



Guru Gobind Singh Indraprastha University
Sector – 16C Dwarka, New Delhi – 110078

(Coordination Branch)

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F.No.: GGSIPU/Co-ord./50th AC/2021/ 121

Dated: 2nd July, 2021

Circular

Please find enclosed herewith the final Minutes of the 50th meeting of the Academic Council of the Guru Gobind Singh Indraprastha University held on **11/06/2021 at 11:00 AM** on Cisco Webex platform.



(Ravi Dadhich)
Registrar

To,

- 1 Dean- USBAS/ USBT/ USCT/ USEM/ USICT/ USHSS/ USMC/ USLLS/ USM&PMHS/ USMS/ USAP/ USE, GGSIP University.
- 2 Director- Academic Affairs/ Coordination/ Students' Welfare/ CDMS/ Development/ International Affairs/ CEPS/ Research and Consultancy/ Legal Aid / IUIIC, GGSIP University
- 3 Librarian, GGSIP University
- 4 Prof. P.K. Jhulka, (Retired), Max Institute of Cancer Care, 26-A Ring Road, Nirmal Puri, Nirmal Colony, Block -2, Lajpat Nagar-IV, New Delhi-110024
- 5 Prof. M.C. Sharma, 109, Nav Shakti Sadan, Sector 13, Rohini, New Delhi-110085
- 6 Prof. Karmeshu, (Retired), 150, Deepali, Road No. 42, Pitampura, Delhi-110034
- 7 Sh. Arvind Misra, 5/101, Mathura Road, Agra-282002
- 8 Shri. Sandeep Gupta, 100 UB Jawahar Nagar, Delhi-110007
- 9 Prof. Rajiv Bhat, School of Biotechnology, Jawaharlal Nehru University, New Delhi
- 10 Prof. (Dr.) Pradeep Kulshrestha, Dean, School of Law, Sharda University, Plot No. 32 & 34, Knowledge Part-III, Greater Noida-201306 (UP)
- 11 Ar. Rupal S. Randhawa, 204-A, Pocket B, Mayur Vihar, Phase-2, New Delhi-110091
- 12 Dr. Jagdish Lal Gupta, CP-18, Maurya Enclave, Pitam Pura, Delhi-110034.
- 13 Prof. M. Afzal Wani, University School of Law and Legal Studies, GGSIP University
- 14 Prof. Prodyut Bhattacharya, University School of Environment Management, GGSIP University
- 15 Prof. Amit Prakash Singh, University School of Information Communication & Technology, GGSIP University
- 16 Prof. Shalini Garg, University School of Management Studies, GGSIP University.
- 17 Prof. Lisa P. Lukose, University School of Law and Legal Studies, GGSIP University.
- 18 Prof. M.N. Hoda, Director, Bharti Vidhyapeeth's Institute of Computer Application & Management, A-4, Paschim Vihar, Rohtak Road, New Delhi-63.
- 19 Prof. Sonia Jindal, Principal, Gitarattan Institute of Advanced Studies and Training, Rohini, Delhi-85.
- 20 Prof. Ravi K. Dhar, Director, Jagannath International Management School, OCF, Pocket-9, Sector-B, Vasant Kunj, New Delhi-110070.
- 21 Prof. Maharaj Krishen Bhat, Director, Maharaja Agrasen Institute of Management Studies, Maharaja Agrasen Camp, Plot No. 1, Sec-22, Rohini, Delhi.

Copy for information of the Competent Authority:

- (i) AR to the Vice Chancellor Secretariat for kind information of Hon'ble Vice Chancellor, GGSIP University.
- (ii) AR to the Registrar office for information of Registrar, GGSIP University


(Shikha Agarwal)
Dy. Registrar (Coordination)

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
SECTOR – 16 C, DWARKA, NEW DELHI - 110078



