

SYLLABUS FOR FINANCIAL SERVICES

SEMESTER I

Course Title - Communication Skill -I

Course No. GBSE101

Course Credit: 06(2-0-4)

Max. Marks: 50(15I+35E)

Objectives: To develop effective communication skills among the students for the business world

Learning Outcome

- Able to differentiate in the vowels and consonants that can help the students to pronounce words better and be able to learn phonetics. (Theory)
- Learn the correct pronunciation of the words helping in the reduction of Mother Tongue Influence.
- Able to communicate effectively and will have improved verbal communication. (Theory)
- learn to frame the sentences properly with the correct formation. This will improve the written skills of the students. (Theory)
- Able to write paragraphs on different topics with the correct usage of vocabulary and will improve the written as well as verbal communication. (Theory)
- Learn the correct usage of the punctuation marks, will draft formal & informal emails and will comprehend the articles. (Theory)
- Effectively use established communication systems and protocols in the workplace (Theory)
- Identify the sound of phonetics and practice the same along with the software. (Practical)
- Will communicate with customers and the people in organization while working on speech correction. (Practical)
- Able to use parts of speech, Articles, Tenses and prepositions. (Practical)
- Will make use of Antonyms & Synonyms wherever required. (Practical)
- Provide the reports using appropriate Writing Skills. (Practical)

Unit I - Business Communication: Effective Communication, Consonant Sounds, Vowel Sounds, Syllables & Syllabic Stress, practice exercise

Unit II - Speech Correction: MTI reduction, bag of words practice, intonation & modulation for free speech as well as for reading, Lab

Unit III - Grammar: Parts of Speech, Articles, Subject Verb Agreement, Tenses, Prepositions, Question Right, practice exercise

Unit IV - Vocabulary: Correct Word usage- Homonyms, Antonyms and Synonyms, practice exercises; Paragraph & Translation: Précis, Translation (from Vernacular to English and English to Vernacular);

Unit V- Creative Writing; Email Etiquette; Punctuation; Reading comprehension

Practical

- Identify the sound of phonetics and practice the same along with the software
- Pronunciation of each word with the correct syllable
- Learning Parts of Speech, Tenses, Articles and Prepositions
- Correct usage of the Homonyms
- Writing E-mails and paragraphs
- Reading and Comprehending paragraphs

Books Recommended

Text Books

1. SIZZLERS Board of Editors Publishers: Manimekala Publishing House 39, North Chitrai Street, Madurai-625001
2. Essentials of Business Communication - Rajendra Pal and J. S. Korhalli - Sultan Chand & Sons, New Delhi.

Reference Books

3. Business Communication (Principles, Methods and Techniques) Nirmal Singh - Deep & Deep Publications Pvt. Ltd., New Delhi.
4. Business Communication - Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal and Prof. Ravindra Kothavade - Diamond Publications, Pune.
5. Business Correspondence and Report Writing - R. C. Sharma, Krishna Mohan – Tata McGraw-Hill Publishing Company Limited, New Delhi.
6. Modern Business Correspondence - L. Gartside - The English Language Book Society and Macdonald and Evans Ltd.
7. Business Communication - M. Balasubrahmanyam - Vani Educational Books.

8. Creating a Successful CV - Siman Howard - Dorling Kindersley.
9. Business Communication - K. K. Sinha - Galgotia Publishing Company, New Delhi.
10. Media and Communication Management - C. S. Rayudu - Himalaya Publishing House, Bombay.
11. Communicate to Win - Richard Denny - Kogan Page India Private Limited, New Delhi.

Web Links

<http://learnenglish.britishcouncil.org/en>

<https://www.duolingo.com/>

<http://www.bbc.co.uk/learningenglish>

<https://www.slideshare.net/FurrukhAliBaig/importance-of-communication-in-business>

Course Title - Basic of Computers

Course No. GBSE103

Course Credit: 06 (2-0-4)

Max. Marks:50 (15I+35E)

Objective

The syllabus introduces students to basic information and communication technology and proper paradigms that need to be implemented to develop any kind of computer applications. The course will help in developing the basic technical skills by hands on experience.

