using advanced IT tools (industry collaborated project)	**06**
	Total Credits	**30**		**Total Credits**	**30**
	Cumulative Credits (Certificate)	**30**		**Cumulative Credits (Diploma)**	**60**

B. Voc. (Management & Entrepreneurship Development) Programme

Course Structure

Second Year – Pre-Venture Prep Level

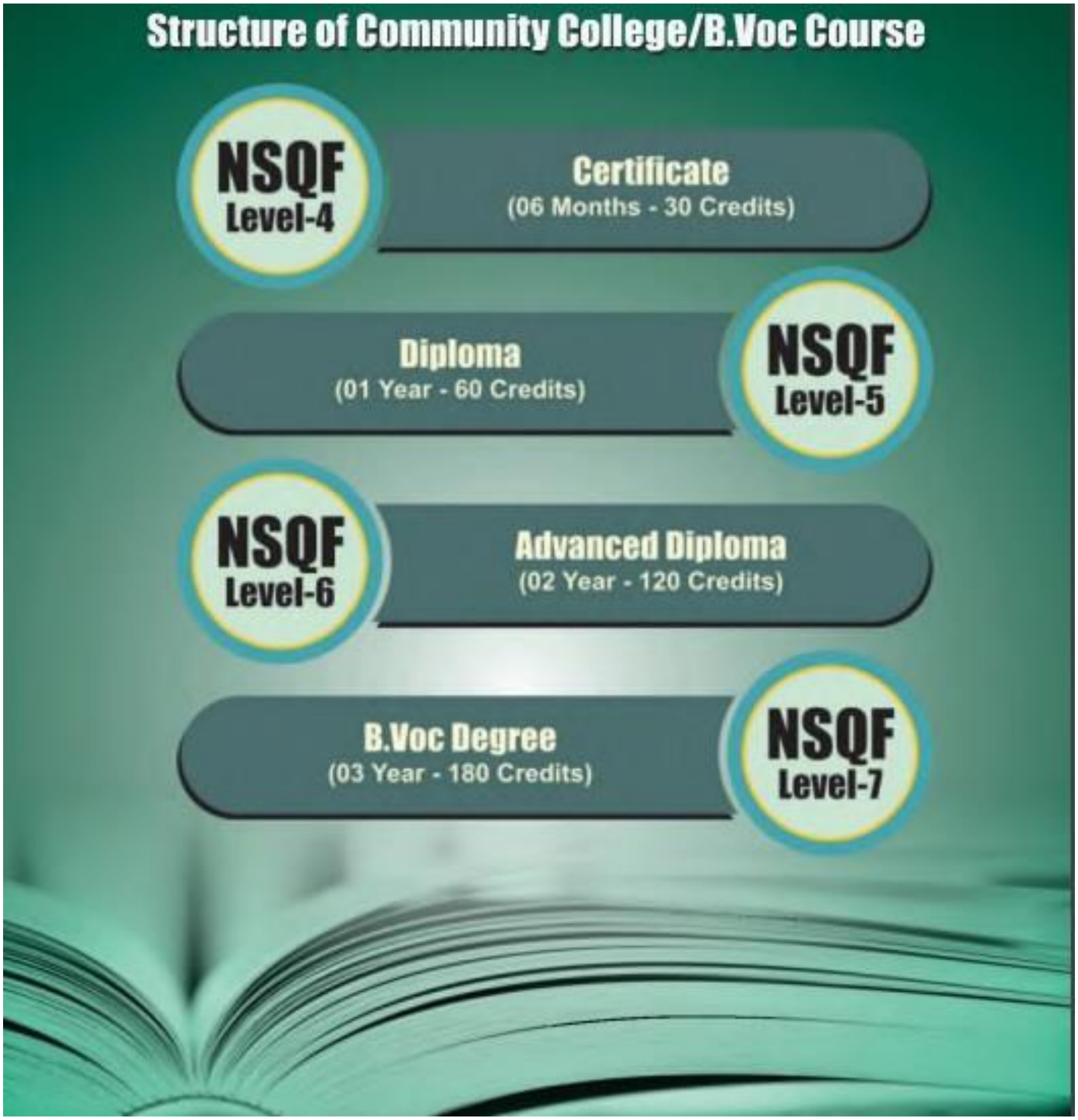
No. of Courses	Semester III	Credits	No. of Courses	Semester IV	Credits
	Core Courses			***Core Courses***	
1.	Strategic Management	**03**	1.	Financial Accounting of Partnership Firm	**03**
2.	Financial Management	**03**	2.	Marketing Management	**03**
3.	Operations, Logistics & Supply Chain Management	**03**	3.	Human Resource Management	**03**
	Skill based Component			***Skill based Component***	
4.	Professional Skills & Personality Development	**06**	4.	Business Networking & Negotiation	**06**
	Practical course			***Practical course***	
5.	Fund raising	**06**	5.	Social Entrepreneurship & Green Entrepreneurship projects	**06**
6.	Business Model and Revenue model creation	**06**	6.	Governmental (MSME) & Institutional Support	**06**
	Total Credits	**30**		**Total Credits**	**30**
Cumulative Credits (Advanced Diploma) = 120					

B. Voc. (Management & Entrepreneurship Development) Programme

Course Structure

Third Year – (Advanced) Venture Creation Level

No. of Courses	Semester V	Credits	No. of Courses	Semester VI	Credits
	Core Courses			***Core Courses***	
1.	Entrepreneurship Development and Government	**03**	1.	Project Management & Contingency Planning	**03**
2.	Financial Accounting – Costing	**03**	2.	Indirect Tax (GST)	**03**
3.	Direct Tax (Income Tax)	**03**	3.	Ethics, CSR & Corporate Governance	**03**
	Skill based Component			***Skill based Component***	
4.	Legal Procedures & Intellectual Property Rights	**06**	4.	SAP Business Overview, MIS & Business Process Automation	**06**
	Practical course			***Practical course***	
5.	Consumer Behavior & Business Analytics	**06**	5.	Industry Field Project	**06**
6.	International Business Policies & Practices	**06**	6.	Pilot Project Formulation & Start up implementation	**06**
	Total Credits	**30**		**Total Credits**	**30**
Cumulative Credits (B. Voc.) = 180					


Structure of Community College/B.Voc Course
NSQF
Level-4
Certificate
(06 Months - 30 Credits)
Diploma
(01 Year - 60 Credits)
NSQF
Level-5
NSQF
Level-6
Advanced Diploma
(02 Year - 120 Credits)
B.Voc Degree
(03 Year - 180 Credits)
NSQF
Level-7

Syllabus of Courses of

B. Voc. (Management & Entrepreneurship Development) Programme

Semester I
with Effect from the Academic Year 2020-2021

First Year – Foundation level (Business Plan formulation)

Core Courses

Fundamentals of Management & Entrepreneurship Essentials

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	**Essentials of Management and Entrepreneurship**	14
2	**Planning, Decision Making and Organizing**	16
3	**Directing, Leadership, Co-ordination and Controlling**	15
4	**General Business Environment and recent trends**	15
	Total	**60**

Objectives

SN	Objectives
1	The course aims at explaining the core concepts of Management and its importance in managing a business
2	The objective is to develop a conceptual frame work of managerial function and to acquaint the participants with the practical aspects of Management.

Sr. No.	Modules / Units
1	**Essentials of Management and Entrepreneurship**
	Management Essentials • Management: Concept, Significance, Role & Skills, Levels of Management, Concepts of PODSCORB, Managerial Grid. • Evolution of Management thoughts, Contribution of F.W Taylor, Henri Fayol and Contingency Approach. **Entrepreneurship Essentials** • Who is an Entrepreneur? - Functions and classifications of entrepreneurs • Characteristics of Entrepreneur and importance of Entrepreneur • Entrepreneur vs. professional manager • Concepts of MSME and its growth in India • Entrepreneurship and Environment - policies governing entrepreneurs - entrepreneurial development programmes - institutions for entrepreneurship development
2	**Planning, Decision Making and Organizing**
	• Planning: Meaning, Importance, Elements, Process, Limitations and MBO. • Decision Making: Meaning, Importance, Process, Techniques of Decision Making. • Organizing: Concepts, Structure (Formal & Informal, Line & Staff and Matrix), Meaning, Advantages and Limitations • Departmentalization: Meaning, Basis and Significance • Span of Control: Meaning, Graicunas Theory, Factors affecting span of Control, Centralization v/s Decentralization • Delegation: Authority & Responsibility relationship
3	**Directing, Leadership, Co-ordination and Controlling**
	• Directing: Meaning and Process • Leadership: Meaning, Styles and Qualities of Good Leader • Co-ordination as an Essence of Management • Controlling: Meaning, Process and Techniques
4	**General Business Environment& Recent Trends**
	Environment • Business and Environment • Internal and External Environment - Political Environment - Socio-cultural Environment - Demographic Environment - Ecological Environment - Technological Environment Recent Trends: Green Management – CSR- Digital Nomadism- Gig Economy- Social Commerce-Disruptive Technology

Syllabus of Courses of

B. Voc. (Management & Entrepreneurship Development) Programme

Semester I

with Effect from the Academic Year 2020-2021

First Year – Foundation level (Business Plan formulation)

Core Courses

Business Communication & Soft Skills for Entrepreneurs

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	**Understanding Business Communication**	15
2	**Verbal Communication (oral-aural)**	20
3	**Business Correspondence (Written communication)**	15
4	**Soft Skills for Entrepreneurs & Managers**	10
	Total	**60**

Objectives

SN	Objectives
1	To help students understand the principles of effective communication from a professional and Entrepreneurial perspective
2	To hone the oral, written and interpersonal communication skills of learners and shape them into efficient business communicators.

Sr. No.	Modules / Units
1	**Understanding Business Communication**
	Concept of Communication: Meaning, Definition, Process, Need, FeedbackEmergence of Communication as a key concept in the Corporate and Global worldImpact of technological advancements on Communication **Methods and Modes of Communication:** Methods: Verbal and Nonverbal, Characteristics of Verbal Communication Characteristics of Non-verbal Communication, Business Etiquette Modes: Telephone and SMS Communication, Fax, Computers and E- communication, Video and Satellite Conferencing. **Problems in Communication /Barriers to Communication:** Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers, Ways to Overcome these Barriers
2	**Verbal Communication (oral-aural)**
	Listening Skills : Importance of Listening Skills, Cultivating good Listening Skills **Speaking Skills :** Importance of Spoken English, Status of Spoken English in India, International Phonetic Alphabet(IPA) Symbols, Spelling and Pronunciation, etc. **Functional Communication :** Asking for and giving information, Offering and responding to offers, Requesting andresponding to requests, Asking questions and responding, basic Etiquettes. **Reading Skills:** Purpose, Process, Methodologies Skimming and Scanning, Levels of Reading, Reading and Comprehension.
3	**Business Correspondence (Written communication)**
	Theory of Business Letter Writing: Parts, Structure, Layouts—Full Block, Modified Block, Semi -Block Principles of Effective Letter Writing, Principles of effective Email Writing, **Personnel Correspondence:** Statement of Purpose, Preparing a CV/Resume and Effective Profiling **Business Correspondence :** Preparing Agenda and Minutes for Meetings Writing Notices and Memos, Drafting an E-mail, Press Release, Correspondence with Govt./Authorities, Office Orders, Enquiries and Replies, etc. Report Writing: Parts, Types -Feasibility Reports &Investigative Reports
4	**Soft Skills for Entrepreneurs & Managers**
	Telephone Skills: Basics of Telephone communication, How to handle calls- telephone manners, Leaving a message , Greeting and Leave Taking over phone(etiquette) **Presentation Skills:** Preparing a PowerPoint Presentation, Greeting and introducing, Presenting a Paper, Group Discussions, Preparing for and Facing a Job Interview, Persuasion & Negotiation Skills **Time & Stress Management:** Tips & Techniques

Syllabus of Courses of

B. Voc. (Management & Entrepreneurship Development) Programme

Semester I

with Effect from the Academic Year 2020-2021

First Year – Foundation level (Business Plan formulation)

Core Courses

Business Mathematics & Statistics

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	**Arithmetic and Algebraic Functions**	10
2	**Introduction to Statistics**	10
3	**Measures of Dispersion, Co-Relation and Linear Regression**	15
4	**Time Series, Index Number, Probability and Decision Theory**	25
	Total	**60**

Objectives

SN	Objectives
1.	This course aims at familiarizing the students with mathematical models and statistical techniques applied in management.
2.	It also provides essential concepts for practical analysis and develops analytical skills necessary to make decisions.

Sr. No.	Modules / Units
1	**Arithmetic and Algebraic Functions**
	Arithmetic Functions • Ratios and Proportions • Simple and Compound interest including application of Annuity • Bill Discounting and Average Due Date • Mathematical reasoning – basic application • Depreciation of Assets: Equated Monthly Installments (EMI)- using flat interest rate and reducing balance method. **Algebraic Functions** • Set Theory and simple application of Venn Diagram • Variation, Indices, Logarithms • Permutation and Combinations – basic concepts • Linear Simultaneous Equations (3 variables only) • Quadratic Equations • Solution of Linear inequalities (by geometric method only) • Determinants and Matrices
2	**Introduction to Statistics**
	• Introduction: Functions/Scope, Importance, Limitations • Data: Relevance of Data(Current Scenario), Type of data(Primary & Secondary), Primary(Census v/s Samples, Method of Collection (In Brief), Secondary(Merits, Limitations, Sources) (In Brief) • Presentation Of Data:Classification – Frequency Distribution – Discrete & Continuous, Tabulation, Graph(Frequency, Bar Diagram, Pie Chart, Histogram, Ogives) • Measures Of Central Tendency:Mean(A.M, Weighted, Combined), Median(Calculation and graphical using Ogives), Mode(Calculation and Graphical using Histogram), Comparative analysis of all measures of Central Tendency
3	**Measures of Dispersion, Correlation and Linear Regression**
	• Measures Of Dispersion: Range with C.R(Co-Efficient Of Range), Quartiles & Quartile deviation with CQ (Co-Efficient Of Quartile), Mean Deviation from mean with CMD (Co-Efficient Of Mean Deviation), Standard deviation with CV(Co-Efficient Of Variance), Skewness& Kurtosis (Only concept) • Correlation: Karl Pearson, Rank Co-Relation • Linear Regression: Least Square Method

4	Time Series, Index Number, Probability and Decision Theory	
	Index Numbers : (a) Uses of Index Numbers (b) Problems involved in construction of Index Numbers (c) Methods of construction of Index Numbers **Time Series Analysis**: basic application including Moving Average (a) Moving Average Method (b) Method of Least Squares **Probability**:(a) Independent and dependent events; Mutually exclusive events (b) Total and Compound Probability; Baye's theorem; Mathematical Expectation **Decision Theory:** Acts, State of Nature Events, Pay offs, Opportunity loss, Decision Making under Certainty, Decision Making under Uncertainty, **Non-Probability**: Maximax, Maximin, Minimax, Regret, Laplace &Hurwicz) **Probabilitistics** (Decision Making under risk):EMV, EOL, EVPI **Decision Tree** **Theoretical Distribution** (a) Binomial Distribution, Poisson Distribution – basic application (b) Normal Distribution – basic application	

Syllabus of Courses of

B. Voc. (Management & Entrepreneurship Development) Programme

Semester I

with Effect from the Academic Year 2020-2021

First Year – Foundation level (Business Plan formulation)

Skill based component

IT Applications for Entrepreneurs

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction to Information Systems	15
2	Office Automation using MS Office	15
3	Email, Internet and its Applications	15
4	E-Security Systems	15
	Total	**60**

Objectives

SN	Objectives
1.	To learn basic concepts of Information Technology, its support and role in Management, for managers and Entrepreneurs
2.	To provide practical hands on training required for office automation using specialized tools such as MS-Office, ERP, SAP , etc.