FIFTIETH (50th) MEETING OF THE ACADEMIC COUNCIL

DATE : 11.06.2021

TIME : 11:00 AM

MINUTES OF 50th MEETING OF THE ACADEMIC COUNCIL

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INDEX

S. No.	Agenda Item(s) No.	Particulars	Page No.
01	AC50.01	To confirm minutes of the 49 th meeting of the Academic Council held on 09.11.2020	07
02	AC 50.02	To report action taken on the minutes of 49 th meeting of the Academic Council held on 09.11.2020	07
03	AC 50.03	To ratify the interchange of papers in MA (English) Programme 1 st Semester Practical/Workshop Paper Theatre (Paper ID 109651 Course Code HCS-651) with 2 nd Semester, Seminar Paper (Paper ID 109652, Course Code HCS-652) for the Academic Session 2020-2021.	07
04	AC 50.04	To ratify the proposal for starting Ph.D. Programme, eligibility, and admission criteria, scheme & subjects for the entrance Test (PET) and scheme of examination, course outline and course content in the discipline of Economics in USHSS from the Academic Session 2021-22.	07
05	AC 50.05	To ratify the revision of Eligibility Criteria, Admission Criteria, Subjects for Entrance Test and Scheme of the Test for M.A. (English) Programme.	07
06	AC 50.06	To report the decision to replace the degrees with nomenclature "LL.B. (H)" by the nomenclature "Bachelor of Arts- Bachelor of Laws (Hons) abbreviated as BA.LL.B. (H)" for the applicant passed out students admitted in Academic Sessions 2008-09 to 2012-13.	08
07	AC 50.07	To ratify the change in nomenclature of a Paper MA (MC) 109 (Elective I) being taught to the students of USMC in the 1 st Semester of MA (MC) programme.	08
08	AC 50.08	To ratify the Revised Course Curriculum of the MA (MC) programme effective from the Academic Session 2020-21 onwards.	08
09	AC 50.09	To ratify the revised course curriculum of the Paper "Communication Research" with paper code MA (MC)- 102 to be offered to the students of 2 nd Semester of MA (MC) programme.	08
10	AC 50.10	To ratify the Teaching subject titles "Communication Research" with paper code MA (MC) 102 to the 2 nd Semester students in the class room instead on MOOCs platform of MA (MC) Programme.	08
11	AC 50.11	To ratify the change in the Scheme of Entrance Examination (CET) in B. Pharma Programme.	09
12	AC 50.12	To ratify the Eligibility Criteria, Admission Criteria and Syllabus of Entrance Examination of CET of Bachelor of Science (Medical Imaging Technology) Programme.	09
13	AC 50.13	To ratify the Scheme & Syllabus of Bachelor of Science (Medical Imaging Technology) w.e.f batch 2020-21.	09
14	AC 50.14	To ratify the revised syllabus of M.Ch Plastic & Reconstructive Surgery programme w.e.f Academic Session 2021-22.	09
15	AC 50.15	To consider and approve the Scheme & Syllabus of Post Graduate Diploma in Entrepreneurship and Start-Up (PGDES) w.e.f 2020-21.	09
16	AC 50.16	To consider and approve the Scheme & Syllabus of Post Graduate Diploma in Entrepreneurship and Start-Up (PGDES) w.e.f 2020-21.	09
17	AC 50.17	To consider and approve the Scheme & Syllabus of mandatory course Entrepreneurial Mindset (USMS-112) in USMS.	09
18	AC 50.18	To consider and approve the syllabus/course for Ph.D. entrance test in Management.	10
19	AC 50.19	Revised Eligibility Criteria for Admission in Post Graduate	10



S. No.	Agenda Item(s) No.	Particulars	Page No.
		Diploma in Fire & Life Safety Audit from the Academic Session 2021-22.	
20	AC 50.20	To ratify the recommendations of the subcommittee of Academic Council by Hon'ble Vice Chancellor to consider the case of 22 students of 1st Year of 2019 batch of Ch. Brahm Prakash Govt. Engineering College (CBPGEC)	10
21	AC 50.21	To ratify the recommendations of the subcommittee of Academic Council by Hon'ble Vice Chancellor to consider the case of detention of Two (02) students of 3 rd year of batch 2017 of Ch. Brahm Prakash Govt. Engineering College (CBPGEC)	10
22	AC 50.22	To consider and approve the revised Scheme & Syllabus of M.Tech. (Nano Science and Technology) programme in accordance with AICTE and CBCS options.	10
23	AC 50.23	To consider and approve the revised Scheme & Syllabus of M.Tech. (Engineering Physics) programme in accordance with AICTE and CBCS options with change in the title of course code BAEPC:602 may be modified to "Photovoltaic Technologies" in place of "Solar Photo-voltaic Technologies".	11
24	AC 50.24	To ratify the Admission and Selection Criteria, Syllabus for Entrance Examination, Scheme & Syllabus of M.Sc. Packaging Technology programme in Indian Institute of Packaging, Delhi to be started from the Academic Session 2021-22 under the aegis of USBAS.	11
25	AC 50.25	To ratify the revision of Scheme & Syllabus of MCA degree from 3 years to 2 years- affiliated institutes w.e.f. Academic Session 2020-2021 onwards.	11
26	AC 50.26	To ratify the revision of Scheme & Syllabus of MCA- Software Engineering at USIC&T (1 st to 4 th Semester Scheme and Bridge courses) alongwith the change in the duration of the MCA programme from 3 years to 2 years.	11
27	AC 50.27	To ratify the Scheme & Syllabus of Ph.D. course work at USIC&T for the Academic Session 2020-2021 onwards.	12
28	AC 50.28	Change in nomenclature of PhD degree offered by USEM from Ph.D. in Environment Management to PhD in Environmental Science	12
29	AC 50.29	Revised Scheme of Examination and Syllabus of M.Sc. Environment Management as per the LEARNING OUTCOME BASED CURRICULUM FRAMEWORK (LOCF)	12
30	AC 50.30	Revised Scheme of Examination and Syllabus of M.Sc. Biodiversity and Conservation as per the LEARNING OUTCOME BASED CURRICULUM FRAMEWORK(LOCF)	12
31	AC 50.31	Revised Scheme of Examination and Syllabus of M.Sc. Natural Resource Management as per the LEARNING OUTCOME BASED CURRICULUM FRAMEWORK (LOCF)	12
32	AC 50.32	Syllabus, Course code and credits of the course Environmental Studies (as proposed by the UGC and AICTE) to be offered to all the Undergraduate Programmes in the University School of Studies as Ability Enhancement Compulsory Course (AECC)	12
33	AC 50.33	Syllabus, course code and credits of the course Environmental Studies as Ability Enhancement Elective Course (AEEC)to be offered in the Postgraduate Programme in the University School of Studies	13
34	AC 50.34	To ratify the Mode of Admission, Eligibility Criteria, Number of	13