Learning Outcome

- State the applications of Computers and understand the basic components of computer. (Theory)
- Identify & describe various parts of computers like CPU, keyboard, monitor, etc. (Theory)
- View files, work with files and customize window (Theory)
- Able to Differentiate in various operating system. (Theory)
- Apply the office Applications for the task assigned by the authorities. (Theory)
- Outline the basics of Networking. (Theory)
- Make use of Internet and its applications when required. (Theory)
- Demonstrating network troubleshooting. (Practical)
- Able to Work on MS Office. (Practical)
- Use word processing software to create and edit official documents and reports (MS Word or equivalent) (Practical)
- Use software to create and edit presentations (MS PowerPoint or equivalent) (Practical)
- Use software applications to create, apply & modify formulas, generate reports, maintain database & compile data (MS Excel or equivalent) (Practical)
- Use of standard operating manuals and procedures for dealing with work related to computer application (Practical)
- Sending E-mails and internet surfing using various search engines. (Practical)
- Outline the working of different operating system. (Practical)

Unit I – Introduction to Computer System: Basic Applications of Computer; Computer Memory, Concepts of Hardware and Software, Data and Information; Applications of IECT; Computer Virus: Definition, Types of viruses, Characteristics of viruses, Anti-virus software, Introduction to number system.

Unit II - Operating System: Overview of operating system: Definition, Functions of operating system, Need and its services, Types of operating system, Batch Processing, Spooling, Multiprocessing, Multiprogramming, Time-Sharing, On-Line Processing, Real-Time Processing, Basics of window operating system, Switching between DOS and windows, Comparison between Unix and Windows.

Unit III - Understanding Office Applications: Introduction to MS Word, Introduction to MS Excel and its applications, Introduction to MS PowerPoint, Menus, Shortcuts, Document types, Formatting documents, spread sheet and presentations, Working with Spreadsheets, Different templates, Macros, Mail merge.

Unit IV- Networking: Network Technologies, Introduction to Internet and protocols: TCP/ IP, Network connecting devices, Topologies, HTTP, HTTPS DNS, Hub, Switches, Router, Repeater, Firewalls, Digital Signature.

Unit V: Introduction to World Wide Web: WWW and Web Browsers Introduction, Objectives, Concept of internet, Overview of search engines, Popular search engines in use, Surfing the web and websites, Hosting your websites, Planning and Developing the websites, Internet service provider.

Course Title - Basic of Computers

Course No. GBSE103P

Max. Marks: 50 (35I+15E)

Practical:

1. Troubleshooting
2. Practical based on to be exposed/shown various components and supposed how to switch on a computer.
3. Handling Boot Setup, Installation of Operating System, Connecting your client to server, User and Workgroup Handling, General Operating system handling and related topics.
4. Wordpad, Notepad, Sticky Note, Snipping tool, Paint
5. Ms Word
6. MS-Excel- Creating charts, Creating tables
7. MS-PowerPoint
8. MS-Outlook
9. Case study on Operating systems (Windows/ Ubuntu/ Android/IoS)
10. Networking
11. Software: Preparatory and open domain

Books Recommended**Text Books**

1. Computers and Beginners by Jain, V.K.;
2. Computer Fundamentals by Anita Goel, Pearson.

Reference Books

1. Introduction to Information Technology, Leon Tech World by Leon and Leon
2. Foundations of Computing, BPB Publication by Sinha, Kr. Pradeep and Preeti Sinha;
3. Word Processing and Typing by Sharon Spencer, Heinemann.
4. MS Office by S.S. Srivastava, Firewall Media.
5. Microsoft Office 2010 by Bittu Kumar, V & S Publications
6. Data Communication and Networking by Behrouz.A. Forouzan, McGraw Hill

Web Links

<http://cec.nic.in/E-Content/Pages/default.aspx>

Course Title- Fundamentals of Management & Organisational Behaviour

Course No. GBGE101

Course Credit: 04(4-0-0)
Max. Marks: 100(30I+70E)

