

Veer Narmad South Gujarat University

301 – Entrepreneurship Development

Second Year BBA(Semester3)

With Effect from June 2020

Objective of the course:

This course provides students with a solid introduction to the entrepreneurial process of creating new businesses, role of Creativity and innovation in Entrepreneurial start-ups, manage family-owned companies, context of social innovation and social entrepreneurship and issues and practices of financing entrepreneurial businesses.

Teaching Pedagogy:

Lectures, Guest Lectures, Case Study, Presentations, Group Assignments

Unit-1 Entrepreneurial Management

(20%)

The evolution of the concept of entrepreneurship, John Kao's Model on Entrepreneurship, Idea Generation, Identifying opportunities and Evaluation; Building the Team / Leadership; Strategic planning for business; Steps in strategic planning, Forms of ownership – Sole proprietorship; partnership; limited liability partnership and corporation form of ownership; advantages/disadvantages, Franchising; advantages/disadvantages of franchising; types of franchise arrangements; franchise contracts; franchise evaluation checklist, Financing entrepreneurial ventures; Managing growth; Valuation of a new company; Harvesting and Exit Strategies; Corporate Entrepreneurship

Unit-2 Entrepreneurship, Creativity and Innovation

(20%)

Stimulating Creativity; Organizational actions that enhance / hinder creativity, Managerial responsibilities, Creative Teams; Sources of Innovation in Business; Managing Organizations for Innovation and Positive Creativity

Unit-3 Social Entrepreneurship

(20%)

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

Unit-4 Family Business and Entrepreneurship

(20%)

The Entrepreneur; Role and personality; Family Business: Concept, structure and kinds of family firms; Culture and evolution of family firm; Managing Business, family and shareholder relationships; Conflict and conflict resolution in family firms; Managing Leadership, succession and continuity; women's issues in the family business; Encouraging change in the family business system

Unit-5 Financing the Entrepreneurial Business

(20%)

Arrangement of funds; Traditional sources of financing, Loan syndication, Consortium finance, role played by commercial banks, appraisal of loan applications by financial institutions, Venture capital

Suggested Readings

- *Burns, P. (2001). Entrepreneurship and small business. New Jersey: Palgrave.*
- *Drucker, P. F. (2006). Innovation and entrepreneurship: Practice and principles. USA: Elsevier.*
- *Gersick, K.E., Davis, J.A., Hampton, M.M., & Lansberg, I. (1997) Generation to generation: Life cycles of the family business. Boston: Harvard Business School Press.*
- *Hisrich, R., & Peters, M. (2002). Entrepreneurship. New Delhi: Tata McGraw Hill.*
- *Holt, D. H. (2004). Entrepreneurship new venture creation. New Delhi: Prentice Hall of India.*
- *Kaplan, J. (2004). Patterns of entrepreneurship. Wiley.*
- *Khandwalla, P. (2003). Corporate creativity. New Delhi: Tata Mc.Graw Hill.*
- *Mullins, J. (2004). New business road test. New Delhi: Prentice Hall.*
- *Nicholls, A. (Ed.). (2006). Social entrepreneurship new models of sustainable social change. Oxford University Press.*
- *Prahalad, C. K. (2006). Fortune at the bottom of the pyramid, eradicating poverty through profits. Wharton school Publishing.*
- *Scarborough & Zimmerer, Effective Small Business Management*
- *Stevenson, H. (Ed.). (2007). Perspective on entrepreneurship. Boston: Harvard Business Press.*

Veer Narmad South Gujarat University

302 – Business Start-ups and Innovation

Second Year BBA(Semester3)

With Effect from June2020

Objectives of the course:

- To make students aware about the basic steps and tasks required to start up a business and for the creation of a new venture – idea to launch
- To introduce future managers/entrepreneurs towards various ways to generate innovative ideas in business

Teaching Pedagogy

Lectures, Guest Lectures, Case Study, Presentations, Group Assignments

Course Content:

Unit 1: Location of an Enterprise and Steps for Starting a Small Enterprise (25%)

Introduction, need for enterprise location, Importance of enterprise location, steps in enterprise location, Factors affecting location of enterprise, Selecting general area, Selection of most economic site. Selection of a small scale enterprise, starting a small scale enterprise, objective, registration of small scale enterprise, Infrastructure, Machinery, Raw Materials, Finance, Marketing, Incentives.

