

## **DP 13101: Entrepreneurship Theory and Practice (3 Credits)**

### **Objective**

The objective this course is to understand the importance of entrepreneurship as a tool for development, the basic principles of entrepreneurship, the concept and basic principles of innovation, develop familiarity with business plans, develop insights about various financial Institutions and to learn the marketing basics that are essential for any business.

### **Introduction to Entrepreneurship**

Definition of Entrepreneur Entrepreneurial Traits. Entrepreneur vs. Manager, Creating and Starting the venture: Sources of new ideas, methods of generating ideas, creative problem solving – Writing Business Plan, Evaluating Business Plans. Launching formalities.

### **Financing and Managing the new venture**

Sources of capital, Record keeping, recruitment, motivating and leading teams, financial controls, marketing and sales controls. E-commerce and entrepreneurship, Internet advertising- New venture Expansion Strategies and Issues.

### **Institutional / Financial support**

Schemes and functions of Directorate of Industries, District Industries Centers (DICs), Industrial Development Corporation (IDC), State Financial Corporation (SFCs), Small Scale Industries Development Corporations (SSIDCs). Khadi and Village Industries Commission (KVIC), Technical Consultancy Organization (TCO), Small Industries Service Institute (SISI), National Small Industries Corporation (NSIC), Small Industries Development Bank of India (SIDBI). Recent Initiatives from MUDRA.

### **Production and Marketing Management**

Thrust areas of production management, Selection of production Techniques, Plant utilization and maintenance, Designing the work place, Inventory control, material handling and quality control. Marketing functions, market segmentation, market research and channels of distribution, Sales promotion and product pricing.

### **Labor legislations**

Salient Provisions of Health, Safety, and Welfare under Indian Factories Act, Industrial Disputes Act, Employees State Insurance Act, Workmen's Compensation Act and Payment of Bonus Act.

### **Readings:**

- Baum, J.R., Frese, M. and Baron, R.A. eds., 2014. *The psychology of entrepreneurship*. Psychology Press.
- Desai, V., 2009. *Dynamics of entrepreneurial development and management* (pp. 978-8120335936). Himalaya Publishing House.
- Hisrich, R.D., 2005. *Entrepreneurship*. McGraw-Hill.
- Sahlman, W.A., Stancill, J. and Rock, A., 1999. *Harvard business review on entrepreneurship*. Harvard Business Press.
- Sexton, D.L. and Bowman-Upton, N.B., 1991. *Entrepreneurship: Creativity and growth*. New York: Macmillan.
- Timmons, J.A., 1989. *The Entrepreneurial Mind*. Brick House Publishing Co.

## **DP 13102: Business Economics (3 Credits)**

### **Objective**

To familiarize the students with the fundamental concept and theories of managerial economics and their relevance in day-to-day business decision making.

### **Theoretical Perspective of Economics**

Fundamental Concepts, Significance, Micro *versus* Macro Economics, Consumer Behaviour: Utility Analysis, Equi-marginal Utility, Indifference Curve, Consumer Equilibrium, Demand Decision: Meaning and Types of Demand, Determinants of Demand, Demand Function, Demand Elasticity, Demand forecasting: Methods of Demand Forecasting, Types of Demand Forecasting.

### **Production Decisions**

Firm's behavior in Short and Long Run, Cost: Concepts, Theory, Short-Run and Long-Run Costs, Revenue Functions: Total, Average and Marginal Revenue, Break-Even Analysis.

### **Pricing Decisions**

Determinants of Price, Pricing under Different Market Conditions, Objectives of Pricing under Different Market Structures: Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly, Equilibrium Determination and Pricing under Different Market Structures.

### **Pricing Practices and Strategies**

Cost-Based Pricing: Cost-plus/Make-up Pricing, Break-even Pricing, Marginal Pricing, Value-Based Pricing, Competition-Based Pricing, Demand-Based Pricing, Pricing Strategies: Price Skimming, Penetration Pricing, Differential Pricing, Promotional Pricing.

### **National Indicators**

National Income Aggregates and their Measurement, Inflation: Nature and Causes, Fiscal Policy: Taxes and Transfer of Payments, Role of Fiscal Policy, Monetary Policy: Role of Monetary Policy in India, Instruments of Monetary Control, Liberalization, Privatization and Globalization, Foreign Direct Investment (FDI), Balance of Payments.