Objectives

To purpose of the course is to provide fundamental knowledge and exposure to the concepts, theories and practices in the field of management. It aims to understand individual and group behavior at work place

Learning Outcomes

- Able to develop the processes of management related with the basic functions. (Theory)
- Outline the notion of managerial skills and functions. (Theory)
- Make Organisation Structure and identify the gaps. (Theory)
- Understand individual and group behaviour at work place. (Theory)
- Outline the process of conflict resolution processes in the organization (Theory)
- Make student must be acquainted with leadership quality. (Theory)
- Complete administrative duties accurately, systematically and within required timeframes (Theory)
- Obtain, evaluate and act upon feedback from clients and colleagues (Theory)
- Perform tasks to the required workplace standard (Theory)
- Demonstrate behaviours that promote professionalism in the learning environment (Theory)
- Perform consistently in accordance with the organisation's goals and objectives and organisational/professional codes of conduct (Theory)
- Field Work regarding organisation structure and their working. (Field Work)

Unit I - Basic of Management: Concept, Nature, Process and Significance of management; Managerial levels, Skills, Functions and Roles; Management Vs. Administration; Contingency Management theories by - F. W. Taylor, Henry Fayol and Elton Mayo

Unit II: Managerial Skill and Functions: Level of Management- Functions of Management; Centralization – decentralization Organization structures - Line & Staff – functions, Leading and Staffing; Controlling – Definition, Nature, Importance, Steps, Techniques

Unit III- Introduction to OB: Organisation Behaviour - Definition, Scope, Importance, Concepts of Organisation Behaviour; **Motivation-** Definition, Theories of motivation, Mc Gregor, A.H. Maslow, Herzberg Learning-Meaning & Theories.

Unit IV- Perception & Conflict Management- Perception-process; Conflict – Definition, traditional Vs Modern view of conflict – Types of conflict - intra personal, interpersonal, organizational;

Unit V: Leadership & Personality –Definition, Importance, qualities of leaders, types of leaders – autocratic, democratic, free – rein; Personality- Attributes of personality, Type, Ego state, Johari window.

Books Recommended

Text Books

1. Management by Stomen and Jane
2. Organisational behaviour by Stephen Robbins

Reference Books

1. Principles and Practices of management by Shejwalkar
2. Essential of management by Koontz H and Weitrich
3. Principles and Practices of Management by T. N. Chabra
4. Organisational behaviour by Keith & Davis
5. Organisational behaviour by Fred and Luthans
6. Organisational behaviour by K. Ashwatthapa

Web Links

- <https://www.swayamprabha.gov.in/index.php/program/archive/16>
<https://www.swayamprabha.gov.in/index.php/program/archive/5>
<http://cec.nic.in/E-Content/Pages/default.aspx>

Course Title- Principles and Practices of Banking

Course Credit: 04 (3-1-0)
Max. Marks: 100 (30I+70E)

Course No. GPGE101

Objective

To provide an overview of banking functions and retail banking products

Learning Outcome

- able to understand the banking operations
- Capable of handling the customers with banking related issues
- Understand the concept of e-banking and the agencies involved in international funding
- Able to approach prospective customers through various methods including door-to- door calls and community gatherings to create awareness about banking and the bank’s products
- Able to explain to the prospective customer, the terms and conditions of product, application procedure, documents required and timelines for processing the application
- Know and understand types of products offered and details of the same
- Know and understand products offered by other financial provides including other banks, NBFCs, money lenders etc.
- Know and understand bank’s objectives, its role, functions and structure
- Know and understand maintenance and operating procedure for using equipment provided by bank such as POS (Point of Sale) machines, computers etc.
- Determine what Banking Product is best for the customer based on needs assessment and financial status of the customer

Unit	Topic
I	Indian Banking System: Overview, Introduction, structure and type of banks, role & responsibilities; Significance of banks in growth and development of economy;
II	Banking Regulation: Role of RBI, Constitution, Objectives, Functions of RBI; Instruments of Monetary Control-CRR, SLR, Repo, Reverse Repo, Bank rate, OMO; Regulatory Restrictions.