Unit 2: Selection of Types of Ownership Organisation and Incentives and Subsidies (25%)

- Introduction to ownership organisation, Sole Proprietorship – Meaning, Merits & Limitations, Partnership Organisation – Meaning, basic features, Advantages of partnership organisation, disadvantage, Joint stock company – Meaning, Salient Features, Its advantages and disadvantages, Cooperatives – Meaning, Advantages and disadvantages.
- Meaning of Incentives, Subsidy, Controversies on the efficiency of incentives and Subsidies, Need for Incentives, Schemes of Incentives and Subsidies in operations, advantages of Incentives and subsidies, Problem of incentives and subsidies, Idea of State and Central Government Scheme (as per current budget)

Unit 3: Innovations within Firms and Incubation (25%)

Introduction to Innovation Management, Innovation—meaning, types of innovation, Sources of Innovation, Models of innovation, Innovation as a management process, Managing innovation within firms, Organizational characteristics that facilitate the innovation process, Organizational structures and innovation, Role of individual in innovation process,

Establishing an innovative environment, Role of IT systems and their impact on innovation. Public and Private Incubation, History of business Incubators

Unit 4: Open Innovation and Technology Transfer

(25%)

Introduction to open innovation and technology transfer, dominant economic perspective, Technology Transfer, Process and model soft technology transfer, Limitations and barriers to technology transfer, NIH syndrome, Internal organizational factors and inward technology transfer, Identifying external technology, Managing the inward transfer of technology.

Suggested Readings:

- *Narayana R., (2011), Entrepreneurship, Third Edition, Cengage Learning India Pvt. Ltd, NewDelhi.*
- *Paul T., (2010), Innovation Management and New Product Development, Fourth Edition, Pearson India Education Services Pvt.Ltd.*
- *Vasant Desai, The Dynamics of Entrepreneurial Development And Management Entrepreneur, Planning For Future Sustainable Growth, Himalaya PublishingHouse*
- *A Sahay, V Sharma, Entrepreneurship and New Venture Creation, ExcelBooks*

For More Reading:

- *[Shlomo M., Seshadri D V R, \(2012\), Innovation Management: Strategies, Concepts and Tools for Growth and Profit, Sage Publication, NewDelhi.](#)*
- *Allan A., (2003), Innovation Management: Strategies, Implementation and Profits, Oxford University Press, NewDelhi.*
- *Online resource For; Latest scheme of central Govt. -<https://msme.gov.in/all-schemes>*
- *Latest Scheme of State Govt. -<https://ic.gujarat.gov.in/msme-small.aspx>*

Veer Narmad South Gujarat University

303 – Banking, Insurance & Financial Services

Second Year BBA(Semester3)

With Effect from June2020

Objective of the course

- To equip students to the complex structure of the Banking, insurance and few Financial Services Sector and enable them to take financial services available in judicious manner

Teaching Pedagogy

Lectures, Guest Lectures, Seminars, Field Visit, Presentations, Audio Visual Material

Unit 1: Introduction to Banking

(25%)

Basics of Banking: Basic Concepts in Banking - Banker-Customer Relationships – Know Your Customer Guidelines - Negotiable instruments – Bankers’ Duties and Responsibilities - Types of Customers & Various Types of Accounts - Deposit Products – Services Rendered by Banks - Principles of Lending - Approach to Lending & Steps in Lending - Credit Management & Credit Monitoring - Recovery & Modes of Recovery and Management of Non-Performing Assets - Basics of Risk Management in Banks

Unit 2: E-Banking

(25%)

Electronic Banking: Current Trends and Role of information & Communication Technology in Banking - Core Banking Solutions vis-a-vis Traditional Banking - Banking Technology – Alternate Delivery Channels – ATMs, Credit/Debit Cards/Mobile Banking / Internet Banking etc - Electronic Funds Transfers – Real Time Gross Settlements (RTGS) & National Electronic Funds Transfer (NEFT) - IT Security in Banks.