### **Readings:**

- Ahluwalia, M.S., 2004. *Macroeconomics and Monetary Policy: Issues for Reforming Economy*. Oxford University Press.
- Ahuja, H.L. and Ahuja, A., 2017. *Managerial economics: Analysis of managerial decision making*. S Chand Limited.
- Baye, M.R., Prince, J. and Squalli, J., 2006. *Managerial economics and business strategy* (Vol. 5). New York, NY: McGraw-Hill.
- Damodaran, S., 2010. *Managerial Economics*. OUP Catalogue.
- Keat, P.G., 2006. *Managerial Economics: Economic Tools for Today's Decision Makers*, 5/e. Pearson Education India.
- Png, I., 2013. *Managerial economics*. Routledge.
- Vijay, J., Joshi, V., Little, I.M.D. and Little, I.M.D., 1996. *India's Economic Reforms, 1991-2001*. Oxford University Press.

## **DP 13103: Business Opportunity Identification (3 Credits)**

### **Objective**

The objective of this course is to give ideas regarding business opportunities, to teach step by step approach to building a business, and to know about the start-up financials and building a successful business.

### **Start-up Idea**

Define your start-up idea - Product basics - Build your team - Set up your startup.

### **Customer Discovery**

Develop your value proposition - Build your Minimum Viable Product (MVP) - Customer Discovery.

### **Customer and market**

Customer personas - Market sizing - Business Model Canvas (BMC) - Startup marketing - Create your brand.

### **Startup financials**

Financial planning tools - Financial models - Key financial metrics - Early sources of capital - Bootstrapping

### **Build a business**

Venture capital - Grow your team - Legal foundations - Define your success.

### **Readings:**

- Butler, J.E. ed., 2006. *Opportunity identification and entrepreneurial behavior*. IAP.
- Minniti, M., 2013. *The Dynamics of Entrepreneurship: Evidence from Global Entrepreneurship Monitor Data*. OUP Oxford.
- Xia, R., 2015. *Building a Bridge Between Work-family Issues and Growth Intentions of Female Entrepreneurs* (Doctoral dissertation, Université d'Ottawa/University of Ottawa).

## **DP 13104: Accounting for SMEs (3 Credits)**

### **Objective**

To make the students understand the basic concepts of Financial Accounting and preparation of Financial Statements with their analysis.

### **Conceptual Framework of Accounting**

Users of Financial Statements, Capital of a Firm, Structure of Business Firms, Objectives of Corporate Financial Reporting, Components of Financial Statements, Accounting Conventions, Qualitative Characteristics of Financial Statements, True and Fair View, and Accounting Policy and Accounting Standards.

### **Accounting Records and Systems**

Journal, Cash Book, General Ledger, Trial Balance and Bank Reconciliation Statement, Balance Sheet: Accounting Equation, Balance Sheet Structure, Assets, Current Assets, Non-Current Assets, Classification of Assets, Liabilities, Current Liabilities, Non-Current Liabilities, Secured and Unsecured Liabilities, Classification of Liabilities, Accounting Standards Contingencies and Events Occurring after the Balance Sheet Date (AS-4).

### **Structure of Profit and Loss Account**

Nature of Profit and Loss Account, Expenditure and Expenses, Income, Accrual Basis of Accounting, Structure of Profit and Loss Account, Extraordinary Items, Prior-Period Items, Accounting Standards, Net Profit or Loss for the period, prior period items and changes in Accounting Policies (AS 5).

### **Cash Flow Statements**

Preparation of Cash Flow Statement, Presentation of Cash Flow Statement, Operating Activities, Investing Activities, Financing Activities, Foreign Currency Cash Flows, and Analysis, Accounting Standards Cash Flow Statement (AS 3), Inventory Valuation: Definition, General Principles, Inventory Costs, Use of Standard Cost Method and Retail Method, Cost Formulas, and Net Realizable Value (NRV), Accounting Standards, Valuation of Inventories (AS 2).

### **Financial Statements and their Analysis**

Legal Requirement relating to preparation of Financial Statements of Companies (including Schedule VI of the Companies Act), Note to the Accounts and Significant Account Policies and other Financial Reports and the contents of Annual Report, Analysis of Financial Statements: Introduction, Accounting Policy and Quality of Earning, Earnings Management, Potential Red Flags, Common-size Financial Statement, Ratio Analysis: Measurement of Overall Performance of a Firm, Solvency and Liquidity, Ratios at a Glance, Uses of Ratios for Internal Management.