Sr. No.	Modules / Units
1	**Introduction to Information Systems**
	Computer based Information Systems (CBIS) ▪ Types of CBIS - brief descriptions and their interrelationships/hierarchies ▪ Office Automation System(OAS) ▪ Transaction Processing System(TPS) ▪ Management Information System(MIS) ▪ Decision Support Systems (DSS) ▪ Executive Information System(EIS) ▪ Knowledge based system, Expert system Concept of ERP/E-SCM/E-CRM • Study of SAP, Oracle Apps, MS Dynamics NAV, Peoplesoft • E-SCM Components and Chain Architecture • E-CRM Solutions and its advantages
2	**Office Automation using MS Office**
	• **Using Word:** Creating/Saving of Document Editing and Formatting Features Designing a title page, Preparing Index, Use of SmartArt Cross Reference, Bookmark and Hyperlink. Mail Merge Feature. • **Spreadsheet application (e.g. MS-Excel/openoffice.org)** Creating/Saving and editing spreadsheets Drawing charts. Using Basic Functions: text, math & trig, statistical, date & time, database, financial, logical Using Advanced Functions : Use of VLookup/HLookup Data analysis – sorting data, filtering data (AutoFilter , Advanced Filter), data validation, what-if analysis (using data tables/scenarios), creating sub-totals and grand totals, pivot table/chart, goal seek/solver • **Presentation Software** Creating a presentation with minimum 20 slides with a script. Presenting in different views, Inserting Pictures, Videos, Creating animation effects on them Slide Transitions, Timed Presentations Rehearsal of presentation

3	**Email, Internet and its Applications**
	Introduction to Email Writing professional emails Creating digitally signed documents. • **Use of Outlook**: Configuring Outlook, Creating and Managing profile in outlook, Sending and Receiving Emails through outlook, Emailing the merged documents. Introduction to Bulk Email software • **Internet** Understanding Internet Technology Concepts of Internet, Intranet, Extranet Networking Basics, Different types of networks. Concepts (Hubs, Bridges, Routers, IP addresses) • **DNS Basics**. Domain Name Registration, Hosting Basics. • **Emergence of E-commerce and M-Commerce** Concept of E-commerce and M-Commerce Definition of E-commerce and M-Commerce Business models of e-commerce: models based on transaction party (B2B, B2C,B2G, C2B, C2C, E-Governance) • Models based on revenue models, Electronic Funds Transfer, Electronic Data Interchange.
4	**E-Security Systems**
	Threats to Computer systems and control measures. • **IT Risk** Definition, Measuring IT Risk, Risk Mitigation and Management • **Information Systems Security** • **Security on the internet** Network and website security risks Website Hacking and Issues therein. Security and Email • **E-Business Risk Management Issues** Firewall concept and component, Benefits of Firewall • **Understanding and defining Enterprise wide security framework** • **Information Security Environment in India with respect to real Time Application in Business** Types of Real Time Systems, Distinction between Real Time, On – line and Batch Processing System. Real Time Applications viz. Railway / Airway / Hotel Reservation System, ATMs, EDI Transactions - definition, advantages, examples;E-Cash, Security requirements for Safe E-Payments Security measures in International and Cross Border financial transactions

Syllabus of Courses of

B. Voc. (Management & Entrepreneurship Development) Programme

Semester I

with Effect from the Academic Year 2020-2021

First Year – Foundation level (Business Plan formulation)

Practical Courses

Creativity and Innovation in Entrepreneurship – (Task based)

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	**Creativity Tools and Techniques**	14
2	**Innovation Toolbox**	16
3	**Asset Protection and Timing of Innovation and Technology**	15
4	**Innovation and Commercialization**	15
	Total	**60**

Objectives

SN	Objectives
1	To examine the creative problem solving process and provide access to tools that students can use in their future careers for solving innovation dilemmas and challenges.
2	Evaluate how to turn creative ideas into tangible outcomes through developing a vision

Sr. No.	Modules / Units
1	**Creativity Tools and Techniques**
	• Lateral Thinking • Enablers and Barriers to Creativity • Creative Personality • Brainstorming • Entrepreneurial Creativity • Characteristics of Creative Groups, Three Components of Individual Creativity • Time Pressure and Creativity • Steps for Increasing Your Own Creativity • Creative Problem solving
2	**Innovation Toolbox**
	• CIT Mindset • Intelligent Fast Failure tool • Mind mapping Understanding Creative Diversity • CENTER Model Types of Innovation • Incremental and Radical Innovation • Factors that Favor Incremental Innovation • Service Innovations • Innovations in Processes
3	**Asset Protection**
	• Methods to Protect Technological Knowledge • Concept of Intellectual Property Rights; Patents; Patentingtrends; trademarks; Industrial designs; Copyrights ;Trade secrets • Models and Strategies of Market • Importance of timing of Innovation Management
4	**Innovation and Commercialization**
	Moving Innovation to Market • The Idea Funnel • Stage-Gate Systems • Extending Innovation through Platforms Case studies on Innovative start-ups: Success and failure stories

Practical

- Bringing examples of break-through innovation and successful businesses built around such innovations to class for discussion.
- Experimenting with new idea and trying to assess its acceptability among the various stakeholders
- Presentation and rough proposal followed by Q&A from selected panelists.

Syllabus of Courses of

B. Voc. (Management & Entrepreneurship Development) Programme

Semester I

with Effect from the Academic Year 2020-2021

First Year – Foundation level (Business Plan formulation)

Practical Course

Idea Generation & Business Plan Formulation

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction of Problem Identification	15
2	Idea Generation & Environmental Analysis	15
3	Analysis of Environment	15
4	Business Case and Financing opportunities	15
	Total	**60**

Objectives

SN	Objectives
1	To understand the concept of Business Plan and Business Canvas and the integration of all resources while formulating these.
2	To enable students to apply basics learnt in the current semester towards drafting a business plan.

Sr. No.	Modules / Units
1	**Introduction of Problem Identification**
	• Examine the link between problems, resolutions and opportunities • Develop an understanding of how to identify the problems, test hypotheses about those problems, and build a unique solution that addresses the opportunity. • Learn how to recognize an opportunity, identify gaps in the market and learn how to exploit this market opportunity. • Design Thinking: how to address the gap in the market?
2	**Idea Generation &Environmental Analysis**
	Idea generation • Generate multiple ideas • Intensive brainstorming on the several initial ideas generated. • Conduct secondary research in order to get a background (if necessary, draft a survey (primary research)) • Select the most attractive idea to develop further in detail.
3	**Analysis of Environment**
	Analysis of Environment • Identify the target market • identify a unique selling proposition • conduct an analysis of the competitive environment • build a SWOT analysis • Use Porter's 5 forces model to identify competitive market threats • develop your strategic thinking • Ensure that the idea is tailored to resolve a gap in the competitive market.
4	**Business Case and Financing opportunities**
	• Components of a Business Plan and layout of a Business Canvas • Business canvas as a tool to focus on the main building blocks of an innovative project, as well as aligning activities and illustrating potential Trade- offs. • Based on the business canvas, develop a more comprehensive business plan, incorporating a first financial draft. • Role of Business Angels, Venture Capital, Private Equity and non equity based financing. • Development of feasible and believable scenarios for the future. • Pitching and Business Plan presentation (concepts such as Elevator pitch and shark tank to be shared)

Syllabus of Courses of

B. Voc. (Management & Entrepreneurship Development) Programme

Semester I

with Effect from the Academic Year 2020-2021

First Year – Foundation level (Business Plan formulation)

Reference Books

Reference Books
Fundamentals of Management & Entrepreneurship Essentials

- Principles of Management , Ramasamy , Himalya Publication , Mumbai
- Principles of Management , Tripathi Reddy , Tata Mc Grew Hill
- Management Text & Cases , VSP Rao , Excel Books, Delhi
- Management Concepts and OB , P S Rao& N V Shah , AjabPustakalaya
- Essentials of Management , Koontz II & W , Mc. Grew Hill , New York
- Principles of Management-Text and Cases –Dr..M.SakthivelMurugan, New Age Publications
- Koontz & O'Donnel¸ Essentials of Management, Tata McGraw Hill, New Delhi
- Louis A Allen, Management and Organization, McGrawHill, New York
- Peter F Drucker, The Practice of Management, McGraw Hill, New York
- Peter F. Drucker, Innovation and Development, McGraw Hill, New York
- Vasanta Desai, Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House, Mumbai

Business Communication & Soft Skills for Entrepreneurs

- Agarwal, AnjuD(1989) A Practical Handbook for Consumers, IBH.
- Alien, R.K.(1970) Organisational Management through Communication.
- Ashley,A(1992) A Handbook Of Commercial Correspondence, Oxford University Press.
- Bahl,J.C. and Nagamia,S.M. (1974) Modern Business Correspondence and Minute Writing.
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- Barkar, Alan(1993) Making Meetings Work, Sterling Publications Pvt. Ltd., New Delhi.
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- Electronic Commerce - Technologies & Applications , Bharat Bhaskar
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Idea Generation & Business Plan Formulation

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Syllabus of Courses of

B. Voc. (Management & Entrepreneurship Development) Programme

Semester I

First Year – Foundation level (Business Plan formulation)

with Effect from the Academic Year 2020-2021

Scheme of Evaluation

The performance of the learners will be evaluated in two Components. One component will be the Internal Assessment component carrying 25% marks and the second component will be the Semester-wise End Examination component carrying 75% marks. The allocation of marks for the Internal Assessment and Semester End Examinations will be as shown below:-

A) Internal Assessment: 25%

Question Paper Pattern
(Internal Assessment- Courses without Practical Courses)

Sr. No.	Particular	Marks
1	**One class test (20 Marks)**	
	Match the Column/ Fill in the Blanks/ Multiple Choice Questions ***(½ Mark each)***	05 Marks
	Answer in One or Two Lines (Concept based Questions) ***(01 Mark each)***	05 Marks
	Answer in Brief (Attempt Any Two of the Three) ***(05 Marks each)***	10 Marks
2	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities	05 Marks

Question Paper Pattern
(Internal Assessment- Courses with Practical Courses)

Sr. No.	Particular	Marks
1	**Semester End Practical Examination (20 Marks)**	
	Journal	05 Marks
	Viva	05 Marks
	Laboratory Work	10 Marks

2	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities articulation and exhibit of leadership qualities in organizing related academic activities	05 Marks

A) **Semester End Examination: 75%**

i) Duration: The examination shall be of 2 ½ Hoursduration

ii) Theory question paperpattern

- There shall be five questions each of 15marks.
- All questions shall be compulsory with internal choice within thequestions.
- Question may be subdivided into sub-questions a, b, c… and the allocation of marks depends on the weightage of thetopic.

  (Detail question paper pattern has been givenseparately)

Passing Standard

The learners to pass a course shall have to obtain a minimum of 40% marks in aggregate for each course where the course consists of Internal Assessment and Semester End Examination. The learners shall obtain minimum of 40% marks (i.e. 10 out of 25) in the Internal Assessment and 40% marks in Semester End Examination (i.e. 30 Out of 75) separately, to pass the course and minimum of Grade E to pass a particular semester A learner will be said to have passed the course if the learner passes the Internal Assessment and Semester End Examination together.

Question Paper Pattern

(Practical Courses)

Maximum Marks: 75

Questions to be set: 05

Duration: 2 ½ Hrs.

All Questions are Compulsory Carrying 15 Marks each.

Question No	Particular	Marks
Q-1	Objective Questions A) Sub Questions to be asked 10 and to be answered any08 B) Sub Questions to be asked 10 and to be answered any07 (*Multiple choice / True or False / Match the columns/Fill in the blanks)	15 Marks
Q-2 Q-2	Full Length Practical Question ***OR*** Full Length Practical Question	15Marks 15Marks
Q-3 Q-3	Full Length Practical Question ***OR*** Full Length Practical Question	15Marks 15Marks
Q-4 Q-4	Full Length Practical Question ***OR*** Full Length Practical Question	15Marks 15Marks
Q-5 Q-5	A) Theoryquestions B) Theoryquestions ***OR*** Short Notes To be asked 05 To be answered 03	08Marks 07Marks 15Marks

Note:

Practical question of 15 marks may be divided into two sub questions of 7/8 and 10/5 Marks. If the topic demands, instead of practical questions, appropriate theory question may beasked.

Question Paper Pattern

(Theoretical Courses)

Maximum Marks: 75

Questions to be set: 05

Duration: 2 ½ Hrs.

All Questions are Compulsory Carrying 15 Marks each.

Question No	Particular	Marks
Q-1	Objective Questions A) Sub Questions to be asked 10 and to be answered any08 B) Sub Questions to be asked 10 and to be answered any07 (*Multiple choice / True or False / Match the columns/Fill in the blanks)	15 Marks
Q-2 Q-2	Full Length Question ***OR*** Full Length Question	15Marks 15Marks
Q-3 Q-3	Full Length Question ***OR*** Full Length Question	15Marks 15Marks
Q-4 Q-4	Full Length Question ***OR*** Full Length Question	15Marks 15Marks
Q-5 Q-5	A) Theoryquestions B) Theoryquestions ***OR*** Short Notes To be asked 05 To be answered 03	08Marks 07Marks 15Marks

Note:

Theory question of 15 marks may be divided into two sub questions of 7/8 and 10/5 Marks.

Syllabus of Courses of

B. Voc. (Management & Entrepreneurship Development) Programme

Semester II

with Effect from the Academic Year 2020-2021

First Year – Foundation level (Business Plan formulation)

Core Courses

Basics of Accounting for Entrepreneurs

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	**Introduction to Accounting**	15
2	**Theory Base of Accounting**	15
3	**Recording of Business Transactions**	15
4	**Depreciation, Provisions and Reserves**	15
	Total	**60**

Objectives

SN	Objectives
1	To acquaint students with the basic concepts and accounting standards
2	To familiarize students with accounting as an information system

Sr. No.	Modules / Units
1	**Introduction to Accounting**
	• Accounting- concept, objectives, advantages and limitations, types of accounting information; users of accounting information and their needs. Qualitative Characteristics of Accounting Information. Role of Accounting in Business. • Basic Accounting Terms- Business Transaction, Capital, Drawings. Liabilities (Non Current and Current). Assets (Non Current, Current); Fixed assets (Tangible and Intangible), Expenditure (Capital and Revenue), Expense, Income, Profit, Gain, Loss, Purchase, Sales, Goods, Stock, Debtor, Creditor, Voucher, Discount (Trade discount and Cash Discount)
2	**Fundamentals of Accounting**
	• Fundamental accounting assumptions: GAAP: Concept • Business Entity, Money Measurement, Going Concern, Accounting Period, Cost Concept, Dual Aspect, Revenue Recognition, Matching, Full Disclosure, Consistency, Conservatism, Materiality and Objectivity • System of Accounting. Basis of Accounting: cash basis and accrual basis • Accounting Standards: Applicability in IndAS • Need of IFRS • Goods and Services Tax (GST): Characteristics and Objective.
3	**Recording of Business Transactions**
	• Voucher and Transactions: Source documents and Vouchers, Preparation of Vouchers, Accounting Equation Approach: Meaning and Analysis, Rules of Debit and Credit. (Traditional and Modern Approach) • Recording of Transactions: Books of Original Entry- Journal • Special Purpose books: • Cash Book: Simple, cash book with bank column and petty cashbook • Purchases book • Sales book • Purchases return book • Sales return book Note: Including trade discount, freight and cartage expenses for simple GST calculation. • Ledger: Format, Posting from journal and subsidiary books, Balancing of accounts Bank Reconciliation Statement: • Need and preparation
4	**Depreciation, Provisions and Reserves**
	• Depreciation: Concept, Features, Causes, factors • Other similar terms: Depletion and Amortisation • Methods of Depreciation: i. Straight Line Method (SLM) ii. Written Down Value Method (WDV) Note: Excluding change of method • Difference between SLM and WDV; Advantages of SLM and WDV • Accounting treatment of depreciation i. Charging to asset account ii. Creating provision for depreciation/accumulated depreciation account iii. Treatment for disposal of asset • Provisions and Reserves: Difference • Types of Reserves: i. Revenue reserve ii. Capital reserve iii. General reserve iv. Specific reserve v. Secret Reserve • Difference between capital and revenue reserve Accounting for Bills of Exchange • Bill of exchange and Promissory Note Note: Definition, Specimen, Features, Parties. • Difference between Bill of Exchange and Promissory Note

	• Terms in Bill of Exchange: i. Term of Bill ii. Accommodation bill (concept) iii. Days of Grace iv. Date of maturity v. Discounting of bill vi. Endorsement of bill vii. Bill after due date viii. Negotiation i x. Bill sent for collection x. Dishonour of bill • Accounting Treatment Note: excluding accounting treatment for accommodation bill Trial balance and Rectification of Errors • Trial balance: objectives and preparation (Scope: Trial balance with balance method only) • Errors: types-errors of omission, commission, principles, and compensating; their effect on Trial Balance. • Detection and rectification of errors; preparation of suspense account.