Unit 3: Insurance Services

(25%)

Insurance: Meaning – Nature and Importance, Insurance Regulation: IRDA Regulations – Insurance Contract – Agent Norms.

Life Insurance: Life Insurance - Definitions of Life Insurance, Advantages of Life Insurance, Essential Features of Life Insurance, Brief Introduction of Whole life policy and endowment policy, procedure for the settlement of claims, nomination and assignment, annuity, Mediclaim policy.

General Insurance: Concepts of Marine Insurance – Fire Insurance – Automobile Insurance – Home Insurance – Medical Insurance – Social Security Insurance.

Unit 4: Mutual Funds And Other Services

(25%)

Mutual Funds: Introduction, Types of mutual funds, Organization of mutual funds, Regulation of Mutual Funds: Brief introduction to SEBI guidelines

Leasing and Hire Purchase: concepts of leasing, types of leasing – financial & operating lease, direct lease and sales & lease back, single investor lease and leveraged lease, Domestic lease and International lease. Hire purchase: concept, legal aspects of HP, financial evaluation – the hirer's view.

Venture Capital: Concept, history and evolution of VC, the venture investment process, various steps in venture financing, incubation financing.

Suggested Readings:

1. *Bhattacharya, H., Banking Strategy, Credit Appraisal and Lending Decisions, 2nd Edition, Oxford University Press, 2011.*
2. *Heffernan, S., Modern Banking, John Wiley and Sons, 2005.*
3. *Imam, A., Principles and Practice of Life Insurance in India, Anmol Publisher, 2011.*
4. *Indian Institute of Banking and Finance, Principles and Practices of Banking, 2nd Edition, Macmillan India Ltd., 2012.*
5. *Maheshwari, S. N. and Maheshwari, S.K., Banking Law and Practice, Kalyani Publishers, 2005.*
6. *Mittal, R.K, Saini, A.K. and Dhingra, S., Emerging Trends in the Banking Sector, Macmillan Publishers India, 2008.*
7. *Muraleedharan, Modern Banking: Theory and Practice, PHI Learning, 2009.*
8. *Rose P. and Hudgins, S., Bank Management and Financial Services, 7th Edition, Tata McGraw-Hill, 2010.*
9. *Suresh, P. and Paul, J., Management of Banking and Financial Services, 2nd Edition, Pearson, 2010.*
10. *Tripathy, M., Mishra, S. and Mishra, K.C., General Insurance Business Operations and Decision Making, Cengage Learning, 2009.*
11. *Varshney, P.N., Banking Law and Practice, Sultan Chand and Sons, 2009.*
12. *Insurance Principles and Practice, by R.S.Sharma*
13. *Insurance Principles, Practice and Registration, by M.K.Ghosh & A. N.Agrawal*
14. *Indian Mutual Funds Handbook 5th Edition: A Guide for Industry Professionals and Intelligent Investors by Sundar Sankaran (Author), 2018*

For Hire, Purchase and Venture Capital: M Y Khan: Financial Services (TMH)

Veer Narmad South Gujarat University

304–Marketing Management

Second Year BBA(Semester3)

With Effect from June2020

Objective of the course:

- To familiarize students with the marketing function in organizations. It shall equip the students with understanding of the Marketing Mix elements.
- To sensitize certain emerging issues in Marketing. The course shall use and focus on Indian experiences, approaches and cases.