### **Readings:**

- Anthony, R.N. and Breitner, L.P., 1997. *Essentials of accounting*. Addison-Wesley.
- Anthony, R.N., Hawkins, D.F. and Merchant, K.A., 2011. *Accounting: text and cases*. McGraw-Hill.
- Bhattacharyya, A.K., 2012. *Financial accounting for business managers*. PHI Learning Pvt.Ltd..
- Gupta, A., 2016. *Financial Accounting for Management*. Pearson Education India.
- Fraser, L.M., Ormiston, A. and Fraser, L.M., 2010. *Understanding financial statements*. Pearson.
- Narayanaswamy, R., 2017. *Financial accounting: a managerial perspective*. PHI Learning Pvt. Ltd.

## **DP 13105: Marketing Management (3 Credits)**

### **Objective**

To develop an understanding of the underlying concepts, strategies and issues involved in managing the marketing efforts of a business organization.

### **Introduction to Marketing**

Nature and Scope of Marketing, Marketing Concepts, Marketing Philosophies, Customer Value, Holistic Marketing; Marketing Environment: Environmental monitoring, Understanding the impact of Macro and Micro environment on Marketing, Global Marketing; Emerging Fields of Marketing: Green Marketing, Digital Marketing, Viral Marketing, Neuro Marketing.

### **Identifying and Selecting Markets**

Consumer Buying Behaviour, Organizational Buying Behaviour, Market Segmentation, Targeting and Positioning, Marketing Research and Market Information; Strategic Marketing Planning Process: Competitor Analysis, Marketing Warfare Strategies, Marketing Planning Process.

### **Product Mix Strategies**

Product, Planning and Development, Product Life Cycle, New Product Development, Brands, Packaging and Labelling.

### **Pricing Strategies**

Setting Price, Factors influencing Price Determination, Channels of Distribution: Designing Distribution Channels, Managing Conflicts and Controls in Channels, Retailing, Wholesaling and Logistics, Impact of Technology and Internet on Distribution.

### **Promotion Decisions**

Role of Promotion in Marketing, Integrated Marketing Communication, Determining Promotional Mix, Advertising, Sales Promotion, Public Relations, Personal Selling and Sales Management, Impact of Technology and Internet on Promotion.

### **Readings:**

- Kotler, P., Burton, S., Deans, K., Brown, L. and Armstrong, G., 2015. *Marketing*. Pearson Higher Education AU.
- Kotler, P. and Keller, K.L., 2001. *A framework for marketing management* (Vol. 2). Upper Saddle River, NJ: Prentice Hall.
- Ramaswamy, V.S. and Namakumari, S., 2009. *Marketing management: Global perspective, Indian context*. Macmillan.
- Saxena, R., 2005. *Marketing management*. Tata McGraw-Hill Education.

## **DP 13106: Financial Management (3 Credits)**

### **Objective**

To help the students in developing skills related to basic principles, tools and techniques of financial management.

### **Concept of Finance**

Scope and Objectives of Finance, Functions of Financial Management, Role of Finance Manager, Financial Planning and Strategies, Shareholders Value and its Calculation, EVA/VAR, Financial Reengineering, Derivatives.

### **Concept and Principles of Capital Structure**

Leverage Analysis – Operating, Financial and Combined Leverage and its Implications, Long-term Sources of Fund: Equity Share, Preference Shares, Debentures, Bonds, Warrants, Venture Capital and Ploughing Back of Profits, Short-term Sources of Funds: Commercial Paper, Certificate of Deposit, Treasury Bills.

### **Financial Markets**

Nature and Significance of Primary and Secondary Markets, Objectives and Functions, Indices of BSE, NSE and OTCEI and its Calculation. Financial Institutions: Nature, Types and Functions, Investment Bank, Investment Companies, Commercial Banks.

### **Time Value of Money**

Risk and Return Analysis, Concept and Significance of Cost of Capital and its Computation, Concept and Significance of Capital Budgeting, Appraisal Techniques for Risk Free Projects.

### **Working Capital Management**

Meaning, Significance and Factors Influencing the Level of working Capital Management, Management of Cash, Receivables and Inventory, Credit Management, Working Capital Financing.