III	Liability Products (deposits): opportunities; remittance and payment Services (Draft, RTGS, IMPS, NEFT, etc); Universal Banking; Cross Selling, Bancassurance and ancillary services (locker, custodial, etc); ATMs, POS; emerging opportunities
IV	Types of Accounts, Opening of accounts, KYC; Internet banking and mobile banking
V	Asset Products (Loan): Home Loans, Personal Loans; consumer loans; Education loans and others; introduction to business loans (terms loans and cash credit); Priority sector lending-agricultural, SME and Microfinance

Recommended Books

Text Books

1. International Banking And Finance, (1st ed.) , Himalaya, Publishing House by OP Agrawal(2008)
Principles & Practices of Banking
2. Financial Services- Text, Cases and Strategies, Published by Deep & Deep Pvt. Ltd., New Delhi by P.M. Rao (2002)

Reference Books

1. Fundamentals of Offshore Banking- How To Open Accounts Almost Anywhere, (1st ed.), Prtzen Publishing by Walter Tyndale (2009)
2. Principles & practices of Banking, Macmillan India Limited by A M Arondekar, O.P. Agarwal, Dr. OnkarNath, P. S. Khandelwal
3. Accounting & Finance for Bankers, Macmillan India Limited by S.K. Dutta, P.S.R. Prasad, A.D. Bhorkar, S.D. Bargir:
4. Legal Aspects of Banking Operations,M/s Macmillan India Limited by K.D. Zacharias, C.P. Ravindranath, P.R. Kulkarni,B. Gopalakrishnan
5. General Bank Management,M/s Macmillan India Limited by GaurangVasavada, Dr. Sharad Kumar, Dr. S.UpendraRao, Dr. SatishPai (2005)

Web Links

- <https://www.bing.com/videos/search?q=banking+videos&qpv=banking+videos&view=detail&mid=38591D9144EA8D481D6E38591D9144EA8D481D6E&&FORM=VRDGAR>
- <https://www.bing.com/videos/search?q=banking+vedios&view=detail&mid=04287CF1B2EFEB6CBE3404287CF1B2EFEB6CE34&FORM=VIRE>
- <https://www.bing.com/videos/search?q=banking+vedios&&view=detail&mid=A122FAAB5E0BB247FB9AA122FAAB5E0BB247FB9A&&FORM=VDRVRV>
- <https://www.youtube.com/watch?v=E-HOz8T6tAo>
- https://www.youtube.com/watch?v=fLBZb_v0ewM
- <https://www.youtube.com/watch?v=l6gzoXliUmA>
- <https://www.youtube.com/watch?v=Ce3A8l7LHMmc>
- <https://www.youtube.com/watch?v=Lyk3B7wR4Hw>
- <https://www.youtube.com/watch?v=gNmPNHuljxU>
- <https://www.youtube.com/watch?v=iGyCqzpFCwE>

Course Title-Accounting & Finance

Course No. ZBGE201

Course Credit: 04 (3-1-0)
Max. Marks: 100 (30I+70E)

Objective

The objective of this course is to expose the learner to the concept and methods of financial and management accounting. Focus will be on developing the understanding of accounting norms and principle.

Learning Objective

- Students will be able to record and report the financial transactions of the business.
- Demonstrate an understanding of the context within which Management Accounting is used for planning and control purposes.
- Prepare cost estimates using appropriate assumptions.

Unit I - Introduction: Financial Accounting-definition and Scope, objectives of Financial Accounting, Accounting v/s Book Keeping Terms used in accounting, users of accounting information and limitations of Financial Accounting.

Unit II - Conceptual Frame work: Accounting Concepts, Principles and Conventions, Cooperate accounts-share capital, overview of corporate accounting.

Unit III - Recording of transactions: Accounting Process, Journals, Subsidiary Books, Ledger, Cash Book, Trial Balance.