Pedagogy

Lectures, Power Point Presentation, Discussion, and case study

Course Content

Unit 1 Introduction of Marketing (25%)

Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Company orientation - Production concept, Product concept, Selling concept, Marketing concept, Holistic marketing concept. Marketing Environment: Demographic, economic, political, legal, socio cultural, technological environment (Indian context), Segmentation, Levels of Market Segmentation, Basis for Segmenting Consumer Markets, Targeting and Positioning Variables

Unit 2: Buying Behaviour (25%)

A) Consumer Buying Behaviour: Meaning, Factors affecting consumer behaviour, buying behaviour process (five steps).

(B) Industrial Buying Behaviour: Meaning, Difference between Consumer markets Vs. Industrial market, Factors affecting Industrial buying, Buying behaviour process (eight steps)

Unit 3: Marketing Mix (30%)

Product Decisions: Definition, Product Classification, Product Line Decision, Product Mix Decision, Concept of Product Life Cycle (PLC), PLC marketing strategies, Packaging & Labelling.

Pricing Decisions: Determinants of Price, Pricing Methods (Non-mathematical treatment), Discriminatory pricing

Promotion Mix: Promotional Mix Tools, Developing effective communication (eight Steps)

Place (Marketing Channels): Channel functions, Channel Levels, Types of Intermediaries: Types of Retailers & Their Marketing Decisions, Wholesalers & Their Functions, Marketing-Logistics Decisions.

Unit 4: Introduction to Digital Marketing

(20%)

Evolution of Digital Marketing from traditional to modern era, Role of Internet, Emergence of digital marketing as a tool, Drivers of the new marketing environment, Digital marketing strategy, P.O.E.M. framework, Digital landscape, Digital marketing plan, Digital marketing models, Introduction to social media marketing, penetration & characteristics.

Suggested Readings:

1. Kotler, P. & Keller, K. L., Marketing Management, Pearson.
2. Kotler, P., Armstrong, G., Agnihotri, P. Y., Principles of Marketing: A South Asian Perspective, Pearson.
3. Ramaswamy, V.S. & Namakumari, S., Marketing Management, Global Perspective-Indian Context, Macmillan Publishers India Limited.
4. Zikmund, W.G. & D'Amico, M., Marketing Management, Ohio South-Western College Publishing.
5. Seema Gupta, Digital Marketing, McGraw Hill, 1st Edition - 2017
6. Ian Dodson, The Art of Digital Marketing, Wiley India, Latest Edition
7. Puneet Singh Bhatia, Fundamentals of Digital Marketing, Pearson 1st Edition - 2017
8. Vandana Ahuja, Digital Marketing Oxford University, Press Latest Edition
9. Philip Kotler, Marketing 4.0, Moving from Traditional to Digital, Wiley 2017
10. Melissa S. Barker, Donald I. Barker, Nicholas F. Bormann, Debra Zahay, Mary Lou Roberts, Social Media Marketing, A Strategic Approach, Cengage, Latest Edition
11. Online resource for Digital Marketing: SWAYAM

Veer Narmad South Gujarat University

305–Financial Management

Second Year BBA(Semester3)

With Effect from June2020

Objective of the course:

- To acquaint students with the techniques of financial management and their applications for business decisionmaking.

Pedagogy

Lectures, Numerical, Power Point Presentation, Discussion, and corporate case study

Course Content

Unit 1 Introduction ofFinancialManagement (25%)

Meaning and Nature of Financial Management (FM), Finance and related disciplines, Scope of Financial Management, Goals of FM: Profit Maximization, Wealth Maximization - Traditional and Modern Approach, Functions of finance – Finance Decision, Investment Decision, Dividend Decision and Liquidity Decision, Roles of a finance manager, Concept of Time Value of Money: why people value money today?, concept of present value, future value (Lump sum, simple annuity and growing annuity)

Unit 2: Long TermInvestmentDecision (30%)

Capital Budgeting –Nature and meaning of capital budgeting, Principles and Techniques, Estimation of relevant cash flows and terminal value, Evaluation techniques - Accounting Rate of Return, Net Present Value, Internal Rate of Return, Net Terminal Value, Profitably Index Method and Pay Back Period.