### **Readings:**

- Brigham, E.F. and Houston, J.F., 2012. *Fundamentals of financial management*. Cengage Learning.
- Banerjee, B., 2015. *Fundamentals of financial management*. PHI Learning Pvt.Ltd.
- Higgins, R.C. and Reimers, M., 1995. *Analysis for financial management* (No. s 53). Chicago: Irwin.
- Pandey, I.M., 2015. *Essentials of Financial Management, 4th Edition*. Vikas publishing house.
- V. K. Bhalla: *Financial Management*, Anmol Publications, New Delhi, 2016.
- Van Horne, J.C. and Wachowicz, J.M., 2005. *Fundamentals of financial management*. Pearson Education.

## **DP 12107: Project Management (3 Credits)**

### **Objective**

The aim is to provide a suitable framework for gaining insight in the process of preparation, appraisal, monitoring and control of a project. The role project management techniques and how to mobilize finance for domestic and international projects shall be highlighted.

### **Introduction to Project Management**

Meaning and importance of Project, Types of project, Project life cycle, Project planning & implementation, Management action, Investment returns, Corporate strategy, Objectives of Project Planning, monitoring and control of investment projects, identification of investment opportunities, Pre-feasibility Studies,

### **Project Preparation**

Technical feasibility, estimation of costs, demand analysis and commercial viability, risk analysis, collaboration arrangements, Planning Overview Strategy and Resource Allocation Generation and Screening of Project Ideas, financial planning, Estimation of fund requirements, sources of funds, Loan syndication for the projects, Tax considerations in project preparation and the legal aspects, Project management tools, process, plans and project planning tips, balanced scorecard, design project management, Project Management Templates.

### **Project Appraisal**

Business criterion of growth, liquidity and profitability, social cost benefit analysis in public and private sectors, investment criterion and choice of techniques: Estimation of shadow prices and social discount rate. Financial evaluation: Project rating index, Time Value of Money, Investment Criteria, Project Cash Flows, Cost of Capital, Project Risk Analysis, Project Rate of Return, Special Decisions Situations. Mathematically modelling for multiple projects: Mathematical techniques for project evaluation, Network technique, project management, multiple projects and constraints Project Appraisal for financial institution,

### **Project Financing and Implementation**

Judgmental, Behavioral, Strategic and Organizational Considerations, Financing of Project: Raising finance in domestic market and international market, Infrastructure financing, Tax planning while financing for projects, Implementation.

### **Network Techniques for Project Management**

Project Review and Administrative aspects. Contemporary issues in project appraisal: Project evaluation in non-profit sector, mergers and acquisitions, Project management principles by project management institute USA, Project management software. Suggested

### **Readings:**

- Chandra, P., 2009. *Projects 7/E*. Tata McGraw-Hill Education.
- Grey, S., 1995. *Practical risk assessment for project management* (Vol. 1). Chichester, UK: Wiley.
- Larson, E. and Gray, C., 2013. *Project management: The managerial process with MS project*. McGraw-Hill Education.
- Machiraju, H.R., 2001. *Introduction to Project Finance: An Analytical Perspective*. Vikas Publishing House.
- Patel, B.M., 2000. *Project Management: Strategic financial planning, evaluation and control*. Vikas Publishing House Pvt Ltd.
- Scherr, F.C., 1989. *Modern working capital management: text and cases*. Prentice Hall.
- Van Horne James, C., 2002. *Financial Management & Policy, 12/E*. Pearson Education India.

## **DP 13201: Innovations and Intellectual Property Rights for SMEs**

### **Objective**

The main objective of this course is to familiarise the students with the different types of IPRs, concept of novelty, prior art search, obtaining and maintaining the IPR, international protection of IP, technology negotiation, licensing agreement, National policy on IPRs and international conventions and treaties.

### **Innovation, R&D and IPRs**

Technological innovation systems and processes; Pre-requisites for successful innovation; Management issues in the process of R&D, prototyping, successful production trial, consumer acceptance of the product, marketing and scaling up; Product life cycle; Technology life cycle; IP and IPRs.

### **TRIPS Agreement and Nature of Intellectual Property and IPRs**

Background of TRIPS agreement; Basic introduction to different types of IPRs; Industrial property rights and copyright; Patent, Industrial Design, Trademark, Geographical Indication and appellation of origin;

### **Obtaining and Maintaining IPRs**

Filing IPR application; Novelty and prior art search for patents and designs; Application filing and IPR maintaining fees; Lapse in timely payment of fee; Restoration of IPRs; Non-working of patents; Compulsory licensing; Protection of plant varieties; Patenting computer software; Protection of traditional knowledge (TK); TKDL.

