

## **INTRODUCTION TO ENTREPRENEURSHIP (MVE-101)**

### **Objectives**

To familiarize the students with the prerequisites to become an entrepreneur and start a business enterprise.

### **Unit I**

**Fundamentals of Entrepreneurship:** Meaning and Definitions of Entrepreneur, Entrepreneurship and Entrepreneurship Development, Theories of Entrepreneurship, Evolution of Entrepreneurship in India, Role of Entrepreneurship in Indian Economy, Factors Influencing Entrepreneurship Development, Problems in Entrepreneurship Development in India

### **Unit II**

**Entrepreneur:** Entrepreneurial Characteristics, Entrepreneurial Competencies, Entrepreneurial Motivation, Entrepreneurial Mobility, Concept of Intrapreneur, Difference between Entrepreneur and Intrapreneur, Difference between Entrepreneur and Manager

### **Unit III**

**Entrepreneurship Development Programmes (EDPs):** EDP: Its Meaning, Need, and Objectives; EDPs in India in Historical Perspective,; Course Contents and Curriculum of EDPs; Phases of EDPs; Evaluation of EDPs; Problems of EDPs

### **Unit IV**

**Start Up:** Definition of Small Enterprise, Rationale behind Developing Small Enterprises, Ownership Forms, Project Identification and Selection, Preparation of Business Plan / Project, Project Appraisal

### **Unit V**

**Institutional Support:** Institutional Finance to Entrepreneurs, Lease Financing and Hire-Purchase, Institutional Support to Entrepreneurs, Taxation Benefits to Small-Scale Enterprises, Government Policy for Small-Scale Enterprises

### **Suggested Readings**

1. Marc Dollinger: *Entrepreneurship: Strategies and Resources*, Pearson Education, Noida, 2016
2. Robert D. Hishrich and Michael P. Peters: *Entrepreneurship*, Tata McGraw-Hill Publishing, 2009
3. D. F. Kuratko and T. V. Rao: *Entrepreneurship: A South-Asian Perspective*, Cengage Learning, Delhi, 2016
4. Thomas W. Zimmerer and Norman M. Scarborough: *Essentials of Entrepreneurship and Small Business Management*, PHI Learning, Delhi, 2015
5. Rajeev Roy: *Entrepreneurship*, Oxford University Press, New Delhi, 2011
6. S. S. Khanka: *Entrepreneurial Development*, S. Chand & Company Pvt. Ltd., New Delhi, 2016.

## DESIGN THINKING (MVE-102)

### Objectives

To familiarize the students with problem solving methodology especially well-suited for investigating ill-defined problems

### Unit I

**Design Thinking and Process:** introduction to key concepts, terminology, and structure. n introduces ways to clarify the scope of a project and its intent, questions to explore, target stakeholders, and establishes the importance of pictures and storytelling in the overall process.

### Unit II

**Establishing Design Criteria and Brainstorming:** Develop a succinct expression of the ideal end state of a project, and deliberately generate many fresh alternatives to the status quo. observe users in their “natural habitat” and efficiently extract useful patterns from collected data.

### Unit III

**Concept Development and The Napkin Pitch:** how to choose the best ideas, assemble them into detailed solutions, and rationally evaluate them, as well introduce a simple, consistent format for summarizing and communicating new concepts.

### Unit VI

**Assumptions Testing and Prototyping:** introduces a tool for surfacing key assumptions underlying the attractiveness of a new concept and using data to assess the likelihood that they are true, as well as ways to create visual manifestations of concepts

### Unit V

**Co-Creation, Learning Launches:** ways to engage stakeholders in the development of new concepts, conduct experiments in the world quickly and inexpensively, and lead innovation in organizations.