Syllabus of Courses of

B. Voc. (Management & Entrepreneurship Development) Programme

Semester II

with Effect from the Academic Year 2020-2021

First Year – Foundation level (Business Plan formulation)

Core Courses

Financial Accounting of Sole Propriety Concern

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	**Financial Statements of Sole Proprietorship**	15
2	**Final Accounts Of Sole Proprietary Concern**	15
3	**Accounting For Non Trading Concerns**	15
4	**Introduction to computer and accounting information system**	15
	Total	**60**

Objectives

SN	Objectives
1	To develop an understanding about recording of business transactions and preparation of financial statements.
2	To enable students to understand and analyze financial statements

Sr. No.	Modules / Units
1	**Financial Statements of Sole Proprietorship**
	Financial Statements Meaning, objectives and importance; Revenue and Capital Receipts; Revenue and Capital Expenditure; Deferred Revenue expenditure. Trading and Profit and Loss Account: Gross Profit, Operating profit and Net profit. Preparation. Balance Sheet: need, grouping and marshalling of assets and liabilities. Preparation. Adjustments in preparation of financial statements with respect to closing stock, outstanding expenses, prepaid expenses, accrued income, income received in advance, depreciation, bad debts, provision for doubtful debts, provision for discount on debtors, Abnormal loss, Goods taken for personal use/staff welfare, interest on capital and managers commission. Preparation of Trading and Profit and Loss account and Balance Sheet of a sole proprietorship with adjustments. Incomplete Records Features, reasons and limitations. Ascertainment of Profit/Loss by Statement of Affairs method.
2	**Final Accounts Of Sole Proprietary Concern**
	Preparation of Final account of sole Trading Accounting Entries In Tally 7.2 Using Vouchers (Relevant vouchers in printed/physical form to be provided to students as documentary evidence and accounting entries in Tally 7.2 (accounts only) to be passed and it will be evaluated on the basis of Day Book, Trial Balance, Profit and Loss Account and Balance Sheet. Opening balances of certain Ledger Accounts may also be given in case of continuing firm.)
3	**Accounting For Non Trading Concerns**
	Meaning of Non Trading Concern, Annual Financial Statements of Non Trading Concerns (NTC), and How NTC differs from Trading Concern, Identification of Capital and Revenue Items for non trading organizations, Receipts and Payments Account, Income and Expenditure Account, Balance Sheet, Concept of different funds and their accounting treatment. (Practical Examples of Clubs & Restaurants)
4	**Introduction to computer and Accounting Information system**
	Introduction to computers (elements, capabilities, limitations of computer system) Automation and accounting process Stages in automation: a. Accounting process in a computerized environment; comparison between manual accounting process and computerized accounting process b. Sourcing of accounting software and generic considerations before sourcing accounting software c. Generation of reports – trial balance, profit and loss account and balance sheet.

Syllabus of Courses of

B. Voc. (Management & Entrepreneurship Development) Programme

Semester II

with Effect from the Academic Year 2020-2021

First Year – Foundation level (Business Plan formulation)

Core Courses

Policies & Legal aspects of Entrepreneurship

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	**Policies and Programmes relating to MSME sector**	10
2	**Indian Contract Act 1872, Indian Partnership Act 1932 & Limited Liability Partnership Act 2008.**	20
3	**Sale of Goods Act 1930 & Negotiable Instrument Act 1881**	15
4	**Types of Companies & Salient features of Consumer Protection Act 1986**	15
	Total	**60**

Objectives

SN	Objectives
1.	To help aspiring entrepreneurs learn about the schemes offered to the MSME Sectors
2.	To acquaint students with the regulations and policies governing new startups

Sr. No.	Modules / Units
1	**Policies and Programmes relating to MSME sector**
	a) MSMED Act- Law with large impact b) Entrepreneurship & Skill Development Training Programmes • Entrepreneurship Development Programmes (EDPs) • Management Development Programmes (MDPs
2	**Indian Contract Act 1872, Indian Partnership Act 1932 & Limited Liability Partnership Act 2008.**
	Indian Contract Act 1872 (a) Nature of Contract (b) Classification of Contracts (c) Offer and Acceptance (d) Capacity of Parties to Contract (e) Free Consents (f) Consideration (g) Legality of Object (h) Agreement Declared Void (i) Performance of Contract (j) Discharge of Contract (k) Remedies for Breach of Contract (l) Indemnity (m)Guarantee (n) Bailment and Pledge (o) Agency **Indian Partnership Act 1932** **a) Definitions b) Application of Provisions of the Act c) Rights & Responsibilities of Partners** **Limited Liability Partnership Act 2008** **a)Definitions b) Extent of liability of limited liability partnership c) Incorporation by registration d) Incorporation Document e) Effect of Incorporation.**
3	**Sale of Goods Act 1930 & Negotiable Instrument Act 1881**
	Sale of Goods Act 1930 (a) Formation of Contract of Sale (b) Goods and their Classifications (c) Price, Conditions and Warranties (d) Transfer of Properties in Goods (e) Performance of Contract of Sales (f) Unpaid Seller and his Rights (g) Sale by Auction (h) Hire Purchase Agreement **Negotiable Instrument Act 1881** (a) Definition of Negotiable Instruments (b) Features of Negotiable Instruments (c) Promissory Note (d) Bill of Exchange and Cheque (e) Holder and Holder in due Course (f) Crossing of a Cheque (g) Types of Crossing (h) Dishonour and Discharge of Negotiable Instruments
4	**Company Law and Consumer Protection Act 1986**
	Company Law The Companies Act 1956 **(**Basic elementary knowledge) essential characteristics of a company, types of companies, memorandum and articles of association prospectus, shares – kinds, allotment and transfer, debentures, essential conditions for a valid meeting, kinds of meetings and resolutions. **Consumer Protection Act 1986** (a) Salient Features (b) Definition of Consumers (c) Deficiency in Service (d) Defects in Goods e) Objects of Consumer Protection f) Consumer disputes and Complaints.

Syllabus of Courses of

B. Voc. (Management & Entrepreneurship Development) Programme

Semester II

with Effect from the Academic Year 2020-2021

First Year – Foundation level (Business Plan formulation)

Skill based component

E-Commerce Applications Development

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	**Introduction to E-Commerce**	10
2	**Mobile Commerce**	15
3	**E-Business applications, E-Procurement & Electronic Payments**	20
4	**Launching Online Business and E-Commerce Projects**	15
	Total	**60**

Objectives

SN	Objectives
1.	To acquaint students with the scope available in E-Commerce sector
2.	To train students on the applications and know how to enter the E-Commerce space.

Sr. No.	Modules / Units
1	**Introduction to E-Commerce**
	Introduction What is E-Commerce, Forces behind E-Commerce Industry Framework, Brief history of E-Commerce, Inter Organizational E-Commerce Intra Organizational E-Commerce, and Consumer to Business Electronic Commerce, Architectural framework
2	**Mobile Commerce**
	Introduction to Mobile Commerce, Mobile Computing Application, Wireless Application Protocols, WAP Technology, Mobile Information Devices, Web Security Introduction to Web security, Firewalls & Transaction Security, Client Server Network, Emerging Client Server Security Threats, firewalls & Network Security.
3	**E-Business applications, E-Procurement & Electronic Payments**
	Integration and e-Business suits. ERP, e-SCM, CRM, E-Payment. E-Procurement definition, processes, methods and benefits. Electronic Payments Overview of Electronics payments, Digital Token based Electronics payment System, Smart Cards, Credit Card I Debit Card based EPS, Emerging financial Instruments, Home Banking, Online Banking.
4	**Launching Online Business and E-Commerce Projects**
	• Understand the requirements for starting an online business from different perspectives. • Describe the funding options available to startup businesses. • Understand the processes associated with managing Web site development. • Know the techniques of search engine optimization. • Evaluate Web sites on design criteria.

Syllabus of Courses of

B. Voc. (Management & Entrepreneurship Development) Programme

Semester II

with Effect from the Academic Year 2020-2021

First Year – Foundation level (Business Plan formulation)

Practical Courses

Market Research & Business Environmental Analysis
(Report submission)

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	**Introduction to the Research Process**	14
2	**Data Interpretation and Report Writing**	16
3	**Dynamics of Market Research**	15
4	**Recent Trends in Marketing Research**	15
	Total	**60**

Objectives

SN	Objectives
1	To help students build a strong foundation for a business driven by thorough research of the market.
2	To guide students with applying the Research knowledge and formulating reports which can be used as basis of business decision making

Sr. No.	Modules / Units
1	**Introduction to the Research Process**
	Planning the Research Process Introduction, Research Process: An Overview, Formulation of a Problem, Hypothesis - Qualities of a good Hypothesis , Research Methods, Research Design, Data Collection Methods, Sample Design, Data Collection, Analysis and Interpretation, Report Writing, Components of Research Proposal.
2	**Data Interpretation and Report Writing**
	Introduction, Data Interpretation, Research Report, Modus Operandi of Writing a Market Research Report, Structure of the Report, Components of a Report, Style and Layout of a Report, Revising and Finalizing the Research Report, Quality Research Report, Responsibilities of a Market Research Report Writer, Presenting the Report.
3	**Dynamics of Market Research**
	Introduction, Meaning of Research, Research Characteristics, Various Types of Research , Marketing Research and its Management, Nature and Scope of Marketing Research , Marketing Research in the 21st Century (Indian Scenario), Marketing Research: Value and Cost of Information Consumer Market Research, Business-to-Business Market Research, Product Research, Pricing Research, Motivational Research, Distribution Research.
4	**Recent Trends in Marketing Research**
	Introduction, Marketing Information System and Research, Online Marketing Research, Recent Trends in Marketing Research, Research in Lifestyle Retail, Marketing Research and Social Marketing, Rural Marketing Research, Trends in Services Marketing Research, Brand Equity Research, International Marketing and Branding Research.

Syllabus of Courses of

B. Voc. (Management & Entrepreneurship Development) Programme

Semester II

with Effect from the Academic Year 2020-2021

First Year – Foundation level (Business Plan formulation)

Practical Course

Building Entrepreneurial platforms using advanced IT tools (Industry collaborated project)

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	**Work Essential IT Tools**	15
2	**Corporate Level Tools IT Tools**	15
3	**Utility based Tools & Techniques**	15
4	**Technological Innovations in Industry**	15
	Total	**60**

Objectives

SN	Objectives
1	To equip students with applied knowledge of tools that make them an efficient manager
2	To acquaint students to the technological requirements of the current industry.

Sr. No.	Modules / Units
1	**Work Essential IT Tools**
	Microsoft Word: Tabs Tablets & Sorting, Working with graphics, Templates, Wizards & sample documents, writers tools, Macros, custom Toolbars, Keyboard shortcuts & menus, Introduction to mail merge. Microsoft Excel : Excel formatting tips & techniques, organizing large projects, Excel chart features, Advanced functions, working with graphics in Excel, V-lookup, H-lookup, conditional formatting, command macros, IF function, Pivot Table, Excel shortcuts. Microsoft PowerPoint: Advanced PowerPoint functions
2	**Corporate Level Tools IT Tools**
	Microsoft Access: Introduction to Access, creating database and tables, Forms, Entering & editing data, Relational database, Expressions, Macros & other automation, graphics in database, Troubleshooting, maintaining and protecting database. Microsoft Outlook: Managing address book & distribution lists, organizing, filtering and using automatic response , Managing your contacts, scheduling appointments, meetings, Using templates, Using email signature in Outlook, Use e-business card in outlook, manage the mails with conditional formatting.
3	**Utility based Tools & Techniques**
	Functional tools &Techniques : a) Using G-suite- Google forms, Google Docs, Google sheets, Google Meet b) Using online platforms for scheduling meetings c) Image editing Apps such as Canva d) Website creation Apps such as Wordpress & Wix.com Basic Computer Hardware, Software and Internet based troubleshooting
4	**Technological Innovations in Industry**
	Technological Innovations in Industry Understanding business application of : a) Data warehousing and Data mining b) Cloud Computing c) Enterprise Resource Planning software- SAP d) MIS e) E-CRM f) Case studies of Business Process Automation Practical : 1.Institutions collaboration with business entities 2. Students can be involved in the projects of the business houses 3. Application of the tools mentioned above for assigned task completion

Syllabus of Courses of

B. Voc. (Management & Entrepreneurship Development) Programme

Semester I

with Effect from the Academic Year 2020-2021

First Year – Foundation level (Business Plan formulation)

Reference Books

Reference Books
Basics of Accounting for Entrepreneurs

- Financial Accounts (a managerial emphasis): By Ashok Banerjee – Excel books
- Fundamental of Accounting and Financial Analysis : By Anil Choudhary (Pearson education)
- Indian Accounting Standards and IFRS for non-financial executives : By T.P. Ghosh– Taxman
- Financial Accounting for Business Managers: By Ashish K. Bhattacharya.
- Introduction to Accountancy by T.S. Grewal, S. Chand and Company (P) Ltd., New Delhi
- Advance Accounts by Shukla and Grewal, S. Chand and Company (P) Ltd., New Delhi
- Advanced Accountancy by R.L Gupta and M. Radhaswamy, S. Chand and Company (P) Ltd., New Delhi
- Modern Accountancy by Mukherjee and Hanif, Tata Mc. Grow Hill and Co. Ltd., Mumbai

Financial Accounting of Sole Proprietary Concern

- Financial Accounting by LesileChandwichk, Pentice Hall of India AdinBakley (P) Ltd., New Delhi
- Financial Accounting for Management by Dr. Dinesh Harsalekar, Multi-Tech. Publishing Co. Ltd., Mumbai
- Financial Accounting by P.C. Tulsian, Pearson Publications, New Delhi
- Accounting Principles by R.N. Anthony and J.S. Reece, Richard Irwin, Inc
- Financial Accounting by Monga, J.R. Ahuja, GirishAhuja and Ashok Shehgal, Mayur Paper Back, Noida
- Compendium of Statement and Standard of Accounting, ICAI
- Financial Accounting by Williams, Tata Mc. Grow Hill and Co. Ltd., Mumbai
- Financial Accounting by V. Rajasekaran, Pearson Publications, New Delhi
- Introduction to Financial Accounting by Horngren, Pearson Publications, New Delhi
- Financial Accounting by M. Mukherjee and M. Hanif, Tata McGraw Hill Education Pvt. Ltd., New Delhi
- Financial Accounting a Managerial Perspective, Varadraj B. Bapat, MehulRaithatha, Tata McGraw Hill Education Pvt. Ltd., New Delh
- Link: https://icmai.in/upload/Students/Syllabus-2012/Study_Material_New/Inter-Paper5-Revised.pdf

Policies & Legal aspects of Entrepreneurship

- Sanjiv Agarwal and Rohini Agarwal, Limited Liability Partnership: Law and Practice
- G.0 Bharuka, The Indian Partnership Act
- Avtar Singh, Law of Partnership
- V.P. Verma (Rev.), S. D. Singh and J.P. Gupta, Law of Partnership in India
- R.G. Padia (ed.), Pollock & Mulla, Indian Contract and Specific Relief Acts
- K. Ramamoorthy, Pollock & Mulla The Sale of Goods Act

- V. Krishnamachari and Surender K. Gogia, T.S. Venkatesa Iyer's Sale of Goods Act, 1930
- https://indiankanoon.org/doc/107341/
- https://indiankanoon.org/doc/161391573/
- Taxman's General and Commercial Laws, 2009
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- C.R. Kothari, Research Methodology – Methods & Techniques, Vishwa Prakashan, New Delhi, 2003

Building Entrepreneurial platforms using advanced IT tools

- Information Technology for Management, 6TH ED (With CD) By Efraim Turban, Dorothy Leidner, Ephraim Mclean, James Wetherbe (Ch1, Ch2)
- Microsoft Office Professional 2013 Step by Step By Beth Melton, Mark Dodge, Echo Swinford, Andrew Couch
- Tata McGraw Hill Joseph, P.T. : E-commerce An Indian Perspective (Ch-13,Ch-14)
- https://play.google.com/books/reader?id=tsP15h9gr8MC&printsec=frontcover&output=reader& hl=en&pg=GBS.PR7.w.2.1.0)
- Electronic Commerce - Technologies & Applications. Bharat, Bhaskar
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Syllabus of Courses of

B. Voc. (Management & Entrepreneurship Development) Programme

Semester II

First Year – Foundation level (Business Plan formulation)

with Effect from the Academic Year 2020-2021

Scheme of Evaluation

The performance of the learners will be evaluated in two Components. One component will be the Internal Assessment component carrying 25% marks and the second component will be the Semester-wise End Examination component carrying 75% marks. The allocation of marks for the Internal Assessment and Semester End Examinations will be as shown below:-

A) Internal Assessment: 25 %

Question Paper Pattern
(Internal Assessment- Courses without Practical Courses)

Sr. No.	Particular	Marks
1	**One class test (20 Marks)**	
	Match the Column/ Fill in the Blanks/ Multiple Choice Questions ***(½ Mark each)***	05 Marks
	Answer in One or Two Lines (Concept based Questions) ***(01 Mark each)***	05 Marks
	Answer in Brief (Attempt Any Two of the Three) ***(05 Marks each)***	10 Marks
2	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities	05 Marks

Question Paper Pattern
(Internal Assessment- Courses with Practical Courses)

Sr. No.	Particular	Marks
1	**Semester End Practical Examination (20 Marks)**	
	Journal	05 Marks
	Viva	05 Marks
	Laboratory Work	10 Marks

2	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities articulation and exhibit of leadership qualities in organizing related academic activities	05 Marks

A) Semester End Examination: 75 %

i) Duration: The examination shall be of 2 ½ Hours duration

ii) Theory question paper pattern

- There shall be five questions each of 15 marks.
- All questions shall be compulsory with internal choice within the questions.
- Question may be subdivided into sub-questions a, b, c… and the allocation of marks depends on the weightage of the topic.