Unit IV - Depreciation: Meaning, need & importance of depreciation, methods of charging depreciation, Costing and pricing

Unit V - Preparation of final accounts: Preparation of Trading and Profit & Loss Account, Understanding of final accounts of a Company, Computerised Accounting: Computers and Financial application, Capital budgeting, BPO specific Financial Metrics

Recommended Books

Text Book

1. E-Book: <http://www.textbooksonline.tn.nic.in/Books/11/Std11-Acct-EM.pdf>
2. E-Book: <http://www.targetpublications.org/download/11-commerce/std-11-book-keeping-and-accountancy.pdf>
3. Book Keeping and Accounting by Aggrawal

Reference Books

1. Fundamentals of Accounting & Financial Analysis: By Anil Chowdhry (Pearson Education)
2. Financial accounting: By Jane Reimers (Pearson Education)
3. Accounting Made Easy By Rajesh Agarwal & R Srinivasan (Tata McGraw –Hill)
4. Financial Accounting For Management: By Amrish Gupta (Pearson Education)
5. Financial Accounting For Management: By Dr. S. N. Maheshwari (Vikas Publishing House)

Web Links

1. <https://schools.aglasem.com/15181>
2. <https://www.swayamprabha.gov.in/index.php/program/archive/16>
3. <https://www.swayamprabha.gov.in/index.php/program/archive/5>

Course Title- Mutual Fund Management

Course No. GPGE101

Course Credit: 04 (3-1-0)
Max. Marks: 100 (30I+70E)

Objective

This objective of the course is to train candidates by developing competencies amongst the learner related to mutual funds.

Learning Outcome

- Listen to the customers and be able to offer products that are pertinent to their requirements.
- Communicate clearly with the customer using language that he/she understands.
- Communicate and share knowledge with peers and supervisors.
- Conduct research on mutual funds
- Keep up to date on the mutual fund market
- Approach and market various mutual funds schemes to prospective customer identified
- Assist customer with determining most suitable mutual fund scheme according to needs
- Receive approval for initiating purchase process
- Assist customer with the application process for purchasing the mutual fund
- Collect and ensure payments are processed at the bank/organization
- Deliver proof of purchase and plan follow-up sessions
- Develop long-term relationships with customers
- Respond to customer queries and clarifications and advise the customers on existing product and new schemes
- Assist in termination of investment

Unit	Topic
1	Concept, History and advantages of Mutual funds; Meaning, Structure and Classification of Mutual Fund Schemes

II	Direct Investing and Investing through agents, Entry and Exit Load of a Fund, Expenses of a Mutual Fund; Calculation of NAV & AAR of a Fund; AUM
III	Sectorial schemes, Theme Based Funds, ELSS, Index Fund-Tracking Error of an Index Fund, Passive – Index funds, Active – market timing.
IV	Arbitrage & Hedge Funds; RBI as regulator for money market mutual fund, SEBI in regulating mutual funds, Concept of a Self-Regulator-AMFI; AMFI Code of Ethics
V	Assets Allocations and Portfolio Rebalancing; Portfolio Management Service (PMS)

Course Title- Indian Financial Management

Unit I Financial System: An Introduction Financial System: Meaning, Characteristics, Significance and Components, Evolution of Financial System in India, Indian Financial Sector Reforms, Current Developments in the Indian Financial System and Latest Financial Instruments

Unit II Structure of Indian Financial System Structure of Indian Financial System- Main functions of these constituents and respective roles

Unit III Money Markets Money Markets: Functions, Players and Instruments in Money Market, Money Market Organisation Structure and Developments

Unit VI Regulations in Financial System Role and need of Regulations in Financial System- RBI, SEBI and IRDA; Reserve Bank of India: Organisation, Management, Role & functions., Credit Control

Unit VII Financial Markets Financial Markets: Functions and Organisation, Primary Market Primary Market: Activities, Intermediaries and Functions, Secondary Market Secondary Market: Functions, Instruments and Mechanism