### Suggested Readings

1. Design Thinking: Get a Quick Overview of the History (Interaction Design Foundation, December 2017); <https://www.interaction-design.org/literature/article/designthinking-get-a-quick-overview-of-the-history>
2. instructional videos associated with the book Back of the Napkin (Dan Roam); <http://www.danroam.com/the-back-of-the-napkin/>
3. Making Compassionate Decisions: The Role of Empathy in Decision Making (Farnam Street); <https://www.fs.blog/2017/12/against-empathy/>
4. The Science of Decision-Making: 5 Surprising Ways We Make Life Choices (Medical Daily, June 2015); <http://www.medicaldaily.com/science-decision-making-5-surprising-ways-we-make-life-choices-337546>
5. Better Brainstorming (Harvard Business Review, March-April 2018); <https://hbr.org/2018/03/better-brainstorming>

## **ENTREPRENEURIAL SELLING**

### **(MVE-103)**

#### **Objectives**

To familiarize the students with transformed through a series of discussions and sales activities that are designed to push you up and out of your comfort zone

#### **Unit I**

Value proposition, target market, deciding the target market, customer profile, determining customer profile, Difference between entrepreneurial selling Vs professional selling, the knowledge, skill, and discipline required to be a good entrepreneurial seller.

#### **Unit II**

Framework for accessing channel sales - partnerships versus direct selling, approaching critical customers, generating leads and distinguishing prospective customers (and which are dead-ends), framework for starting a sales conversation.

#### **Unit III**

Customer's perspective on the selling process, behaviors of high-performing sellers, selling process, making Your sales pitch, cold calling.

#### **Unit IV**

Framework for handling Rejections, objections and converting customers and effective closing, following up, the Importance of aftercare and developing the relationship.

#### **Unit V**

Telling the right story, contextualize your venture, connecting with decision-making, define sales metrics, developing complete sales tool kit- sales tools and technology.

#### **Suggested Readings**

1. Still , Cundiff & Govani: Sales management & Cases
2. McMurry & Arnold: How to build a dynamic Sales Organisation
3. Pradhan , Jakate & Mali: Elements of Salesmanship and Publicity
4. Anderson R: Professional Sales Management
5. F.L. Lobo: Successful Selling

## **STARTUP ECO-SYSTEM AND REGULATION (MVE-104)**

### **Objectives**

To make the students learn about legal aspects of business and Startups Eco-system and familiar with all the instruments of business regulation

### **Unit I**

**Lifecycle of a startup:** Startup growth stages: Concept/Idea stage, Pre-seed/validation, Seed/early stage, Growth stage/Scaling stage, Maturity/Exit/IPO/M&A stage; Types of funding - Seed stage, Stages of funding - Seed funding/Series A/B/C/D/E; Type of investors - Angels, VC's, Family offices, corporates

### **Unit II**

**Central Govt. support for startups:** 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

### **Unit III**

**State Govt. support for startups:** Haryana State Govt. Initiative, Haryana Skill development mission, Startups Policy, Venture Funding - Haryana Startup fund, Existing schemes in place - Saksham Yuva, Pradhan Mantri Kausal Vikas Yojna etc; state govt. department for startups support, startups registration

### **Unit IV**

**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

### **Unit V**

**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.

### **Suggested Readings**

1. Kapoor, N.D: Elements of Mercantile Law, Sultan Chand & Sons, New Delhi, 2010
2. Tulsian, P.C: Business Law, Tata McGraw Hill Publications, New Delhi, 2009
3. Saravanavel and Sumati: Legal Systems in Business, Himalaya Publications, Bengaluru, 2010
4. M.C. Kuchhal Mercantile Law: Vikas Publishing House, New Delhi.
5. D. Chandra Bose: Business Laws; PHI Learning Pvt. Ltd.
6. Sen & Mitra :Commercial Law; The World Press Pvt. Ltd., Calcutta.

## ACCOUNTING AND FINANCIAL MANAGEMENT (MVE-105)

### Objectives

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

### Unit I

**Concept of Accounting & Financial:** Scope and Objectives of Finance, Functions of Financial Management, Accounting process and principles, cost and management accounting, Relationship of Management Accounting with Other Branches.