  (Detail question paper pattern has been given separately)

Passing Standard

The learners to pass a course shall have to obtain a minimum of 40% marks in aggregate for each course where the course consists of Internal Assessment and Semester End Examination. The learners shall obtain minimum of 40% marks (i.e. 10 out of 25) in the Internal Assessment and 40% marks in Semester End Examination (i.e. 30 Out of 75) separately, to pass the course and minimum of Grade E to pass a particular semester A learner will be said to have passed the course if the learner passes the Internal Assessment and Semester End Examination together.

Question Paper Pattern

(Practical Courses)

Maximum Marks: 75

Questions to be set: 05

Duration: 2 ½ Hrs.

All Questions are Compulsory Carrying 15 Marks each.

Question No	Particular	Marks
Q-1	Objective Questions A) Sub Questions to be asked 10 and to be answered any 08 B) Sub Questions to be asked 10 and to be answered any 07 (*Multiple choice / True or False / Match the columns/Fill in the blanks)	15 Marks
Q-2 Q-2	Full Length Practical Question ***OR*** Full Length Practical Question	15 Marks 15 Marks
Q-3 Q-3	Full Length Practical Question ***OR*** Full Length Practical Question	15 Marks 15 Marks
Q-4 Q-4	Full Length Practical Question ***OR*** Full Length Practical Question	15 Marks 15 Marks
Q-5 Q-5	A) Theory questions B) Theory questions ***OR*** Short Notes To be asked 05 To be answered 03	08 Marks 07 Marks 15 Marks

Note:

Practical question of 15 marks may be divided into two sub questions of 7/8 and 10/5 Marks. If the topic demands, instead of practical questions, appropriate theory question may be asked.

Question Paper Pattern

(Theoretical Courses)

Maximum Marks: 75

Questions to be set: 05

Duration: 2 ½ Hrs.

All Questions are Compulsory Carrying 15 Marks each.

Question No	Particular	Marks
Q-1	Objective Questions A) Sub Questions to be asked 10 and to be answered any 08 B) Sub Questions to be asked 10 and to be answered any 07 (*Multiple choice / True or False / Match the columns/Fill in the blanks)	15 Marks
Q-2 Q-2	Full Length Question ***OR*** Full Length Question	15 Marks 15 Marks
Q-3 Q-3	Full Length Question ***OR*** Full Length Question	15 Marks 15 Marks
Q-4 Q-4	Full Length Question ***OR*** Full Length Question	15 Marks 15 Marks
Q-5 Q-5	A) Theory questions B) Theory questions ***OR*** Short Notes To be asked 05 To be answered 03	08 Marks 07 Marks 15 Marks

Note:

Theory question of 15 marks may be divided into two sub questions of 7/8 and 10/5 Marks.

Syllabus of Courses of

B. Voc. (Management & Entrepreneurship Development) Programme

Semester III

with Effect from the Academic Year 2021-2022

Second Year – (Pre-Venture Prep Level)

Core Courses

Strategic Management

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	**Environmental Analysis & Internal Analysis of Firm**	15
2	**Strategy Formulation**	15
3	**Tools of Strategy Planning and evaluation**	15
4	**Strategy Implementation & Control**	15
	Total	**60**

Objectives

SN	Objectives
1	This course aims to developing conceptual skills in this area as well as their application in the corporate world.
2	The focus is to critically examine the management of the entire enterprise from the Top Management view points

Sr. No.	Modules / Units
1	**Environmental Analysis & Internal Analysis of Firm**
	Environmental Analysis & Internal Analysis of Firm: General environment scanning, competitive & environmental analysis - to identify opportunities & threat - Assessing internal environment through functional approach and value chain - identifying critical success factors - to identify the strength & weakness - SWOT audit - core competence -Stakeholders' expectations, Scenario-planning - industry analysis.
2	**Strategy Formulation**
	Generic strategies - Grand strategies - Strategies of leading Indian companies - The role of diversification -limit - means and forms. Strategic management for small organisations, nonprofit organizations and large multi product and multiple market organisations.
3	**Tools of Strategy Planning and evaluation**
	Tools of Strategy Planning and evaluation Competitive cost dynamics - experience curve -BCG approach - cash flow implication. IA - BS matrix - A.D Littles Life -cycle approach to strategic planning - Business portfolio balancing - Assessment of economic contribution of strategy - Strategic funds programming.
4	**Strategy Implementation & Control**
	Various approach to implementation of strategy - Matching organization structure with strategy - 7Smodel - Strategic control process - Du Pont's control model and other Quantitative and Qualitative tools - Balanced score card - M.Porter's approach for Globalization - Future of Strategic Management. Contemporary Topics in Strategy: Management of Change through VUCA Strategic and Corporate Entrepreneurship Blue Ocean Strategy, Blue Ocean Shift Innovation: Grassroots, Jugaad

Syllabus of Courses of

B. Voc. (Management & Entrepreneurship Development) Programme

Semester III

with Effect from the Academic Year 2021-2022

Second Year – Pre-Venture Prep Level

Core Courses

Financial Management

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	**Financial Management & Time Value of Money**	15
2	**Sources of Finance & Risk and Return Analysis**	15
3	**Cost of Capital & Capital Structure decision**	15
4	**Capital budgeting & Management of Surplus**	15
	Total	**60**

Objectives

SN	Objectives
1	To equip the students with the fundamental principles & techniques of financial management concern with acquisition & use of funds by a business firm.
2	To introduce the participants with the basic fundamentals and tools and techniques of Corporate Financial Management in a changing, challenging and competitive global economic environment.

Sr. No.	Modules / Units
1	**Financial Management & Time Value of Money**
	• **Financial Management**: Meaning, Objective and scope, Finance functions – Investment, financing and dividend decisions, Financial goal- Profit Maximization vs. Wealth Maximization. • **Concept of the time value of money**: Present & future value of annuities & Single Amount, perpetuity, Growth rate calculations.
2	**Sources of Finance & Risk and Return Analysis**
	• **Sources of Finance**: Short term and long term Source of Finance, Leasing as a Source of Finance. • **Concept of economic value-added**. • **Risk and return analysis**: Risk Measurement.
3	**Cost of Capital & Capital Structure decision**
	• **Cost of Capital**: Concept and its significance, Measurement of cost of capital of various sources of funds, Weighted average cost of capital. • **Capital structure decision**: theories of Capital Structure, Optimum Capital Structure Leverage: Operating and Financial Leverage.
4	**Capital budgeting & Management of Surplus**
	• **Capital budgeting**: Meaning and Process, Methods of analyzing capital budgeting decisions, Capital rationing, Capital decision under risk, and uncertainty. • **Working Capital**: Concept and significance, Determining working capital requirements, Management of Inventory, debtors, and cash, Financing of working capital needs. • **Management of surplus**: Retained earnings and dividend policy, Theories of dividend, Forms of dividend, and corporate dividend behavior.

Syllabus of Courses of

B. Voc. (Management & Entrepreneurship Development) Programme

Semester III

with Effect from the Academic Year 2021-2022

Second Year – Pre-Venture Prep Level

Core Courses

Operations, Logistics & Supply Chain Management

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	**Overview of Logistics and Supply Chain Management**	10
2	**Elements of Logistics Mix**	20
3	**Inventory Management, Logistics Costing, Performance Management and Logistical Network Analysis**	15
4	**Recent Trends in Logistics and Supply Chain Management**	15
	Total	**60**

Objectives

SN	Objectives
1.	To provide students with basic understanding of concepts of logistics and supply chain management
2.	To understand global trends in logistics and supply chain management

Sr. No.	Modules / Units
1	**Overview of Logistics and Supply Chain Management**
	a) Introduction to Logistics Management - Meaning, Basic Concepts of Logistics- Logistical Performance Cycle, Inbound Logistics, Inprocess Logistics, Outbound Logistics, Objectives of Logistics, Importance of Logistics, Logistical Functions/Logistic Mix, Changing Logistics Environment b) Introduction to Supply Chain Management Meaning, Objectives, Functions, Participants of Supply Chain, Role of Logistics in Supply Chain, Comparison between Logistics and Supply Chain Management, Channel Management and Channel Integration c) Customer Service: Key Element of Logistics Meaning of Customer Service, Objectives, Elements, Levels of customer service, Rights of Customers d) Demand Forecasting Meaning, Objectives ,Approaches to Forecasting, Forecasting Methods, Forecasting Techniques
2	**Elements of Logistics Mix**
	a) Transportation Introduction, Principles and Participants in Transportation, Transport Functionality, Factors Influencing Transportation Decisions, Modes of Transportation- Railways, Roadways, Airways, Waterways, Ropeways, Pipeline, Transportation Infrastructure, Intermodal Transportation b) Warehousing Introduction, Warehouse Functionality, Benefits of Warehousing, Warehouse Operating Principles, Types of Warehouses, Warehousing Strategies, Factors affecting Warehousing c) Materials Handling Meaning, Objectives, Principles of Materials Handling, Systems of Materials Handling, Equipments used for Materials Handling, Factors affecting Materials Handling Equipments d) Packaging Introduction, Objectives of Packaging, Functions/Benefits of Packaging, Design Considerations in Packaging, Types of Packaging Material, Packaging Costs
3	**Inventory Management, Logistics Costing, Performance Management and Logistical Network Analysis**
	a) Inventory Management Meaning, Objectives, Functions, Importance, Techniques of Inventory Management b) Logistics Costing Meaning, Total Cost Approach, Activity Based Costing, Mission Based Costing c) Performance Measurement in Supply Chain Meaning, Objectives of Performance Measurement, Types of Performance Measurement, Dimensions of Performance Measurement d) Logistical Network Analysis Meaning, Objectives, Importance, Scope, RORO/LASH
4	**Recent Trends in Logistics and Supply Chain Management**
	a) Information Technology in Logistics Introduction, Types of Logistical Information System, Information Technology Infrastructure b) Modern Logistics Infrastructure c) Logistics Outsourcing Meaning, Objectives, Benefits & drawbacks of Outsourcing, Third Party Logistics Provider, Fourth Party Logistics Provider, Selection of Logistics Service Provider, d) Logistics in the Global Environment, Impact of Globalization on Logistics and Supply Chain Management, Global Logistics Trends, Global Issues and Challenges in Logistics and Supply Chain Management

Syllabus of Courses of

B. Voc. (Management & Entrepreneurship Development) Programme

Semester III

with Effect from the Academic Year 2021-2022

Second Year – Pre-Venture Prep Level

Skill based component

Professional Skills & Personality Development

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Resume Skills & Interview Skills	10
2	Group Discussion & Presentation Skills	15
3	Personality, Managing Success & Failures & Attitudes	20
4	Conflict Resolution, Stress & Time management	15
	Total	**60**

Objectives

SN	Objectives
1.	To groom the personality of students and prove themselves as professionals.
2.	To instill the confidence needed to be a competent entrepreneur.

Sr. No.	Modules / Units
1	**Resume Skills & Interview Skills**
	Resume Skills : Preparation and Presentation • Introduction of resume and its importance • Difference between a CV, Resume and Bio data • Essential components of a good resume **Interview Skills : Preparation and Presentation** • Meaning and types of interview (F2F, telephonic, video, etc.) • Dress Code, Background Research, Do's and Don'ts • Situation, Task, Approach and Response (STAR Approach) for facing an interview • Interview procedure (Opening, listening skills, closure, etc.) • Important questions generally asked in a job interview (open and closed ended questions)
2	**Group Discussion, Presentation Skills**
	Group Discussion • Meaning and methods of Group Discussion • Procedure of Group Discussion • Group Discussion - Simulation • Group Discussion - Common Errors **Presentation Skills** • Overcoming Fear, Becoming A Professional, The Role Of Body Language, Using Visuals, **Tips for greater efficiency** • Mind mapping • Using social media (LinkedIn, etc) for networking
3	**Personality, Managing Success & Failures, Attitudes**
	The concept of personality, significance of personality development **Managing Success & Failures** What is success?, Hurdles in achieving success, Overcoming hurdles, Factors responsible for success, What is failure, Causes of failure. SWOT analyses. **Attitude** Factors affecting attitudes, Positive attitude & Negative attitude, Ways to develop positive attitude, Difference between personalities having positive and negative attitude
4	**Conflict Resolution, Stress & Time management**
	Conflict Resolution Skills Seeking Win-Win Solution, Inter-Personal Conflicts: Two Examples, Two Solutions, Types of Conflicts, Becoming A Conflict Resolution Expert **Stress Management** Types of Stress: Self-Awareness About Stress, Regulating Stress: Making The Best out of Stress. **Time Management** Time management: Importance of time management, Techniques of time management, Time management styles.

Syllabus of Courses of

B. Voc. (Management & Entrepreneurship Development) Programme

Semester III
with Effect from the Academic Year 2021-2022

Second Year – Pre-Venture Prep Level

Practical Courses

Fund Raising

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	**Foundation of Funding for Entrepreneurs**	14
2	**Financial Management from the start-up perspective**	16
3	**Sources of Funding**	15
4	**Preparation of Integrated Financial model**	15
	Total	**60**

Objectives

SN	Objectives
1	Students will be able to determine the sources of funds required at various stages of business
2	Students will be able to analyse and forecast the financial performance of the business

Sr. No.	Modules / Units
1	**Foundation of Funding for Entrepreneurs**
	• Understanding the financing needs of the start-up • Stages and Types of Financing • Sources and types of capital • Introduction to Bootstrapping , Incubation, Angel Investors, Crowd Funding, Accelerators.
2	**Financial Management from the start-up perspective**
	Financial Management from the start-up perspective: • Cost of Capital • Financial Statements and Ratio Analysis • Risk and Return
3	**Sources of Funding**
	• Long term sources of funding such as equity capital, preference share capital, debentures and bonds, term loans • Raising entrepreneurial finance through angel investors, venture capital, crowd funding, private equity etc. • Short term sources of funding for Working capital requirement such as trade finance, working capital loan, commercial paper, factoring etc. • Government Schemes for Financing the start-ups
4	**Preparation of Integrated Financial model**
	Preparing the Integrated Financial Model including cost of capital, means of financing, projected profit and loss account, projected cash flow statement, projected balance sheet, key ratios and application of capital budgeting techniques (Payback period, NPV, IRR)

Practical:

- Students should be able to prepare an integrated financial model covering the concepts learnt throughout the course.
- Mock presentations to help students understand how to present financial model to the venture capitalists and funding agencies.

Syllabus of Courses of

B. Voc. (Management & Entrepreneurship Development) Programme

Semester III
with Effect from the Academic Year 2021-2022

Second Year – Pre-Venture Prep Level

Practical Course

Business Model and Revenue model creation

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	**Formation of Team**	15
2	**Preparation of Business model/Plan**	15
3	**Business Model**	15
4	**Product/ Market Fit**	15
	Total	**60**

Objectives

SN	Objectives
1	Acquire the skills and knowledge related to the various phases in venture creation process such as creating a business model and building a prototype.
2	To help students transform their business idea into the Business Model Canvas and will use it to further refine their Minimum Viable Product.

Sr. No.	Modules / Units
1	**Formation of Team**
	Finding your team, art of team formation, teamwork planning, chief mentor/ founder & Co founders, team formation, and delegation of work.
2	**Preparation of Business model/Plan**
	Meaning and significance of a business plan, components of a business plan, and feasibility study, Iterating the Minimal Viable Product, Digital Presence for Ventures, Clarifying the value proposition, Guidelines for writing Business Plan , pre- requisites from the perspective of investor.
3	**Business Model**
	The importance and diversity of business model, how business model emerge, potential fatal flaws of business models, components of an effective business model, core strategy, strategic resources, partnership network, customer interface.
4	**Product/ Market Fit**
	Understanding basics of unit economics, cost and profitability, Refining the product/service, Establish the success and operational matrix, Starting Operations.

Learning Methods

Videos and quizzes through the on-line Learning Management System (LMS); Classroom learning through an experienced Facilitator/Faculty on campus (Videos, In-class Activities, Outbound Activities); Assignments and Projects; and Practical Experiences including challenges, internships and apprenticeships.

Syllabus of Courses of

B. Voc. (Management & Entrepreneurship Development) Programme

Semester III

with Effect from the Academic Year 2021-2022

Second Year – Pre-Venture Prep Level

Reference Books

Reference Books

Strategic Management

1. Kazmi Azhar, Business Policy & Strategic Management, Tata McGraw Hill.
2. P.K. Ghosh : Business Policy , Strategy , Planning and Management
3. Christensen , Andrews Dower: Business Policy- Text and Cases
4. William F. Gkycj : Business Policy – Strategy Formation and Management Action
5. Bongee and Colonan : Concept of Corporate Strategy.