Unit V Role of Financial Intermediaries Role of financial intermediaries in capital market, Commercial Banks, Assets & Liabilities, Theories of Liquidity Management, Development Banks Development Banks in India, Non-Banking Financial Companies Importance, Scope, Characteristics, Functions, Types, Regional Rural Banks, Insurance Organisations Importance, Types, Important Regulations

Suggested Readings:

1. Machiraju, 'Indian Financial System' – Vikas Publishing House, 2nd Edition, 2002.
2. Varshney P.N., & Mittal D.K., 'Indian Financial System', Sultan Chand & Sons, New Delhi. 2002.
3. Verma J.C., 'Venture Capital Financing in India', Sage, New Delhi, 1997.
4. Sadhale H., 'Mutual Funds in India', Sage, New Delhi, 1997.

Course Title- Industrial Ethics & CSR

Course No. GBGE103

Course Credit: 04(4-0-0)
Max. Marks: 100 (30I+70E)

Objectives

The aim of the course is to develop moral responsibility and mould them as best professionals & to create an ethical vision and achieve harmony in life

Learning Outcome

- Will be able to elaborate the business ethics, its rights, duties and principals (Theory)
- Ensuring social responsibility and decision making ability (Theory)
- Make sure that the Working with safety in industry and understanding the laws of safety (Theory)
- Promote a safe working environment and adhere to risk management strategies for clients, colleagues
Work safely in the training environment including (Theory)
- Apply ethical and inclusive practices in professional practice (Project/Practical)
- Will be able to make use of self-Exploration and Ethical Corporate Behaviour in the organisation (Theory)
- Apply ethical and inclusive practices in professional practice (Theory)
- Keep your immediate work area clean and tidy (Theory)
- Ensure your work meets the agreed requirements (Theory)

Unit I - Business ethics: Meaning of ethics, why ethical problems occur in business. Ethical principles in business: Utilitarianism: weighing social cost and benefits, Rights and duties, Justice and fairness, ethics of care, Integrating utility, rights, justice and caring

Unit II - Moral Issues: Code of Conduct, An alternative to moral principles: virtue ethics, Moral issues in business: Worker's and employee's rights and responsibilities, Profit maximization vs. social responsibility.

Unit III: Value Education-Introduction – Definition of values, Need for Inculcation of values –Object of Value Education-Sources of Value – Types of Values: i) Personal values ii) Social values iii) Professional values iv) Moral and spiritual values v) Behavioral (common) values)

Unit II- Values and Ethics: Concepts, Human Values-Classification of Values, Understanding Harmony in the Human Being, Self-Exploration, Ethical Corporate Behaviour, its Development, Ethical Leadership.,

Unit V - Employee Safety & Health: basics of health safety & laws, employee theft, Fire & Earthquake safety, fire safety, first aid training, general office safety, terrorism, safety representatives, safety inspection, investigating accidents.

Recommended Books

Text Books

Eternal Human Values NCERT-Campus Sri Aurobindo Marg., New Delhi by Prof.R.P.Dhokalia.,

Reference Books

1. Values for life, Better yourself Books, Bandra Mumbai by Dr. S. Ignacimuthu S.J.,
2. Values (Collection of Essays) by Sri Ramakrishna Math, Chennai-4., (1996)

Web Link

1. <https://www.bing.com/videos/search?q=value+education+videos&qpv=video+education+videos&view=detail&mid=F45E0FD8A0D9D367E178F45E0FD8A0D9D367E178&&FORM=VRDGAR>
2. <https://www.bing.com/videos/search?q=Importance+of+Values+Education&&view=detail&mid=52AFAB098F37E8E4813252AFAB098F37E8E48132&&FORM=VDRVRV>
3. <https://www.bing.com/videos/search?q=Importance+of+Values+Education&&view=detail&mid=93231659A8367A7ECE1293231659A8367A7ECE12&&FORM=VDRVRV>

Course Title-Entrepreneurship Development

Course No.GBGE304

Course Credit: 03 (3-0-0)
Max. Marks: 100 (30I+70E)

Objective

The objective of this course is to expose the learner to the fields of entrepreneurship development. Focus will be to train the students to develop new projects and encouraging them to start their own ventures.