### Unit II

**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.

### Unit III

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

### Unit IV

**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.

### Unit V

**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.

### Suggested Readings

1. V. Horne: Fundamentals of Financial Management, Pearson Education, New Delhi, 20015
2. E. F. Brigham and J. F. Houston: *Fundamentals of Financial Management*, Thomson, USA, 2014
3. E. F. Brigham: *Financial Management: Theory and Practice*, Cengage Publication, Delhi, 2017
4. V. K. Bhalla: *Financial Management*, Anmol Publications, New Delhi, 2016.
5. P. Chandra: *Financial Management*, Mc-Graw Hill Publishing Company Pvt. Ltd., New Delhi, 2016
6. I. M. Pandey: *Financial Management*, Vikas Publishing House, New Delhi, 2016

## **MARKETING RESEARCH AND STRATEGIES**

### **(MVE-106)**

#### **Objectives:**

To help the students on the focus is to critically examine the management of the entire enterprise from the Top Management viewpoints.

#### **Unit I**

**Marketing Research Dynamics:** 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

#### **Unit II**

**Planning the Research Process:** Introduction, Research Process: An Overview, Formulation of a Problem, Research Methods, Research Design, Data Collection Methods, Sample Design, Data Collection, Analysis and Interpretation, Report Writing, Components of Research Proposal, Components of Research Paper

#### **Unit III**

**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

#### **Unit IV**

**Introduction to Strategies:** Introduction, Fundamentals of Strategy, Conceptual Evolution of Strategy, Scope and Importance of Strategies, Purpose of Business, Difference between Goals and Objectives of Business, Strategic Intent through Vision and Mission Statements, Core Competencies of Business

#### **Unit V**

**Recent Trends in Strategic Management:** Introduction, Strategic Thinking, Organisational Culture and its Significance, Organisational Development and Change, Change Management, Models of Leadership Styles and its Roles, Strategic management in a new globalised economy

#### **Suggested Readings**

1. Research for Marketing Decisions: Paul E. Green, Donald S. Tull
2. Marketing Research- Text and Cases Harper W. Boyd Jr., Ralph Westfall
3. P.K. Ghosh: Business Policy , Strategy , Planning and Management
4. Christensen , Andrews Dower: Business Policy- Text and Cases
5. William F. Gkycj: Business Policy – Strategy Formation and Management Action

## **Human Values and Professional Ethics** (MVE-107)

### **Objectives**

To help the students to discriminate between valuable and superficial in the life.

### **Unit I**

**Content and Process for Value Education:** Understanding the need, basic guidelines, content and process for Value Education. Self-Exploration–what is it?- its content and process; Natural Acceptance and Experiential Validation- as the mechanism for self-exploration.

### **Unit II**

**Understanding Harmony in the Human Being:** Understanding the needs of Self („I“) and „Body“ – Sukh and Suvidha. Understanding the harmony of I with the Body: Sanyam and Swasthya; correct appraisal of Physical needs, meaning of Prosperity in detail. Understanding the Body as an instrument of „I“ (I being the doer, seer and enjoyer)

### **Unit III**

**Harmony in Human Relationship:** human relationship; meaning of Nyaya and program for its fulfillment to ensure Ubhay-tripti; Trust (Vishwas) and Respect (Samman) as the foundational values of relationship. harmony in the society (society being an extension of family): Samadhan, Samridhi, Abhay, Sah-astitva as comprehensive Human Goals

### **Unit IV**

**Harmony on Professional Ethics:** Natural acceptance of human values. Definitiveness of Ethical Human Conduct. Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order.

### **Unit V**

**Competence in professional ethics:** Ability to utilize the professional competence for augmenting universal human order, Ability to identify the scope and characteristics of people-friendly and ecofriendly production systems, Ability to identify and develop appropriate technologies and management patterns for above production systems.

### **Suggested Readings**

1. R R Gaur, R Sangal, G P Bagaria, 2009, A Foundation Course in Value Education.
2. Ivan Illich, 1974, Energy & Equity, The Trinity Press, Worcester, and HarperCollins, USA
3. A Nagraj, 1998, Jeevan Vidya ek Parichay, Divya Path Sansthan, Amarkantak.
4. Sussan George, 1976, How the Other Half Dies, Penguin Press. Reprinted 1986, 1991
5. PL Dhar, RR Gaur, 1990, Science and Humanism, Commonwealth Purblishers.
6. A.N. Tripathy, 2003, Human Values, New Age International Publishers