Financial Management

1. Dr Pradeep Kumar Sinha, Financial Management, New Delhi, Excel Books, 2009.
2. Van Horne, J.C. and Wachowicz, Jr, J.M., Fundamentals of Financial Management, New Delhi, Prentice Hall of India Pvt. Ltd., 1996, p. 2.
3. Chandra, P., Financial Management—Theory and Practice, New Delhi, Tata McGraw Hill Publishing Company Ltd., 2002, p. 3.
4. Kuchal, S.C. Financial Management
5. Bradley Fundamentals of Corporation Finance
6. Pandey, I.M. Financial Management

Operations, Logistics & Supply Chain Management

1. Donald Waters, An Introduction to Supply Chain
2. Martin Christopher Logistics & Supply Chain Management - Strategies for Reducing Cost & Improving Services
3. Vinod Sople, Logistic Management - The Supply Chain Imperative
4. Alan Rushton, Phil Croucher, Peter Baker, The Handbook of Logistics and Distribution Management Understanding the Supply Chain
5. Ronald H Ballou & Samir K Srivastava, Business Logistics/ Supply Chain Management- Pearson
6. Donald J Bowersox, David J Closs & M Bixby Cooper, Supply Chain Logistics Management- The McGraw Hill Companies

Professional Skills & Personality Development

1.Seven Habits Of Highly Effective People – Stephen Covey
2. Hurlock Elizabeth B Personality Development Tata Mcgraw Hill New Delhi
3. Personality Development and Career management: By R.M.Onkar (S Chand Publications)
4. Wehtlel David A and Kin S Kemerron – Developing Managerial Skills – Pearson Education New Delhi.
5. Essentials of Business Communication - Rajendra Pal and J. S. Korlhalli - Sultan Chand & Sons, New Delhi.
6. Effective Business Communication – H.Murphy.

Fund raising

1. Finance Management - Prasanna Chandra - McGraw Hill, 9th edition
2. The Dynamics of Entrepreneurial Development and Management - Vasant Desai, Himalaya
3. Entrepreneurial Finance - Steven Rogers, Roza E. Makonen, McGraw Hill
4. Gupta, C.B. & Srinivasan, M.P. , Entrepreneurship Development in India, Sultan Chand & Sons.
5. Sharma, Dr. D.K. and Sharma, Dr. A.D. , Entrepreneurship Development.

Business Model and Revenue model creation

1. Dynamics of Entrepreneurial Development Management - Vasant Desai, Himalaya Publishing House.
2. Entrepreneurial Development - S.S. Khanna
3. Entrepreneurship & Small Business Management - CL Bansal, Haranand Publication
4. Entrepreneurial Development in India - Sami Uddin, Mittal Publication
5. Entrepreneur Vs Entrepreneurship- Human Diagno

Syllabus of Courses of

B. Voc. (Management & Entrepreneurship Development) Programme

Semester III

Second Year – Pre-Venture Prep Level

with Effect from the Academic Year 2021-2022

Scheme of Evaluation

The performance of the learners will be evaluated in two Components. One component will be the Internal Assessment component carrying 25% marks and the second component will be the Semester-wise End Examination component carrying 75% marks. The allocation of marks for the Internal Assessment and Semester End Examinations will be as shown below:-

A) Internal Assessment: 25 %

Question Paper Pattern
(Internal Assessment- Courses without Practical Courses)

Sr. No.	Particular	Marks
1	**One class test (20 Marks)**	
	Match the Column/ Fill in the Blanks/ Multiple Choice Questions ***(½ Mark each)***	05 Marks
	Answer in One or Two Lines (Concept based Questions) ***(01 Mark each)***	05 Marks
	Answer in Brief (Attempt Any Two of the Three) ***(05 Marks each)***	10 Marks
2	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities	05 Marks

Question Paper Pattern
(Internal Assessment- Courses with Practical Courses)

Sr. No.	Particular	Marks
1	**Semester End Practical Examination (20 Marks)**	
	Journal	05 Marks
	Viva	05 Marks
	Laboratory Work	10 Marks

2	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities articulation and exhibit of leadership qualities in organizing related academic activities	05 Marks

A) Semester End Examination: 75 %

i) Duration: The examination shall be of 2 ½ Hours duration

ii) Theory question paper pattern

- There shall be five questions each of 15 marks.
- All questions shall be compulsory with internal choice within the questions.
- Question may be subdivided into sub-questions a, b, c… and the allocation of marks depends on the weightage of the topic.

  (Detail question paper pattern has been given separately)

Passing Standard

The learners to pass a course shall have to obtain a minimum of 40% marks in aggregate for each course where the course consists of Internal Assessment and Semester End Examination. The learners shall obtain minimum of 40% marks (i.e. 10 out of 25) in the Internal Assessment and 40% marks in Semester End Examination (i.e. 30 Out of 75) separately, to pass the course and minimum of Grade E to pass a particular semester A learner will be said to have passed the course if the learner passes the Internal Assessment and Semester End Examination together.

Question Paper Pattern
(Practical Courses)

Maximum Marks: 75

Questions to be set: 05

Duration: 2 ½ Hrs.

All Questions are Compulsory Carrying 15 Marks each.

Question No	Particular	Marks
Q-1	Objective Questions A) Sub Questions to be asked 10 and to be answered any 08 B) Sub Questions to be asked 10 and to be answered any 07 (*Multiple choice / True or False / Match the columns/Fill in the blanks)	15 Marks
Q-2 Q-2	Full Length Practical Question ***OR*** Full Length Practical Question	15 Marks 15 Marks
Q-3 Q-3	Full Length Practical Question ***OR*** Full Length Practical Question	15 Marks 15 Marks
Q-4 Q-4	Full Length Practical Question ***OR*** Full Length Practical Question	15 Marks 15 Marks
Q-5 Q-5	A) Theory questions B) Theory questions ***OR*** Short Notes To be asked 05 To be answered 03	08 Marks 07 Marks 15 Marks

Note:

Practical question of 15 marks may be divided into two sub questions of 7/8 and 10/5 Marks. If the topic demands, instead of practical questions, appropriate theory question may be asked.

Question Paper Pattern
(Theoretical Courses)

Maximum Marks: 75

Questions to be set: 05

Duration: 2 ½ Hrs.

All Questions are Compulsory Carrying 15 Marks each.

Question No	Particular	Marks
Q-1	Objective Questions A) Sub Questions to be asked 10 and to be answered any 08 B) Sub Questions to be asked 10 and to be answered any 07 (*Multiple choice / True or False / Match the columns/Fill in the blanks)	15 Marks
Q-2 Q-2	Full Length Question ***OR*** Full Length Question	15 Marks 15 Marks
Q-3 Q-3	Full Length Question ***OR*** Full Length Question	15 Marks 15 Marks
Q-4 Q-4	Full Length Question ***OR*** Full Length Question	15 Marks 15 Marks
Q-5 Q-5	A) Theory questions B) Theory questions ***OR*** Short Notes To be asked 05 To be answered 03	08 Marks 07 Marks 15 Marks

Note:

Theory question of 15 marks may be divided into two sub questions of 7/8 and 10/5 Mark

Syllabus of Courses of

B. Voc. (Management & Entrepreneurship Development) Programme

Semester IV

with Effect from the Academic Year 2021-2022

Second Year – (Pre-Venture Prep Level)

Core Courses

Financial Accounting of Partnership Firm

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	**Partnership Accounts**	15
2	**Accounting for Partnership firms – Reconstitution -I**	15
3	**Accounting for Partnership firms – Reconstitution -II**	15
4	**Accounting for Partnership firms – Dissolution**	15
	Total	**60**

Objectives

SN	Objectives
1	To understand the nuances of managing the Accounting in case of a Partnership firm
2	To apply the current Accounting Standards for accuracy in maintaining financial records of a Partnership firm.

Sr. No.	Modules / Units
1	**Partnership Accounts**
	• Partnership: features, Partnership Deed. • Provisions of the Indian Partnership Act 1932 in the absence of partnership deed. • Fixed v/s fluctuating capital accounts. Preparation of Profit and Loss Appropriation account- division of profit among partners, guarantee of profits. • Past adjustments (relating to interest on capital, interest on drawing, salary and profit sharing ratio). • Goodwill: nature, factors affecting and methods of valuation - average profit, super profit and capitalization. Note: Interest on partner's loan is to be treated as a charge against profits. Goodwill to be adjusted through partners capital/ current account (AS 26)
2	**Accounting for Partnership firms – Reconstitution -I**
	•Change in the Profit Sharing Ratio among the existing partners– sacrificing ratio, gaining ratio, accounting for revaluation of assets and reassessment of liabilities and treatment of reserves and accumulated profits. Preparation of revaluation account and balance sheet. • Admission of a partner – effect of admission of a partner on change in the profit sharing ratio, treatment of goodwill (as per AS 26), treatment for revaluation of assets and reassessment of liabilities, treatment of reserves and accumulated profits
3	**Accounting for Partnership firms – Reconstitution -II**
	• Retirement and death of a partner: effect of retirement / death of a partner on change in profit sharing ratio, treatment of goodwill (as per AS 26), treatment for revaluation of assets and reassessment of liabilities, adjustment of accumulated profits and reserves and preparation of balance sheet. • Calculation of deceased partner’s share of profit till the date of death.
4	**Accounting for Partnership firms – Dissolution**
	• Dissolution of a partnership firm: meaning of dissolution of partnership and partnership firm, types of dissolution of a firm. Settlement of accounts - preparation of realization account, and other related accounts: capital accounts of partners and cash/bank a/c (excluding memorandum balance sheet, piecemeal distribution, sale to a company and insolvency of partner(s)). Note: (i) The realized value of each asset must be given at the time of dissolution. (ii) In case, the realization expenses are borne by a partner, clear indication should be given regarding the payment thereof

Syllabus of Courses of

B. Voc. (Management & Entrepreneurship Development) Programme

Semester IV
with Effect from the Academic Year 2021-2022

Second Year – Pre-Venture Prep Level

Core Courses

Marketing Management

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	**Overview of the Market & Marketing Environment**	15
2	**Buying Behaviour & Market Segmentation**	15
3	**Marketing Mix –I (Product & Pricing)**	15
4	**Marketing Mix-II (Physical Distribution & Promotion)**	15
	Total	**60**

Objectives

SN	Objectives
1	To identify the foundation terms and concepts that are commonly used in marketing.
2	To learn about market, product, consumer behaviour, distribution, promotion and pricing decisions

Sr. No.	Modules / Units
1	**Overview of the Market & Marketing Environment**
	Nature and Scope of Marketing – Concepts of Marketing – Marketing Management – Functions of Marketing – Types of Markets - Difference between Marketing and Selling -Various Environmental Factors affecting Marketing Function
2	**Buying Behaviour & Market Segmentation**
	Buyer behaviour – Factors influencing buyer behaviour – Buying Motives – Stages of buying decision process - Market segmentation – Need and basis of Segmentation – Concept of Marketing Mix – Marketing Strategy
3	**Marketing Mix –I (Product & Pricing)**
	Product – Definition – Classification – Consumer Goods – Industrial goods – Product Life Cycle – Product Mix – Product Planning – Branding – Packaging – Developing new Products Pricing – Objectives – Pricing Policies and Procedures – Factors influencing pricing decisions – New product pricing – Psychological aspects in pricing.
4	**Marketing Mix-II (Physical Distribution & Promotion)**
	Physical distribution – Channels of distribution – Types of Channel – Channel Policy – Wholesalers, Retailers and Middle men and their functions. Promotion – Advertising – Personal Selling – Sales Promotion – Publicity- Recent Trends in Marketing: E-marketing, Relationship marketing, Mobile marketing.

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Second Year – Pre-Venture Prep Level

Core Courses

Human Resource Management

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	**Overview of HRM - Indian & International perspective**	10
2	**Acquisition of Human Resources**	20
3	**Training & Development of Human Resources**	15
4	**Job Evaluation & Compensation**	15
	Total	**60**

Objectives

SN	Objectives
1.	To familiarize students with the different aspects of managing Human Resources in the organization through the phases of acquisition, development and retention
2.	To emphasize on the importance of human resource in the present day organizations and its subsequent management as a ‘resource”.

Sr. No.	Modules / Units
1	**Overview of HRM - Indian & International perspective**
	• **Introduction:** History & Evolution of HRM, Concept, Scope, Characteristics, Objectives & Importance of HRM, Personnel Management vs. HRM, Importance of HRM and present day challenges, Trends in HRM • **International Dimensions of Human Resource Management:** Introduction to International Human Resource Management, understanding role of cultural in International Management Practice; HRM Practices as a cultural variable. International HRM on Productivity, Quality of Work Life and Bottom Line
2	**Acquisition of Human Resources**
	• **Acquisition of Human Resources:** Concept of Human resource Planning, Objectives, Need and importance, Process of Human Resource planning, Problems in Human Resource Planning, Requisites for successful Human Resource Planning. • **Job Analysis:** Introduction, Uses of Job Analysis, Process of Job Analysis, Job Description and Job Specification. • **Recruitment:** Introduction to recruitment, Factors governing Recruitment, Process & Sources of recruitment • **Selection:** Meaning of Selection, Steps in selection process, Selection Tests & Interviews • **Placement, Induction & Job Changes:** Concept of Placement, Concept of Induction, Concept of Transfer, types of transfer, Concept of Promotion, Promotion Policy
3	**Training & Development of Human Resources**
	• **Training:** Concept and importance of training; types of training; methods of training; designing of a training programme; evaluation of training effectiveness • **Executive Development**: Concept, process and techniques. • **Career planning and development:** Concept, objectives and process.
4	**Job Evaluation & Compensation**
	• **Job evaluation**: Concept & Essentials of Job Evaluation, Methods of Job evaluation. • **Performance Appraisal:** Concept, importance, process of performance Appraisal, methods of Performance Appraisal, Job evaluation Vs. Performance Appraisal. • **Compensation:** Introduction to Compensation Management, Objectives & Components of Compensation. • **Motivation:** Theories of Motivation, Ways to enhance employee motivation

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Skill based component

Business Networking & Negotiation

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	**Networking & Branding Skills**	10
2	**Networking Strategies**	15
3	**Negotiation Skills**	20
4	**Negotiation & Post Negotiation Stage**	15
	Total	**60**

Objectives

SN	Objectives
1.	To help learners develop and maintain business networks
2.	To develop the basic skills and techniques to be a successful negotiator

Sr. No.	Modules / Units
1	**Networking & Branding Skills**
	• What are Networking and Branding Skills in Business? • Importance of Networking and Branding for Entrepreneurs • Quality vs. Quantity in Networking • Networking for New Opportunities • Networking for Professional Partnerships
2	**Networking Strategies**
	• Local and In-Person Networking • Online Networking using LinkedIn, Twitter, etc. • How Introverts Can Network • Maintain Your Connections • Long-Term Networking Strategies
3	**Negotiation Skills**
	What is negotiation? • Negotiation V/s other social interactions • Aspects of negotiation research and practice • Benefits of Negotiation Skills for Entrepreneurs Preparing the negotiations • Goal-setting: identifying your goals, options and criteria of success • Identifying your "Best alternative to a negotiated agreement" and "Zone of possible agreement" • Assessing the other side, red-teaming • Learning about catalysts and barriers of successful collaboration • Designing a negotiation plan • Creating a negotiation team
4	**Negotiation & Post Negotiation Stage**
	The negotiation stage • 3 phases of actual negotiations: initial phase, exploratory phase and finalization • Rational and emotional elements of trust, cultural and psychological differences of trusting people • Tactics for promoting a constructive negotiation climate • Positions and interests in negotiations • 4 negotiation scenarios: win-win, win-lose, lose-win, lose-lose & BATNA Strategy for Negotiation Post-negotiation stage • Implementation and compliance • Post-negotiation assessment and evaluation

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Practical Courses

Social Entrepreneurship & Green Entrepreneurship projects

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	**Social Entrepreneurship**	14
2	**Women Entrepreneurship & Rural Entrepreneurship**	16
3	**Green Entrepreneurship & Sustainable Business**	15
4	**Environment Management Systems for Entrepreneurs**	15
	Total	**60**

Objectives

SN	Objectives
1	To create awareness about the scope for Social Entrepreneurs
2	To develop new skills and competencies required for green jobs and green entrepreneurship.