### **Management Issues related to R&D, IPRs, Licensing Agreement and IPR Policy**

Non-discloser agreement; Inward and outward transfer of technology; Technology transfer models; Licensing agreement and licensing fee negotiation; Patent pools; International patenting patterns; India's National Policy on IPRs (2016); Emerging scenario.

### **Valuation of Intellectual Property**

Basic Valuation Methods: Cost-based, Market-based and Income-based; Specific IP-Valuation Methodologies; The Twenty Five Per Cent Rule; Industry Standards; Rating & Ranking; Surrogate Measures; Monte Carlo Analysis; Real Options

### **International Conventions and Treaties on IPRs**

International Conventions and Treaties on IP protection, global protection and IP classification; Paris Convention (1883), Berne Convention (1886), Madrid Agreement (1891), Nairobi Treaty (1981), Phonograms Convention (1971), Rome Convention (1961), WIPO Performances & Phonograms Treaty (1996), Budapest Treaty (1977), Hague Agreement (1967), Lisbon Agreement (1958), PCT (1970), Nice Agreement (1967), Locarno Agreement (1968), Strasbourg Agreement (1971), Vienna Agreement (1973).

### **Readings:**

- WIPO Background Reading Material, WIPO, 2012
- India's Acts on different IPRs: The Patents Act, 1970; The Designs Act, 2000; Trademarks Act 1999; Indian Copyright Act 1957; The Designs Act, 2000; The Geographical Indications of Goods (Registration and Protection) Act, 1999; The Protection of Plant Varieties and Farmers' Rights Act, 2001; The Semiconductor Integrated Circuits Layout-Design Act, 2000.



## **DP 13202: Business Legislations for Entrepreneurial Ventures (3 Credits)**

### **Objective**

The objective of this paper is to make the participants learn about legal aspects of business and their nuances. This course will also familiarize the participants with the instruments of business laws.

**Introduction to Law and Company Law:** Meaning of Law and its Significance; Relevance of Law to Modern Civilized Society; Sources of Law; Legal Terminology and Maxims; Understanding Citation of Cases – Meaning and Nature of Company; Promotion and Incorporation of a Company; Familiarization with the Concept of Board of Directors, Shareholders and Company Meetings; Company Secretary; E-Governance.

### **Elements of Law relating to Partnership**

Nature of Partnership and Similar Organizations - Co-Ownership, HUF; Partnership Deed; Rights and Liabilities of Partners: New Admitted, Retiring and Deceased Partners; Implied Authority of Partners and its Scope; Registration of Firms; Dissolution of Firms and of the Partnership.

### **Elements of Law relating to Contract and GST**

Contract - Meaning; Essentials of a Valid Contract; Nature and Performance of Contract; Termination and Discharge of Contract; Indemnity and Guarantee; Bailment and Pledge; Law of Agency. GST – Types – SGST, CGST, IGST – Rates- Procedures. GST counsel and its functions.

### **Elements of Law relating to Sale of Goods**

Essentials of a Contract of Sale; Sale Distinguished from Agreement to Sell, Bailment, Contract for Work and Labour and Hire-Purchase; Conditions and Warranties; Transfer of Title by Non-Owners; Doctrine of Caveat Emptor; Performance of the Contract of Sale; Rights of Unpaid Seller.

### **Elements of Law relating to Negotiable Instruments**

Definition of a Negotiable Instrument; Instruments Negotiable by Law and by Custom; Types of Negotiable Instruments; Parties to a Negotiable Instrument - Duties, Rights, Liabilities and Discharge; Material Alteration; Crossing of Cheques; Payment and Collection of Cheques and Demand Drafts; Presumption of Law as to Negotiable Instruments.

### **Readings:**

- K. R. Bulchandani., 2017. Business Laws for management. Himalaya.
- L Bently& B Sherman., 2009. Intellectual Property Law. Oxford.
- Pollock & Mulla., 2017. Indian Contract Act-Vol I & II. Lexis Nexis Latest Edition.
- S S Gulshan., 2013. Company law. Excel Books.

## **DP 13203: Human Resource Management for SMEs (3 Credits)**

### **Objective**

To make the participants understand the issues involved in ensuring the availability of required type and quantity of employees at required time to extract the best and maximum from the employees to achieve the organizational goals effectively.