Learning Outcome

- Build skills needed to start new ventures.
- Student will be able to develop Business Plans
- Understand the importance of feasibility report
- Will be able to explore the potential institutes for starting new business/venture

Unit I - Entrepreneurship: Concept, knowledge and skills requirement; characteristics of successful entrepreneurs; role of entrepreneurship in economic development; entrepreneurship process; factors impacting emergence of entrepreneurship; managerial vs. entrepreneurial approach and emergence of entrepreneurship

Unit II - Starting the venture: generating business idea – sources of new ideas, methods of generating ideas, creative problem solving, opportunity recognition; environmental scanning, competitor and industry analysis

Unit III - Feasibility study: market feasibility, technical/operational feasibility, financial feasibility: drawing business plan; preparing project report; presenting business plan to investors

Unit IV - Functional plans: marketing plan – marketing research for the new venture, steps in preparing marketing plan, contingency planning; organizational plan – form of ownership, designing organization structure, job design, manpower planning;

Unit V - Financial Plans: cash budget, working capital, proforma income statement, proforma cash flow, proforma balance sheet, break even analysis; Sources of finance: debt or equity financing, commercial banks, venture capital;

Unit VI – Supporting Institutions & IPR: financial institutions supporting entrepreneurs; legal issues – intellectual property rights patents, trademarks, copy rights, trade secrets, licensing; franchising

Books Recommended

Text Books

1. Arora M., Natarajan K. and Gordan E., Entrepreneurship Development, 1st ed; Himalaya Publishing House Pvt Ltd, 2009.

Reference Books

1. Hisrich, Robert D., Michael Peters and Dean Shepherd, Entrepreneurship, Tata McGraw Hill, New Delhi
2. Barringer, Brace R., and R. Duane Ireland, Entrepreneurship, Pearson Prentice Hall, New Jersey (USA)
3. Lall, Madhurima, and Shikha Sahai, Entrepreneurship, Excel Books, New Delhi
4. Charantimath, Poornima, Entrepreneurship Development and Small Business Enterprises, Pearson Education, New Delhi.
5. Forbat John, "Entrepreneurship" 1st Edition, New Age International, 2008.
6. Havinal, Veerbhadrapa, "Management and Entrepreneurship", 1st Edition, New Age International Publishers, 2008.
7. John S.M., rural women Entrepreneurship, 6th ed; Discovery Publishing House, 2004. □ Janakiram B., Management & Entrepreneurship, Excel Books India, 2009.
8. Prahlad, CK., Fortune at the Bottom of the Pyramid: Eradicating Poverty Through Profits, 1st Edition; Dorling Kindersley Ltd, 2006.

Web Links

1. https://www.tutorialspoint.com/entrepreneurship_development/entrepreneurship_development_tutorial.pdf
2. <https://www.bing.com/videos/search?q=entrepreneurship+development+videos&qvpt=entrepreneurship+development+videos&view=detail&mid=2F136B2E6941D1F8DB4E2F136B2E6941D1F8DB4E&&FORM=VRDGAR>
3. <https://www.bing.com/videos/search?q=entrepreneurship+development+videos&qvpt=entrepreneurship+development+videos&view=detail&mid=01D578B93003F888E6DF01D578B93003F888E6DF&&FORM=VRDGAR>
4. <https://www.bing.com/videos/search?q=entrepreneurship+development+videos&qvpt=entrepreneurship+development+videos&view=detail&mid=2E714CA0963D221569E52E714CA0963D221569E5&&FORM=VRDGAR>
5. <https://www.bing.com/videos/search?q=entrepreneurship+development+videos&qvpt=entrepreneurship+development+videos&view=detail&mid=D72A5948DCB34F0684C0D72A5948DCB34F0684C0&&FORM=VRDGAR>