Sr. No.	Modules / Units
1	**Social Entrepreneurship**
	Introduction to Social Entrepreneurship; Characteristics and Role of Social Entrepreneurs; Innovation and Entrepreneurship in a Social Context; Start-Up and Early Stage Venture Issues in creating and Sustaining a Non-profits Organization; Financing and Risks; Business Strategies and Scaling up. Trends in Social Entrepreneurship Major challenges - Major opportunities - Role of government for growth of social entrepreneurship in country - Global trends in social entrepreneurship - Contribution of Successful Social entrepreneurs of India and abroad
2	**Women Entrepreneurship & Rural Entrepreneurship**
	Women Entrepreneurship Concept-Functions-Problems-Development of women entrepreneurship in India - Role of women associations Rural Entrepreneurship Concept-Need-Problems-NGO & Rural entrepreneurship-Development of rural entrepreneurship in India
3	**Green Entrepreneurship & Sustainable Business**
	• What is entrepreneurship? What are the differences between entrepreneurship and green entrepreneurship? What defines the green economy • Circular economy • How to start up and manage a green business • What are the advantages of starting up a green business compared to a not so green business? • Sustainable business model canvas • Mapping of local possibilities to start up a green business
4	**Environment Management Systems for Entrepreneurs**
	Environment Management System: ISO-14000, Environment Audit, Eco-Friendly products (Ecomark), Green Industry. Environmental Impact Assessment (EIM): EIM-Methods and tools, Appraisal and clearance for industry, Evaluation Systems. Green tax incentives and rebates (to green projects and companies); Green project management in action; Business redesign; Eco-commerce models

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Second Year – Pre-Venture Prep Level

Practical Course

Governmental (MSME) & Institutional Support

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	**MSMEs In India**	15
2	**Government support for MSMEs**	15
3	**Policy initiatives for MSMEs**	15
4	**Emerging trends & institutions supporting MSMEs**	15
	Total	**60**

Objectives

SN	Objectives
1	To understand the setting up and management of MSMEs
2	To acquaint students with the initiatives of Government and other institutions support for growth and development of MSMEs

Sr. No.	Modules / Units
1	**MSMEs In India**
	Concept of Entrepreneur & Entrepreneurship, Quality & Characteristics of Entrepreneurs MSMEs: Definition, Performance, Key Challenges &Steps involved in setting up MSMEs
2	**Government support for MSMEs**
	Skill Development, Market Linkages, Technology Upgradation, Cluster Development & Finance Availability
3	**Policy initiatives for MSMEs**
	ASPIRE- A Scheme for Promotion of Innovation, Rural Industry & Entrepreneurship The MSME Development Act,2006 (Salient Features) The MSME Development Act (Amendment) Bill, 2015 E-Governance Initiatives/ Digital Initiatives
4	**Emerging trends & institutions supporting MSMEs**
	Overview of World Trade Organization (WTO), Intellectual Property Rights (IPR), International SME Network (INSME) and Bar Coding

Learning Methods

Videos and quizzes through the on-line Learning Management System (LMS); Classroom learning through an experienced Facilitator/Faculty on campus (Videos, In-class Activities, Outbound Activities); Assignments and Projects; and Practical Experiences including challenges, internships and apprenticeships.

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Second Year – Pre-Venture Prep Level

Reference Books

Reference Books
Financial Accounting of Partnership Firm

1. Nitin Balwani, Accounting & Finance for Managers, Excel Books, New Delhi
2. R.L. Gupta and Radhaswamy, Advanced Accountancy
3. V.K. Goyal, Financial Accounting, Excel Books, New Delhi
4. Basic of Accounting – T. S. Grewal
5. Financial Accounting and Management by R.K. Sharma & Shashi Kumar Gupta
6. Chaturvedi & Agrawal: Book Keeping & Accountancy

Marketing Management

1. Gupta C.B. Nair N. Rajan, (2020), Marketing Management - Text & Cases,19th edition, Sultan Chand & Sons, New Delhi
2. Philip Kotler &Kevin Lane Keller, (2016), Marketing Management, 15th Edition, Pearson Education India
3. V S Ramaswamy& S Namakumari, (2010), Marketing Management, 4th Edition, Om Books International
4. Rustom S. Davar, (1993), Modern Marketing Management,Ubs Publishers' Distributors Pvt.Ltd, New Delhi.
5. S.A. Sherlekar& R. Krishnamoorthy (2015), Principles of Marketing, Himalaya Publishing House Pvt. Ltd.

Human Resource Management

1. Chhabra, T. N; *Human Resource Management*; Dhanpati Rai and Co. Pvt. Ltd New Delhi 2003.
2. Dr. Gupta, C. B.; *Human Resource Management*, Sultan Chand and Sons, New Delhi, 2003.
3. Aswathappa, K.; *Human Resource and Personnel Management (Text and Cases*), Tata McGraw Hill Publishing Company, New Delhi, 2003
4. Flippo, Edwin B., Personnel Management, Tata McGraw Hill
5. Rao, V S P, *Human Resource Management, Text and Cases*, Excel Books, 2004
6. Human Resource Development & Management : A.M. Sheikh – S. Chand

Business Networking & Negotiation

1. "Superconnector," Scott Gerber and Ryan Paugh
2. "The 7 Habits of Highly Effective People," Stephen R. Covey

3. “How to Win Friends & Influence People,” Dale Carnegie
4. The International Negotiations Handbook. Success through Preparation, Strategy, and Planning. Berghoff, E. A. et al. (2007). PILPG and Baker & McKenzie., latest edition

Social Entrepreneurship & Green Entrepreneurship projects

1. Burns, P. (2001). Entrepreneurship and small business. New Jersey:Palgrave.
2. Drucker, P. F. (2006). Innovation and entrepreneurship: Practice and principles. USA: Elsevier
3. Entrepreneurship Development by S.S.Khanka
4. Entrepreneurship Development and Project Management by Neeta Baporikar
5. Entrepreneurial Development by Gupta and Shrinivasan
6. Green Management and Green Technologies: Exploring the Causal Relationship by Jazmin SeijasNogarida , ZEW Publications
7. The Green Energy Management Book by Leo A. Meyer, LAMA books

Governmental (MSME) & Institutional Support

1. Dynamics of Entrepreneurship Development & Management: Vasant Desai
2. Entrepreneurship Development in India: C B Gupta & N P Srinivasan
3. Entrepreneurship Development: S S Khanka
4. Entrepreneurship and small Business Management: C B Gupta & S S Khanka
5. Small Business Entrepreneurship : Paul Burns & Jim Dewhunt

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Scheme of Evaluation

The performance of the learners will be evaluated in two Components. One component will be the Internal Assessment component carrying 25% marks and the second component will be the Semester-wise End Examination component carrying 75% marks. The allocation of marks for the Internal Assessment and Semester End Examinations will be as shown below:-

A) Internal Assessment: 25 %

Question Paper Pattern
(Internal Assessment- Courses without Practical Courses)

Sr. No.	Particular	Marks
1	**One class test (20 Marks)**	
	Match the Column/ Fill in the Blanks/ Multiple Choice Questions ***(½ Mark each)***	05 Marks
	Answer in One or Two Lines (Concept based Questions) ***(01 Mark each)***	05 Marks
	Answer in Brief (Attempt Any Two of the Three) ***(05 Marks each)***	10 Marks
2	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities	05 Marks

Question Paper Pattern
(Internal Assessment- Courses with Practical Courses)

Sr. No.	Particular	Marks
1	**Semester End Practical Examination (20 Marks)**	
	Journal	05 Marks
	Viva	05 Marks
	Laboratory Work	10 Marks

2	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities articulation and exhibit of leadership qualities in organizing related academic activities	05 Marks

A) Semester End Examination: 75 %

i) Duration: The examination shall be of 2 ½ Hours duration

ii) Theory question paper pattern

- There shall be five questions each of 15 marks.
- All questions shall be compulsory with internal choice within the questions.
- Question may be subdivided into sub-questions a, b, c… and the allocation of marks depends on the weightage of the topic.

  (Detail question paper pattern has been given separately)

Passing Standard

The learners to pass a course shall have to obtain a minimum of 40% marks in aggregate for each course where the course consists of Internal Assessment and Semester End Examination. The learners shall obtain minimum of 40% marks (i.e. 10 out of 25) in the Internal Assessment and 40% marks in Semester End Examination (i.e. 30 Out of 75) separately, to pass the course and minimum of Grade E to pass a particular semester A learner will be said to have passed the course if the learner passes the Internal Assessment and Semester End Examination together.

Question Paper Pattern
(Practical Courses)

Maximum Marks: 75

Questions to be set: 05

Duration: 2 ½ Hrs.

All Questions are Compulsory Carrying 15 Marks each.

Question No	Particular	Marks
Q-1	Objective Questions A) Sub Questions to be asked 10 and to be answered any 08 B) Sub Questions to be asked 10 and to be answered any 07 (*Multiple choice / True or False / Match the columns/Fill in the blanks)	15 Marks
Q-2 Q-2	Full Length Practical Question ***OR*** Full Length Practical Question	15 Marks 15 Marks
Q-3 Q-3	Full Length Practical Question ***OR*** Full Length Practical Question	15 Marks 15 Marks
Q-4 Q-4	Full Length Practical Question ***OR*** Full Length Practical Question	15 Marks 15 Marks
Q-5 Q-5	A) Theory questions B) Theory questions ***OR*** Short Notes To be asked 05 To be answered 03	08 Marks 07 Marks 15 Marks

Note:

Practical question of 15 marks may be divided into two sub questions of 7/8 and 10/5 Marks. If the topic demands, instead of practical questions, appropriate theory question may be asked.

Question Paper Pattern
(Theoretical Courses)

Maximum Marks: 75

Questions to be set: 05

Duration: 2 ½ Hrs.

All Questions are Compulsory Carrying 15 Marks each.

Question No	Particular	Marks
Q-1	Objective Questions A) Sub Questions to be asked 10 and to be answered any 08 B) Sub Questions to be asked 10 and to be answered any 07 (*Multiple choice / True or False / Match the columns/Fill in the blanks)	15 Marks
Q-2 Q-2	Full Length Question ***OR*** Full Length Question	15 Marks 15 Marks
Q-3 Q-3	Full Length Question ***OR*** Full Length Question	15 Marks 15 Marks
Q-4 Q-4	Full Length Question ***OR*** Full Length Question	15 Marks 15 Marks
Q-5 Q-5	A) Theory questions B) Theory questions ***OR*** Short Notes To be asked 05 To be answered 03	08 Marks 07 Marks 15 Marks

Note:

Theory question of 15 marks may be divided into two sub questions of 7/8 and 10/5 Mark

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Semester V

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Third Year – (Advanced) Venture Creation Level

Core Courses

Entrepreneurship Development and Government

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	**Institutional Support to Small Industries**	15
2	**Finance for Small Industries**	15
3	**Legal Requirements Concerning Business**	15
4	**Taxation Benefits to Small Industry**	15
	Total	**60**

Objectives

SN	Objectives
1	To create awareness about the institutional support available to new entrepreneurs
2	To provide knowledge about the Finance and other benefits provided by Government to small businesses

Sr. No.	Modules / Units
1	**Institutional Support to Small Industries**
	Institutional Infrastructure set up by Central Government and at the state level-SIDO, DCSSI, SISIs, NSIC, PDTCs Specialized Corporations, DICs, Specialized Corporations DICs, and Addresses of SISIs etc.
2	**Finance for Small Industries**
	Financing by commercial banks, Assistance by other agencies NSIC; IDBI - Refinance assistance, Bills rediscounting scheme, Special Capital/Seed Capital Scheme,Export Finance; Non-traditional methods of financing, common problems in raising finances.
3	**Legal Requirements Concerning Business**
	Factories Act, 1948; Employment of Children Act, 1938; ESIC Act, 1948, Employees Provident Fund Act, 1952, Industrial Disputes Act, 1947, Workmen's Compensation Act, 1923; Trade Union Act, 1948; Employment Exchanges (Compulsory Notification of Vacancies) Act, 1959; Apprentices Act, 1961; Indian Boilers Act, 1923; Payment of Bonus Act, 1965; Payment of Gratuity Act, 1972.
4	**Taxation Benefits to Small Industry**
	Depreciation, Investment Allowances & Investment Deposit Account, Expenditure on Scientific Research, Acquisition ofpatents & copyright, Know how; Amortization of Certain preliminary expenses; Deductions from Gross Total Income.

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Third Year – (Advanced) Venture Creation Level

Core Courses

Financial Accounting –Costing

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	**Basic concepts of Costing and Financial Accounting**	15
2	**Material Control & Methods of valuing Material Issues**	15
3	**Labour Costs**	15
4	**Process Costing**	15
	Total	**60**

Objectives

SN	Objectives
1	To explain the importance of a sound costing system for smooth running of business.
2	To understand the application of important concepts in costing

Sr. No.	Modules / Units
1	**Basic concepts of Costing and Financial Accounting**
	Nature and Scope of Cost accounting: meaning, importance & limitations of cost accounting, Costing- An Aid to management, distinction between Cost and Financial accounting, Costing system-characteristics of an ideal costing system, steps for installation, difficulties while installation and how to overcome these difficulties, role of cost accountant. **Cost**: Analysis, Concepts, Cost Classification, cost sheet and One unit costing.
2	**Material Control & Methods of valuing Material Issues**
	Material Control: techniques of material control i.e. Level Setting, Economic Order Quantity, JIT Inventory System, ABC Analysis, VED Analysis, Perpetual Inventory System and FNSD Analysis. Material Purchase and Storage. **Methods of valuing Material Issues:** Cost Price Methods- FIFO, LIFO, Average Cost, Inflated Price, Specific Price, Base Stock and HIFO. Market Price Method- Replacement Price, Realisable Value. Standard Price Methods- Current Standard Price and Base Standard Price.
3	**Labour Costs**
	Labour Cost: meaning, labour turnover, Job Analysis, Job Evaluation, Merit Rating, Time Keeping, Idle Time and Overtime. **Remuneration and Incentives**: methods of wage payment and incentives plan- Time Wage System, Piece Rate System, Taylor's Differential Piece Rate System, Merrick's Multiple Piece Rate System, Gant's Task and Bonus Plan, Halsey Premium Plan and Rowan Plan. **Overhead**: Classifications, Overhead Accounting- allocation, apportionment, re-apportionment and absorption of Overheads. Job, Batch & Contract costing.
4	**Process Costing**
	Process Costing: features, application of process costing, process losses-normal loss, abnormal loss and abnormal gain, inter-process profits and evaluation of different processes through practical problems. **Equivalent production in Process Costing**: meaning, calculation of Equivalent production and evaluation of Equivalent production through practical problems, Joint Product and By-Product Costing.

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Core Courses

Direct Tax (Income Tax)

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	**Computation of gross total income**	10
2	**Introduction of Income Tax**	20
3	**Computation of taxable income**	15
4	**Capital Gains**	15
	Total	**60**

Objectives

SN	Objectives
1.	To acquaint students to the concepts of Direct Taxation
2.	To understand the computation of tax

Sr. No.	Modules / Units
1	**Computation of gross total income**
	Computation of gross total income, carry forward and set off of losses, clubbing of income. Deductions from gross total income.
2	**Introduction of Income Tax**
	Introduction of Income Tax: Meaning, features and contribution to public revenue. Important definition-income, gross total income, total income, previous year and assessment year, agriculture income, exempted income. Determination and tax incidence of residential status
3	**Computation and taxable income**
	Computation of taxable income from salary head. Computation of taxable income from 'House Property' head. Computation of taxable income from 'Business or Profession' head.
4	**Capital Gains**
	Capital Gains: Short term and Long term, exemption from capital gains, computation of capital gains/loss. Computation of taxable income under the head '"Income from other sources."