**Perspectives in Human Resource Management:** Evolution of human resource management- The importance of human factor- challenges – inclusive growth and affirmative action-Role of human resource manager- human resource policies- Computer applications in human resource management- human resource accounting and auditing.

**The Concept of Best Fit Employees:** Importance of Human resource planning –Forecasting human resource requirement- matching the demand and supply- Internal and external sources. Recruitment-selection-Tests-Interview –Induction –Socialization benefits.

**Training and Executive Development:** Types of training methods-purpose-benefits-resistance. Executive development Program -Common practiced-Benefits-self-development –Knowledge management.

**Sustaining Employee Interest:** Compensation plan-Reward-Motivation – Incentives- Career management- Development of mentor- Protégé relationships.

### **Performance Evaluation and Control Process:**

Method of performance evaluation-Feedback-Industry practices. Promotion, Demotion, Transfer and separation – Implication of job change. The control process- importance –Methods- Requirement of effective control systems and grievances – Causes – Implications –Redressal methods.

### **Readings:**

- Budhwar, P.S. and Debrah, Y.A. eds., 2013. *Human resource management in developing countries*. Routledge.
- Dessler, G. and Varrkey, B., 2005. *Human Resource Management, 15e*. Pearson Education India.
- Ivancevich, J.M., 2014. *Human resource management: Foundations of personnel*. McGraw-Hill.
- John M. Ivancevich: *Human Resource Management*, Tata McGraw-Hill Publishing Company Limited, New Delhi, 2014.
- Noe, R.A., Hollenbeck, J.R., Gerhart, B. and Wright, P.M., 2017. *Human resource management: Gaining a competitive advantage*. New York, NY: McGraw-Hill Education.

## **DP 13204: Production and Operation Management (3 Credits)**

### **Objective**

The course is designed to enable students appreciate the strategic significance of operations management in highly competitive global economy and to introduce various principles, concepts, tools and techniques developed in the area of operations management over the years.

### **Introduction to Operations Management**

Nature & Scope of Operations Management, Historical Evolution of Operations Management, Systems Perspectives of Operations Management, and Relationship of Operations Management with Other Functional Areas, Operations Strategy, Recent Trends in the Field of Operations Management.

### **Product Development**

Product Development Process, Concurrent Engineering, Tools and Approaches in Product Development viz: Quality Function Deployment, Design for Manufacturability, Design for Assembly, Design for Quality, Mass Customization, Process Selection and Facilities Layout- Determinant of Process Selection, Process-Product Matrix, Types of Layouts, Line Balancing, Facilities Location, Work Measurement and Job Design.

### **Resource Planning**

Demand Forecasting, Capacity Planning, Aggregate Production Planning Materials Requirement Planning, Scheduling, theory of constraints and Synchronous Manufacturing, Lean Management and Just in Time Production, Supply Chain Management, Inventory Planning and Control.

### **Quality Management**

Quality: Definition, Dimension, Cost of Quality, Continuous Improvement (Kaizen), ISO (9000&14000 Series), Quality Awards, Statistical Quality Control: Variable & Attribute, Process Control, Control Chart (X, R, p, np and C chart), Acceptance Sampling Operating Characteristic Curve (AQL, LTPD, a & b risk), Total Quality Management (TQM).

### **Readings:**

- Chary, S.N., 2009. Production and operations management. *Nueva Delhi: Tata McGraw-Hill Education.*
- Crawford, C.M., 2008. *New products management.* Tata McGraw-Hill Education.
- Jacobs, F.R., Chase, R.B. and Aquilano, N., 2004. Operations management for competitive advantage. *Boston: Mc-Graw Hill.*
- Gaither, N. and Frazier, G., 2002. *Operations management.* Cincinnati, Ohio: South-Western/Thomson Learning.
- Mahadevan, B., 2015. *Operations management: Theory and practice.* Pearson Education India.

## **DP 12205: Indian Economy and Policy (3 Credits)**

### **Objective**

This course will allow the student to gain knowledge about the major developments and issues in Indian economy. Starting with the debate on growth and development in Indian economy this course discuss the sectoral balances and key issues in financial and external sectors of the economy.

### **Changes in the Indian Economy**

Analyzing the structure and growth performance of Indian economy since independence.

### **Inter-sectoral balance**

Agriculture, industry and infrastructure; service sector led growth

### **Challenges of development**

Poverty, education, unemployment, MDG (Millennium development goals) & SDG (Sustainable development goals) , Demographic dividend.