Unit 3: Dividend PolicyandLeverage (20%)

The irrelevance of dividends: General, MM hypothesis, Relevance of dividends: Walter's model, Gordon's model, types of dividend dates – Ex date, due date, announcement date, Overview on effect of dividend announcement on stock prices, Leverage Analysis: Operating and Financial Leverage, Combined leverage.

Unit 4: Introduction toDigitalMarketing (25%)

Working Capital Management: Meaning, factors affecting working capital, Operating cycle and cash cycle, determination of working capital requirement

Management of Cash - Preparation of Cash Budgets (Receipts and Payment Method only), Cash management technique.

Receivables Management – Objectives, Credit Policy, Cash Discount, Debtors Outstanding and Ageing Analysis, Costs - Collection Cost, Capital Cost, Default Cost, Delinquency Cost.

Suggested Readings:

- M.Y. Khan & P.K. Jain, Financial Management - Text Problem and Cases, Tata McGraw Hill Publishing Co.Ltd.
- I. M. Pandey: Financial Management - Theory and Practices, Vikas PublishingHouse.
- R. P. Rustogi, Financial Management - Theory Concepts and Practices, Taxmann Publication.
- R.A. Brealey, S.C. Myers, F. Allen& P. Mohanty, Principles of Corporate Finance, McGraw Hill HigherEducation
- J.V. Horne & J.M. Wachowicz, Fundamentals of Financial Management, PrenticeHall

Veer Narmad South Gujarat University

306 – Human Resource Management

Second Year BBA(Semester3)

With Effect from June2020

Objective of the course:

The objective of this course is to help the students to develop an understanding of the concept & techniques of essential functions of human resource management.

Teaching Pedagogy:

Lectures, Guest Sessions, Group Work, Role Play, Seminars, Case Studies

Course Content

Unit 1: HumanResourceManagement (25%)

Human Resource Management: Concept, Functions, roles, skills & competencies, HRD-definition, goals and challenges. The changing environment of HRM – globalization, cultural environment, technological advances, workforce diversity, corporate downsizing, changing skill requirement, HRM support for improvement programs Work life balance, HR role in strategy formulation & gaining competitive advantage. HRM issues in Indian Organizations

Unit 2: HumanResourcePlanning (25%)

Human Resource Planning: Process, Forecasting demand & supply, Skill inventories, Brief Idea of HRIS (Human Resource Information System), succession planning, Job analysis – Uses, methods, Job description & Job specifications. Recruitment, Selection & Orientation: internal & external sources, e-recruitment, selection process, orientation process.

Unit 3: Training, Career PlanningandCompensation (25%)

Training: Concept, Needs, Systematic approach to training, Methods of training. Management development: Concept & Methods. Performance management system: concept, uses of performance appraisal, performance management methods, factors that distort appraisal, appraisal interview. Career planning: career anchors, career life stages. Compensation: Steps of determining compensation, job evaluation, components of pay structure, factors influencing compensation levels, wage differentials & incentives, profit

sharing, gain sharing, employees' stock option plans, Brief introduction of social security, health, retirement & other benefits.

Unit IV: Industrial Relations & Collective Bargaining

(25%)

Industrial Relations: Introduction to Industrial Relations, Trade unions role, types, functions, problems, industrial dispute- concept, causes & machinery for settlement of disputes- grievance, concepts, causes & grievance redressal machinery, discipline- concept, aspect of discipline & disciplinary procedure, Collective bargaining- concept, types, process, problems, essentials of effective collective bargaining .

Suggested Readings:

- *De Cenzo, D.A. & Robbins: Fundamentals of Human Resource Management, New York: John Wiley & Sons.*
- *Dessler, G: Human Resource Management, Pearson.*
- *Monappa & Saiyaddin: Personnel Management, Tata McGraw Hill*
- *Rao, V.S.P.: Human Resource Management- Text and Cases, Excel Books*
- *R. Wayne Mondy & Robert M. Noe: Human Resource Management, Pearson*