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Third Year – (Advanced) Venture Creation Level

Skill based component

Legal Procedures & Intellectual Property Rights

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	The Indian Contract Act, 1872	10
2	Consumer Protection Act, 1986 & Cyber Laws	15
3	Intellectual property rights	20
4	Trade Marks & Patents	15
	Total	**60**

Objectives

SN	Objectives
1.	To acquaint students with the Legal aspects of a business
2.	To enlighten students with the knowledge required to safeguard their Intellectual property

Sr. No.	Modules / Units
1	**The Indian Contract Act, 1872**
	The Indian Contract Act, 1872 Introduction – Definition of contract – agreement – offer – acceptance – consideration capacity to contract – contingent contract – Quasi-contract – performance – Discharge – Remedies to breach of contract. Partnership- essentials of partnership, Rights and duties of partner, types of partners. Dissolution of partnership. Sale of Goods Act: Sale and Agreement to sell, Conditions and Warrantees, Transfer of property, Finder of goods, Performance of contract of sale, Rights of an unpaid seller.
2	**Consumer Protection Act, 1986 & Cyber Laws**
	Contract of Agency- Essentials of Contract of Agency – Creation of Agency – Kinds of Agents - Duties of an Agent – Rights of an Agent – Duties and Rights of the Principal – Delegation of authority by an Agent – Sub Agent – Position of Principal and Agent in relation to third Parties – Termination of Agency. Company – Formation – Memorandum – Articles – Prospective Shares – debentures – Directors – appointment – Powers and duties. Meetings – Proceedings – Management – Accounts – audit – oppression & mismanagement – winding up. The Consumer Protection Act, 1986; Object – Rights of Consumers –Important Terms- Consumer Complaint – Consumer Protection Councils – Redressal Machinery – District Forum – State Commission – National Commission. Cyber Law -Need for Cyber laws – Cyber law In India – Information Technology Act – 2000 – Defining Cyber Crime – Types of Cyber Crimes – Preventing of Computer Crime.
3	**Intellectual property rights**
	Intellectual property rights : Introduction, Need for intellectual property right (IPR), Genesis and Development IPR in IPR in India & abroad with some important examples of IPR. Kinds of Intellectual Property (OR) Major Forms of IP (Copyright, Patent, Trade Marks, Design, Geographic Indication, Semi Conductor's & Plant Varieties) Major international documents relating to the protection of IP, Economic importance of Intellectual Property
4	**Trade Marks & Patents**
	Trade Marks : Meaning and historical development. Need of Trademarks. Functions of marks (Commercial Aspect & Consumer aspect). Kinds of Trademarks, Procedure for registration, Rights of Registered Trademark Owners. Assignment and licensing of marks & Infringement, Trade Marks Registry and Appellate Board. Patents : Meaning and Historical Development, Criteria for obtaining Patents and Non Patentable Inventions, Procedure for Registration, Terms of Patent and Rights of Patentee, compulsory license and revocation, Government use of Patent, Infringement of Patents and Exceptions to Infringement, Remedies and Patent Office and Appellate Board.

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Practical Courses

Consumer Behavior & Business Analytics

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	**Consumer Behavior and Decision making**	14
2	**Models of Consumer Behaviour**	16
3	**Introduction to Business Analytics**	15
4	**Business Analytics Future Trends**	15
	Total	**60**

Objectives

SN	Objectives
1	To provide young entrepreneurs insights about Consumer behavior and its application in product buying decision
2	To provide theoretical background about the importance of Business Analytics and the future scope for it.

Sr. No.	Modules / Units
1	**Consumer Behavior and Decision making**
	Meaning and nature of Consumer Behaviour, Factors affecting Consumer Behaviour, Consumer Involvement and decision making, Models of decision making. Consumer Perception, attitudes, changes in attitudes, Consumer motivation.
2	**Models of Consumer Behaviour**
	Models of Consumer Behaviour , Consumer Behaviour in India, difference between consumer buying and industrial buying, nature and factors affecting industrial buying. Factors influencing purchase decision of a consumer, Personality, Self- concept, Life-style, Psychographics, Reference group.
3	**Introduction to Business Analytics**
	Concept of analytics, Types of Analytics, Application fields - Marketing Analytics, Finance Analytics, HR Analytics, Operation Analytics, organization and source of data, importance of data quality, dealing with missing or incomplete data, Role of Data Scientist in Business & Society
4	**Business Analytics Future Trends**
	Role of Artificial Intelligence in Business, Machine Intelligence, Competitive Intelligence, Text Mining, Web Analytics (Web content mining, Web usage mining, Web structure mining), Role of Intelligent Agents in e-business, e-commerce, m-commerce, Location Analytics, Intelligent Agent in search & retrieval, Personalization and Comparison), Social Networking Analysis, Big Data Tools & Techniques, Content Analytics (Sentimental Analysis & Opinion Analysis). Ethical and Legal considerations in Business Analytics

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Practical Course

International Business Policies & Practices

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	**Overview of International Business**	15
2	**International Business Decision & Role Of International Institutions**	15
3	**Recent Trends in India's Foreign Trade**	15
4	**International Capital Movement**	15
	Total	**60**

Objectives

SN	Objectives
1	To give the students an exposure to the dynamic environment of International Business
2	To give some insights of the global monetary system and explain the role and importance of International Organizations

Sr. No.	Modules / Units
1	**Overview of International Business**
	An Overview of International Business: Framework of International Business, Types of International Business, International Business Approaches, Global Marketing Theory of Competitive Advantages, NeoClassical, Modern Approach to International Business, Problems of Trade and Aid to Developing Countries.
2	**International Business Decision & Role Of International Institutions**
	International Business Decision : Mode of Entry, Marketing Mix, Factors Affecting decision For International Business Role Of International Institutions: GATT, WTO, ECM, IMF, IBRD, IDA, IFC, UNCTAD, In International Business. Recent Trends in World trade, Multi National Corporations and the Trade
3	**Recent Trends in India's Foreign Trade**
	Recent Trends in India's Foreign Trade: Export and Import Policy, Trade Policy, Balance of Payment, Custom and Tariff Rationalization. Identifying Foreign Markets and Overseas markets, Product Development in international markets, Transfer Logistics and Distribution Channels, Role of Documentation in International Trade, Export Pricing, Methods of International Payments.
4	**International Capital Movement**
	International Capital Movement: Risk in International Operations, International Investment, Financing of Foreign trade, Factor Mobility and Direct Foreign Investment. Export Finance, Pre and post Shipment credit, Introduction to FEMA, Insurance. Role of ECGC and export Promotion Councils, Eurocurrency Market Regional Economic Groupings: Major Trading Blocks, Globalization with Social responsibility, Introduction to International Monetary and Financial System

Learning Methods

Videos and quizzes through the on-line Learning Management System (LMS); Classroom learning through an experienced Facilitator/Faculty on campus (Videos, In-class Activities, Outbound Activities); Assignments and Projects; and Practical Experiences including challenges, internships and apprenticeships.

Syllabus of Courses of

B. Voc. (Management & Entrepreneurship Development) Programme

Semester V

with Effect from the Academic Year 2021-2022

Third Year – (Advanced) Venture Creation Level

Reference Books

Reference Books
Entrepreneurship Development and Government

1. Entrepreneurship and Small Business Management by Dr. C L Bansal, Har Anand Publications Pvt. Ltd. New Delhi, 2012
2. Entrepreneurship by Lall, Madhurima. Sahai, Shikha. Excel Books, New Delhi, 2008, 2nd Edition
3. Entrepreneurial development & management by Vasant Desai
4. Small scale industries & entrepreneurship by Vasant Desai
5. http://niesbud.nic.in/
6. http://msme.gov.in/
7. http://ssi.nic.in/

Financial Accounting –Costing

1. Cost Accounting – Theory and Problems, Maheshwari, S.N and Mittal, S. N. (2009)
2. Cost Accounting, Rajasekaran, (2010), 1st ed, Pearson Education.
3. Cost Accounting Principles and Practice, Jain, I. C & Nigam, B.M.L
4. Cost Accounting Text and Problems by M. C. Shukla, T. S .Grewal and M. P. Gupta – S Chand

Direct Tax (Income Tax)

.

1. Income Tax Law & Accounts Dr. H.C. Mehrotra, Dr. S.P. Goyal
2. Concept Building Approach to Income Tax Law and Practice Assessment by Dr Naveen Mittal
3. Income Tax Law Volume 1 by Chaturvedi and Pithisaria.

Legal Procedures & Intellectual Property Rights

1. Business legislation for management M.C. Kuchal and Deepa Prakash, Vikas Publish House PVT Ltd.,
2. Legal aspects of Business, Ravinder kumar, Cengage learning.
3. Business law, Sathish B, Matur Tata Mcgraw Hill.
4. Business law, D. Chandra Bose, PHI learning PVT Ltd.,
5. Legal aspects of Business by Akhileshwar Pathak. Tata Mcgraw Hill.
6. Legal aspects of Business by kubendran.

7. P. Narayanan: Patent Law, Eastern Law House, 1995.
8. Choudary Skp & Saharay HK "Laws of Trade Marks" Copy right patents and design part 1 part 2 Kamal Law House, Calcutta.
9. Roy Chowdhary, S.K. & Other: Law of Trademark, Copyrights, Patents and Designs, Kamal Law House, 1999.

Consumer Behavior & Business Analytics

1. Consumer Behaviour – Text and cases- by Satish K Batra and S H H Kazmi-II Edition, Excel Books.
2. Consumer Behaviour-Ramanuj Majumdar
3. Consumer Behaviour-Suja Nair, Himalaya Publishing House
4. Turban E, Armson, JE, Liang, TP &Sharda, Decision support and Business Intelligence Systems, 8th Edition, John Wiley & Sons, 2007
5. Frank J. Ohlhorst, Big Data Analytics, 1st Edition, Wiley, 2012.

International Business Policies & Practices

1. International Business, Charles W L Hill & Arun K.Jain (Tata McGraw-Hill, 6th edition)
2. International Business, Cherunilam, Francis, Text and Cases (PHI, Fourth edition (Revised))
3. International Business, Justin Paul (Prentice Hall)
4. International Business, Dr. P. Subba Rao (Himalaya Publications, 2nd Revised Enlarged edition

Syllabus of Courses of

B. Voc. (Management & Entrepreneurship Development) Programme

Semester IV

Second Year – Pre-Venture Prep Level

with Effect from the Academic Year 2021-2022

Scheme of Evaluation

The performance of the learners will be evaluated in two Components. One component will be the Internal Assessment component carrying 25% marks and the second component will be the Semester-wise End Examination component carrying 75% marks. The allocation of marks for the Internal Assessment and Semester End Examinations will be as shown below:-

A) Internal Assessment: 25 %

Question Paper Pattern
(Internal Assessment- Courses without Practical Courses)

Sr. No.	Particular	Marks
1	**One class test (20 Marks)**	
	Match the Column/ Fill in the Blanks/ Multiple Choice Questions ***(½ Mark each)***	05 Marks
	Answer in One or Two Lines (Concept based Questions) ***(01 Mark each)***	05 Marks
	Answer in Brief (Attempt Any Two of the Three) ***(05 Marks each)***	10 Marks
2	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities	05 Marks

Question Paper Pattern
(Internal Assessment- Courses with Practical Courses)

Sr. No.	Particular	Marks
1	**Semester End Practical Examination (20 Marks)**	
	Journal	05 Marks
	Viva	05 Marks
	Laboratory Work	10 Marks

2	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities articulation and exhibit of leadership qualities in organizing related academic activities	05 Marks

A) Semester End Examination: 75 %

i) Duration: The examination shall be of 2 ½ Hours duration

ii) Theory question paper pattern

- There shall be five questions each of 15 marks.
- All questions shall be compulsory with internal choice within the questions.
- Question may be subdivided into sub-questions a, b, c… and the allocation of marks depends on the weightage of the topic.
  (Detail question paper pattern has been given separately)

Passing Standard

The learners to pass a course shall have to obtain a minimum of 40% marks in aggregate for each course where the course consists of Internal Assessment and Semester End Examination. The learners shall obtain minimum of 40% marks (i.e. 10 out of 25) in the Internal Assessment and 40% marks in Semester End Examination (i.e. 30 Out of 75) separately, to pass the course and minimum of Grade E to pass a particular semester A learner will be said to have passed the course if the learner passes the Internal Assessment and Semester End Examination together.

Question Paper Pattern

(Practical Courses)

Maximum Marks: 75

Questions to be set: 05

Duration: 2 ½ Hrs.

All Questions are Compulsory Carrying 15 Marks each.

Question No	Particular	Marks
Q-1	Objective Questions A) Sub Questions to be asked 10 and to be answered any 08 B) Sub Questions to be asked 10 and to be answered any 07 (*Multiple choice / True or False / Match the columns/Fill in the blanks)	15 Marks
Q-2 Q-2	Full Length Practical Question ***OR*** Full Length Practical Question	15 Marks 15 Marks
Q-3 Q-3	Full Length Practical Question ***OR*** Full Length Practical Question	15 Marks 15 Marks
Q-4 Q-4	Full Length Practical Question ***OR*** Full Length Practical Question	15 Marks 15 Marks
Q-5 Q-5	A) Theory questions B) Theory questions ***OR*** Short Notes To be asked 05 To be answered 03	08 Marks 07 Marks 15 Marks

Note:

Practical question of 15 marks may be divided into two sub questions of 7/8 and 10/5 Marks. If the topic demands, instead of practical questions, appropriate theory question may be asked.

Question Paper Pattern

(Theoretical Courses)

Maximum Marks: 75

Questions to be set: 05

Duration: 2 ½ Hrs.

All Questions are Compulsory Carrying 15 Marks each.

Question No	**Particular**	**Marks**
Q-1	Objective Questions A) Sub Questions to be asked 10 and to be answered any 08 B) Sub Questions to be asked 10 and to be answered any 07 (*Multiple choice / True or False / Match the columns/Fill in the blanks)	15 Marks
Q-2 Q-2	Full Length Question ***OR*** Full Length Question	15 Marks 15 Marks
Q-3 Q-3	Full Length Question ***OR*** Full Length Question	15 Marks 15 Marks
Q-4 Q-4	Full Length Question ***OR*** Full Length Question	15 Marks 15 Marks
Q-5 Q-5	A) Theory questions B) Theory questions ***OR*** Short Notes To be asked 05 To be answered 03	08 Marks 07 Marks 15 Marks

Note:

Theory question of 15 marks may be divided into two sub questions of 7/8 and 10/5 Mark

Syllabus of Courses of

B. Voc. (Management & Entrepreneurship Development) Programme

Semester VI

with Effect from the Academic Year 2021-2022

Third Year – (Advanced) Venture Creation Level

Core Courses

Project Management & Contingency Planning

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	**Introduction to Project Management**	15
2	**Project Planning**	15
3	**Network Techniques**	15
4	**Project Review and Administrative Aspects**	15
	Total	**60**

Objectives

SN	Objectives
1	To familiarize the students with the various aspects of Projects
2	To provide key guidelines relevant to project planning, analysis, financing, selection, implementation and review.

Sr. No.	Modules / Units
1	**Introduction to Project Management**
	Introduction: Meaning and characteristics of project; Meaning, scope , characteristics, need & importance of project management; Project Management: Forms of Project Organization, Project Planning, Project Control, Human Aspects of Project Management, Pre- Requisites for Successful Implementation
2	**Project Planning**
	Project Planning: project identification, project formulation, Feasibility Analysis : Financial appraisal, socio cost benefit appraisal, market appraisal, phases of project life cycle Generation and Screening of Project Ideas: Generation of Ideas, Monitoring the Environment, Corporate Appraisal, Profit Potential of Industries, Scouting for Project Ideas, Preliminary Screening, Project Rating Index.
3	**Network Techniques**
	Network Techniques: Development of Project Network, Time Estimation (Simple Practical Problem with EST, EFT, LST, LFT, Total Float), Determination of the Critical Path, Scheduling when Resources are limited, PERT Model, CPM Model (Simple Practical Problem of Crashing), Network Cost System).
4	**Project Review and Administrative Aspects**
	Project Review and Administrative Aspects: Control of In- Progress Projects, Post Completion Audits, Abandonment Analysis, Administrative Aspects of Capital Budgeting, Agency Problem, Evaluating the Capital Budgeting System of an Organization.

Syllabus of Courses of

B. Voc. (Management & Entrepreneurship Development) Programme

Semester VI
with Effect from the Academic Year 2021-2022

Third Year – (Advanced) Venture Creation Level

Core Courses

Indirect Tax (GST)

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	**Overview of GST**	15
2	**Determination of Value of Supply / Time of Supply**	15
3	**Levy of and Exemption from Tax**	15
4	**Payment of Tax**	15
	Total	**60**

Objectives

SN	Objectives
1	To provide the knowledge of computation of income for Income Tax and value of goods for Indirect Taxes.
2	To introduce the students, basic concepts of Indirect Tax in Business

Sr. No.	Modules / Units
1	**Overview of GST**
	Overview of GST – Introduction, Challenges of Previous Tax Structure, Taxes under GST (Central Goods and Service Tax, State Goods and Service Tax Union Territory Goods and Service Tax, Integrated Goods and Service Tax & Cess), Difference between VAT, Service Tax & Excise Duty with GST **Registration –** Introduction, Threshold for Registration, Regular Tax Payer, Composition Tax Payer, Casual Taxable Person, Non-Resident Taxable Person, Unique Identification Number, Registration Number Format, Important Points, Special & Amendments / Cancellation.
2	**Determination of Value of Supply / Time of Supply**
	Determination of Value of Supply / Time of Supply – Taxable Supply, Supply of Goods and Supply of Services, Course or Furtherance of Business, Special Transactions, Time of Supply – Goods, Time of Supply – Services & Other Points. **Place of Supply –** Concept of Place of Supply (Interstate Supply, Intrastate Supply, Export of Service & Export of Goods, Import of Service & Import of Goods), Where there is movement of Goods, Where there is no movement of Goods, Where Goods are installed and Assembled, Goods are shipped on board.
3	**Levy of and Exemption from Tax**
	Levy of and Exemption from Tax – Levy of GST – Introduction, Composition Scheme, Remission of Tax / Duty. **Input Tax Credit –** Introduction, Input tax credit process, Negative list of the input tax credit, Input tax credit utilization, Input tax credit reversal, Job worker, Case Studies, Returns, GSTR-2, Other Taxable persons, Annual Return & GST Council.
4	**Payment of Tax**
	TDS on GST, TCS on GST. **Payment of Tax –** Electronic Liability Register, Electronic Credit Ledger, Electronic Cash Ledger, Unique Identification Number. Returns, Refund, Audit and Assessment.