### **Financial Sector**

Indian financial sector- its structure and reforms, Monetary Policy, Capital Market: its Growth , problems and reforms.

### **Public Finance**

Fiscal Imbalances in the Indian Economy, Sustainability of public Debt and Fiscal Deficits in Central and State Finances.

### **External Sector**

Analysis of trade policy in post reform period, Liberalized exchange rate system, Trend and problems of Foreign Direct Investment and Foreign Institutional investment in India, WTO and India.

### **Readings:**

- Acharya, S. and Mohan, R., 2011. *India's Economy: Performance and Challenges: Essays in Honour of Montek Singh Ahluwalia*. Oxford University Press.
- Ahluwalia, I.J., 1985. *Industrial Growth in India: Stagnation since the mid-sixties*. Delhi; New York: Oxford University Press.
- Ahluwalia, I.J. and Little, I.M.D., 2012. *India's economic reforms and development: Essays for Manmohan Singh*. Oxford University Press.
- Byres, T.J., 1998. *The Indian Economy: Major debates since Independence*; Oxford University Press, New Delhi. *MARGIN-NEW DELHI*-, 30, pp.121-124.
- Drèze, J. and Sen, A., 2002. *India: Development and Participation* Oxford University Press. *New Delhi*.
- Jadhav, N., 2006. *Monetary Policy, Financial Stability, and Central Banking in India*. Macmillan.
- Jalan, B., 2004. *Indian Economy*. Penguin UK.
- Kapila, U. ed., 2009. *India's Economic Development Since 1947*. Academic Foundation.
- Nayyar, G., 2008. Economic growth and regional inequality in India. *Economic and Political Weekly*, pp.58-67.
- Sachs, J., 2005. *The end of poverty: How we can make it happen in our lifetime*. Penguin UK.
- Srinivasan, T.N. and Tendulkar, S.D., 2003. *Reintegrating India with the world economy*. Columbia University Press.
- Shigeyuki, H. and Takeshi, I., 2014. *Indian Economy: Empirical Analysis on Monetary and Financial Issues in India*. World Scientific.
- Economic and Political Weekly: Various Issues.
- Government of India : Economic Survey (Annual), Ministry of Finance, New Delhi

## **DP 12206: Management and Globalization of Family Business**

### **Objective**

The objective of this paper is to make students aware about family business and its role in global era.

### **Intrapreneurship Concept**

Intrapreneurship & Entrepreneurship Distinction, Corporate Experiences in Intrapreneurship, Entrepreneurial initiatives in Matured Organizations, Sensing Emerging Corporate Opportunities, Corporate Learning from Entrepreneurial Initiatives Failures.

### **Entrepreneurial Strategies**

Cross-Functional Teams for Intrapreneurship, Corporate Innovation, Innovation and Intrapreneurship, Growth stagnation in Successful Firms, Sources of Organisational Rigidity, Organisational Fatigue in Market Response.

### **Rekindling, Innovation**

New Business Creation, Measuring/ Tracking Intrapreneurship, Channelling organisational resources for intrapreneurship, Entrepreneurial Environment to Sustain Initiatives, Processes for Overcoming Organizational Inertia.

### **Implementing Entrepreneurial Changes**

Challenges Implementing Initiatives, Resolving Implementation Challenges, Entrepreneurial Leadership, Entrepreneurial Talent Recruitment, Lateral Entrepreneurial Potential, Entrepreneurial Team Building Strategies, Cross Functional Team Effectiveness.

### **Methodologies for Group Dynamics**

Decision Making, Power, and Conflict in Entrepreneurial Teams. Innovative Networks Idea Sourcing, Key Individuals and Organisations in External Environment, Internal Venturing, In-house Incubation, Corporate Incubation in Entrepreneurial Ecosystem, Framework for Culture of Intrapreneurship.

### **Readings:**

- Michael H. Morris., 2011. *Corporate Innovation & Entrepreneurship*, CENGAGE Learning Custom Publishing; International Edition.
- Peter F. Drucker. 2007. *Innovation and Entrepreneurship*, HarperCollins Publishers

**DP 24300: Diploma Project (4 Credits)**

Each student is required to prepare a business plan on a well thought out venture idea that is relevant in the Indian context. The business venture explored should preferably be a new one. The Diploma Project report should be submitted by the prescribed date as announced and this will be followed by a presentation by t each student.