Syllabus of Courses of

B. Voc. (Management & Entrepreneurship Development) Programme

Semester VI

with Effect from the Academic Year 2021-2022

Third Year – (Advanced) Venture Creation Level

Core Courses

Ethics, CSR & Corporate Governance

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	**Introduction to Business Ethics**	10
2	**Indian Ethical Practices and Corporate Governance**	20
3	**Introduction to Corporate Social Responsibility**	15
4	**Areas of CSR and CSR Policy**	15
	Total	**60**

Objectives

SN	Objectives
1.	To familiarize the learners with the concept and relevance of Business Ethics in the modern era
2.	To enable learners to understand the scope and complexity of Corporate Social responsibility in the global and Indian context

Sr. No.	Modules / Units
1	**Business Ethics & approaches to Business Ethics**
	Business Ethics – Concept of business ethics – meaning, Importance and factors influencing business ethics Sources of Ethics, Concept of Corporate Ethics, code of Ethics-Guidelines for developing code of ethics, Ethics Management Program, Ethics Committee. Various approaches to Business Ethics - Theories of Ethics- Friedman's Economic theory, Kant's Deontological theory, Mill & Bentham's Utilitarianism theory Gandhian Approach in Management and Trusteeship, Importance and relevance of trusteeship principle in Modern Business, Gandhi's Doctrine of Satya and Ahimsa, Emergence of new values in Indian Industries after economic reforms of 1991
2	**Principles of Corporate Governance**
	Ethics in Marketing and Advertising, Human Resources Management, Finance and Accounting, Production, Information Technology, Copyrights and Patents Corporate Governance: Concept, Importance, Evolution of Corporate Governance, Principles of Corporate Governance Regulatory Framework of Corporate Governance in India, SEBI Guidelines and clause 49, Role of Independent Directors, Protection of Stake Holders, Changing roles of corporate Boards Elements of Good Corporate Governance, Failure of Corporate Governance and its consequences
3	**Corporate Social Responsibility**
	Corporate Social Responsibility: Concept, Scope & Relevance and Importance of CSR in Contemporary Society Corporate philanthropy, Models for Implementation of CSR, Drivers of CSR, Prestigious awards for CSR in India CSR and Indian Corporations- Legal Provisions and Specification on CSR, A Score Card, Future of CSR in India Role of NGO's and International Agencies in CSR, Integrating CSR into Business
4	**CSR & Sustainability**
	CSR towards Stakeholders-- Shareholders, Creditors and Financial Institutions, Government, Consumers, Employees and Workers, Local Community and Society Designing CSR Policy- Factors influencing CSR Policy, Role of HR Professionals in CSR Legislative Measures of CSR: Corporate, Labour, Stakeholders, Environmental and Pollution Global Recognitions of CSR- ISO- 14000-SA 8000 – AA 1000 – Codes formulated by UN Global Compact – UNDP, Global Reporting Initiative; major codes on CSR CSR and Sustainable Development CSR through Triple Bottom Line in Business

Syllabus of Courses of

B. Voc. (Management & Entrepreneurship Development) Programme

Semester VI

with Effect from the Academic Year 2021-2022

Third Year – (Advanced) Venture Creation Level

Skill based component

SAP Business Overview, MIS & Business Process Automation

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	**Introduction to SAP and Navigation**	10
2	**SAP Interface for Business Processes**	15
3	**Techniques & Applications of MIS in Business**	20
4	**Business Process Automation & Management**	15
	Total	**60**

Objectives

SN	Objectives
1.	To enable students to understand the SAP Interface from the
2.	To help students determine the role of technology in supporting their processes

Sr. No.	Modules / Units
1	**Introduction to SAP and Navigation**
	Introduction: Business Process Overview: system application product (SAP) overview Navigating in the SAP system Use of SAP in Business Processes- Logistics overview, Sales order management, Customer relationship management, Production, Procurement, Supplier relationship management Supply chain management
2	**SAP Interface for Business Processes**
	SAP Interface for Business Processes : ERP Financials, Financial Accounting and Financial Supply Chain Management, Management Accounting and Corporate Governance, Human Capital Management Theoretical understanding- Analytics and Architecture: Reporting, Analytics and Strategic planning, SAP Netweaver Overview, SAP Netweaver Application server, SAP services
3	**Techniques & Applications of MIS in Business**
	Techniques & Applications of MIS in Business, MIS in Organization, Decision Support System • Expert System • Executive Information System • Expert system • Office Support System(Whole) • Data Processing System • Characteristics of DPS • Scope of Trans. Processing
4	**Business Process Automation & Management**
	Meaning of Business Process Automation and Business Process Management Application of Business Process Automation Types of Business Process Management Use of Business Process Management in Finance, Sales, HR

Syllabus of Courses of

B. Voc. (Management & Entrepreneurship Development) Programme

Semester VI
with Effect from the Academic Year 2021-2022

Third Year – (Advanced) Venture Creation Level

Practical Courses

Industry Field Project

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	**Field visit**	14
2	**Interaction with successful entrepreneurs**	16
3	**Resource mobilization, supporting organizations**	15
4	**Launching formalities**	15
	Total	**60**

Objectives

SN	Objectives
1	To provide first hand exposure of successful businesses to young entrepreneurs
2	To enable students to learn the functioning of businesses

Sr. No.	Modules / Units
1	**Field visit**
	Field Visit to units established & successfully run by first generation entrepreneurs Candidates are taken for exposure visits to Enterprises established and successfully managed by RSETI trained Entrepreneurs where in they will be able to: • Know various steps involved in establishing a Micro Enterprise • Understand how a Micro Enterprise is managed • To identify the Entrepreneurial competencies & Entrepreneurial behavior • To analyze the external factors influencing the success or failure of the enterprise. • To analyze the internal factors affecting success or failure of the enterprise/entrepreneur. • To identify the areas/issues which can be addressed by RSETI, in a similar case, to facilitate success of the entrepreneur
2	**Interaction with successful entrepreneurs**
	Interaction with successful entrepreneurs • Identify factors responsible for the development of the entrepreneur • Assess the Entrepreneurial Competencies of the Entrepreneur • Impact of EDP training inputs • Understand how the entrepreneur reacts to a challenging situation
3	**Resource mobilization, supporting organizations**
	Resource mobilization, supporting organizations. • Support systems available at various District/State/national level • State/Central Government Schemes for giving impetus for entrepreneurship development
4	**Launching formalities**
	Launching formalities • Steps in launching of an enterprise, common crisis in business • Pitfall and their controls • Licensing & Registration: Formalities for obtaining Trade License from Panchayath/Muncipal agencies • Formalities for obtaining PAN Card, TAN, Service Tax & VAT Registration

Syllabus of Courses of

B. Voc. (Management & Entrepreneurship Development) Programme

Semester VI

with Effect from the Academic Year 2021-2022

Third Year – (Advanced) Venture Creation Level

Practical Course

Pilot Project Formulation & Start up implementation

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	**Initial formalities**	15
2	**Business Plan Presentation**	15
3	**Actual working framework**	15
4	**Official Launch of the Business**	15
	Total	**60**

Objectives

SN	Objectives
1	To equip students with knowledge for startup implementation
2	To begin with a business and ensure continuous monitoring for improvement in process.

Sr. No.	Modules / Units
1	**Initial formalities**
	Formation of a Company or Firm Start-up. Getting the place of establishment and getting all required registration. Opening of Bank Account, etc Actual financial planning and budgeting. Tips for Sustainability and Growth.
2	**Business Plan Presentation**
	Business Plan Presentation + Getting Investors, Partners, and other Stakeholders on board
3	**Actual working framework**
	Actual Working on Project. Hiring of People. Customer Acquisition, Vendor Development Choosing the legal form of new venture, protection of intellectual property, and marketing the new venture
4	**Official Launch of the Business**
	Official Launch of the Business. Planning for the launch, Press Conference, Ad Promotion, Final launch Monitoring Business and control costs

Learning Methods

Videos and quizzes through the on-line Learning Management System (LMS); Classroom learning through an experienced Facilitator/Faculty on campus (Videos, In-class Activities, Outbound Activities); Assignments and Projects; and Practical Experiences including challenges, internships and apprenticeships.

Syllabus of Courses of

B. Voc. (Management & Entrepreneurship Development) Programme

Semester VI

with Effect from the Academic Year 2021-2022

Third Year – (Advanced) Venture Creation Level

Reference Books

Reference Books

Project Management & Contingency Planning

1. Project Management Vasant Desai
2. Project Management K.Nagarajan
3. Fundamentals of Project Management James P Lewis
4. Project Management and Control P.C.K. Rao

Indirect Tax (GST)

1. Indirect Taxes and G.S.T., Dr. H.C. Mehrotra & Prof. V.P. Agarwal
2. Indirect Taxes Law and Practice: V. S. Datey, Tax Mann's Publications, New Delhi.
3. Business Taxation: Dr. R. V. Diwan, Prin. Gopal Bhat, 14, Ranade Colony, Hindwadi, Belagavi.

Ethics, CSR & Corporate Governance

1. Harsh Srivastava,`` The business of social responsibility,'' books for change
2. CV. Baxi and Ajit Prasad,`` Corporate social responsibility – concepts and cases," Excel Books
3. Dr. M. Mahmoudi,`` Global strategic management," Deep & Deep Publications Pvt. Ltd.
4. S K. Bhatia,`` International Human resource management – Global perspective," Deep & Deep Publications Pvt. Ltd.
5. J.P. Sharma, ``Governace, Ethics and Social responsibility of business, '' Ane books Ltd.
6. Kotler Philip and Lee Nancy, `` Corporate social responsibility; doing the most good for your company,''
7. Simpson, Justine and Taylor, John R, `` Corporate Governace Ethics and and CSR,'' Kogan Page Publishers
8. Velasquez Manuel G, Business Ethics: Concepts and Cases, Pearson
9. Fernando A.C.: Business Ethics, Pearson Education.

SAP Business Overview, MIS & Business Process Automation

1. 1. SAP overview: Participant handbook, 2009, SAP
2. **Software required/Weblinks:**www.saponlinetutorials.com
3. www.sap.com
4. Management Information System by T.Lucy

Syllabus of Courses of

B. Voc. (Management & Entrepreneurship Development) Programme

Semester VI

Third Year – (Advanced) Venture Creation Level

with Effect from the Academic Year 2021-2022

Scheme of Evaluation

The performance of the learners will be evaluated in two Components. One component will be the Internal Assessment component carrying 25% marks and the second component will be the Semester-wise End Examination component carrying 75% marks. The allocation of marks for the Internal Assessment and Semester End Examinations will be as shown below:-

A) Internal Assessment: 25 %

Question Paper Pattern
(Internal Assessment- Courses without Practical Courses)

Sr. No.	Particular	Marks
1	**One class test (20 Marks)**	
	Match the Column/ Fill in the Blanks/ Multiple Choice Questions ***(½ Mark each)***	05 Marks
	Answer in One or Two Lines (Concept based Questions) ***(01 Mark each)***	05 Marks
	Answer in Brief (Attempt Any Two of the Three) ***(05 Marks each)***	10 Marks
2	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities	05 Marks

Question Paper Pattern
(Internal Assessment- Courses with Practical Courses)

Sr. No.	Particular	Marks
1	**Semester End Practical Examination (20 Marks)**	
	Journal	05 Marks
	Viva	05 Marks
	Laboratory Work	10 Marks

2	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities articulation and exhibit of leadership qualities in organizing related academic activities	05 Marks

A) Semester End Examination: 75 %

i) Duration: The examination shall be of 2 ½ Hours duration

ii) Theory question paper pattern

- There shall be five questions each of 15 marks.
- All questions shall be compulsory with internal choice within the questions.
- Question may be subdivided into sub-questions a, b, c… and the allocation of marks depends on the weightage of the topic.

  (Detail question paper pattern has been given separately)

Passing Standard

The learners to pass a course shall have to obtain a minimum of 40% marks in aggregate for each course where the course consists of Internal Assessment and Semester End Examination. The learners shall obtain minimum of 40% marks (i.e. 10 out of 25) in the Internal Assessment and 40% marks in Semester End Examination (i.e. 30 Out of 75) separately, to pass the course and minimum of Grade E to pass a particular semester A learner will be said to have passed the course if the learner passes the Internal Assessment and Semester End Examination together.

Question Paper Pattern

(Practical Courses)

Maximum Marks: 75

Questions to be set: 05

Duration: 2 ½ Hrs.

All Questions are Compulsory Carrying 15 Marks each.

Question No	Particular	Marks
Q-1	Objective Questions A) Sub Questions to be asked 10 and to be answered any 08 B) Sub Questions to be asked 10 and to be answered any 07 (*Multiple choice / True or False / Match the columns/Fill in the blanks)	15 Marks
Q-2 Q-2	Full Length Practical Question ***OR*** Full Length Practical Question	15 Marks 15 Marks
Q-3 Q-3	Full Length Practical Question ***OR*** Full Length Practical Question	15 Marks 15 Marks
Q-4 Q-4	Full Length Practical Question ***OR*** Full Length Practical Question	15 Marks 15 Marks
Q-5 Q-5	A) Theory questions B) Theory questions ***OR*** Short Notes To be asked 05 To be answered 03	08 Marks 07 Marks 15 Marks

Note:

Practical question of 15 marks may be divided into two sub questions of 7/8 and 10/5 Marks. If the topic demands, instead of practical questions, appropriate theory question may be asked.

Question Paper Pattern

(Theoretical Courses)

Maximum Marks: 75

Questions to be set: 05

Duration: 2 ½ Hrs.

All Questions are Compulsory Carrying 15 Marks each.

Question No	Particular	Marks
Q-1	Objective Questions A) Sub Questions to be asked 10 and to be answered any 08 B) Sub Questions to be asked 10 and to be answered any 07 (*Multiple choice / True or False / Match the columns/Fill in the blanks)	15 Marks
Q-2	Full Length Question	15 Marks
	OR	
Q-2	Full Length Question	15 Marks
Q-3	Full Length Question	15 Marks
	OR	
Q-3	Full Length Question	15 Marks
Q-4	Full Length Question	15 Marks
	OR	
Q-4	Full Length Question	15 Marks
Q-5	A) Theory questions B) Theory questions	08 Marks 07 Marks
	OR	
Q-5	Short Notes To be asked 05 To be answered 03	15 Marks

Note:

Theory question of 15 marks may be divided into two sub questions of 7/8 and 10/5 Mark

Dr. Ajay Bhamre
I/c Dean,
Faculty of Commerce and Management

Ac-
Item No.-7.1 (N)

Justification for
B.Voc. (Management and Entrepreneurship Development)

1.	Necessity for starting the course:	In present scenario, India being known as young country and worldwide known for start-ups, it is necessary to train young generation by imparting entrepreneurship skills through a structured degree program. Further to inculcate spirit of Entrepreneurship and nurturing the business ideas, of the young minds,it is necessary to impart special education related to business and its management.
2.	Whether the UGC has recommended the course:	**YES** **UGC permission dt. 20-10.2020**
3.	Whether all the courses have commenced from the academic year 2019-2020 (2022-23):	**YES** **Commenced from the Academic Year 2020-21**
4.	The courses started by the University are self-financed, whether adequate number of eligible permanent faculties are available?:	**Self Finance** **Qualified Teaching Faculties are appointed**
5.	To give details regarding the duration of the Course and is it possible to compress the course?:	**Duration of UG Degree Program is 3 years**
6.	The intake capacity of each course and no. of admissions given in the current academic year:	**Intake Capacity : 50**
7.	Opportunities of Employability / Employment available after undertaking these courses:	Based on the structured syllabus and incubation centre within the campus itself, the students enrolling for the Program have wider options of : 1. Internship as trainee entrepreneur 2. Employability to managerial positions at various small and medium scale industries. 3. Starting their own venture 4. Collaborate and assist big brands 5. Associate to rural entrepreneurship 6. Social entrepreneurship for social revolution

Signature:

Dr. Ajay Bhamre
Chairman, Board of Studies in Commerce