S. No.	Agenda Item(s) No.	Particulars	Page No.
		Seats, Scheme of Examination and syllabus, CET syllabus for doctoral programme at University School of Architecture and Planning to be started from Academic Session 2021-22.	
35	AC 50.35	To Consider and approve the recommendation of the AC Sub Committee to drop the Mandatory paper passing clause only for the batch admitted in 2014, in the first year for Bachelor of Technology programmes offered at the affiliated institutions of the University.	13
36	AC 50.36	To consider and approve the change in Eligibility Criteria for admission in M.A. (Economics) programme for the Academic Session 2021-22 and onwards.	13
37	AC 50.37	Post facto approval to include 2 Credit Course on Research and Publication Ethics in the Course Work of Ph.D. in discipline of Physics, Chemistry and Mathematics in the University School of Basic & Applied Sciences (USBAS)	14
38	AC 50.38	To consider and approve the revised Scheme and revised syllabus for 1 st semester and fresh approval of Scheme and Syllabus for 2 nd , 3 rd and 4 th Semester for the course Master of Planning (Urban and Regional Planning) starting from Academic Session 2021-22	14
39	AC 50.39	To consider and approve the revised Scheme and revised syllabus for 1 st semester and fresh approval of Scheme and Syllabus for 2 nd , 3 rd and 4 th Semester for the course Master of Architecture (Urban Design) starting from Academic Session 2021-22.	14
40	AC 50.40	To consider and approve Ph. D. Regulation for International candidates in the light of UGC guidelines (as per Gazette Notification 05 th May 2016) and as per the Ph. D ordinance 2017 of GGS Indraprastha University	14
41	AC 50.41	Ratification for conduct of online proctored examinations of various courses of study in the University in Academic Session 2020-21 and onwards.	15
42	AC 50.42	To ratify the Admission Brochure 2021-22.	15
43	AC 50.43	To co-opt 10 members by the Academic Council for their special knowledge as per the provisions of Clause (viii) of the Statute-11 related to 'The Academic Council'	15



Agenda Item No. AC 50.11: **To ratify the change in the Scheme of Entrance Examination (CET) in B. Pharma Programme.**

The Academic Council ratified the change in the Scheme of Entrance Examination (CET) in B. Pharma Programme from Academic Session 2021-22.

Agenda Item No. AC 50.12: **To ratify the Eligibility Criteria, Admission Criteria and Syllabus of Entrance Examination of CET of Bachelor of Science (Medical Imaging Technology) Programme.**

The Academic Council ratified the Eligibility Criteria, Admission Criteria and Syllabus of Entrance Examination of CET of Bachelor of Science (Medical Imaging Technology) Programme from Academic Session 2021-22.

Agenda Item No. AC 50.13: **To ratify the Scheme & Syllabus of Bachelor of Science (Medical Imaging Technology) w.e.f batch 2020-21.**

The Academic Council ratified the Scheme & Syllabus of Bachelor of Science (Medical Imaging Technology) w.e.f batch 2020-21.

Agenda Item No. AC 50.14: **To ratify the revised syllabus of M.Ch. Plastic & Reconstructive Surgery programme w.e.f Academic Session 2021-22.**

The Academic Council ratified the revised syllabus of M.Ch. Plastic & Reconstructive Surgery programme w.e.f. Academic Session 2021-22.

Agenda Item No. AC 50.15: **To consider and approve the Scheme & Syllabus of Post Graduate Diploma in Data Analytics.**

The Academic Council considered and approved the Scheme & Syllabus of Post Graduate Diploma in Data Analytics w.e.f. Academic Session 2020-21.

Agenda Item No. AC 50.16: **To consider and approve the Scheme & Syllabus of Post Graduate Diploma in Entrepreneurship and Start-Up (PGDES) w.e.f 2020-21.**

The Academic Council considered and approved the Scheme & Syllabus of Post Graduate Diploma in Entrepreneurship and Start-Up (PGDES) w.e.f. Academic Session 2020-21.

Agenda Item No. AC 50.17: **To consider and approve the syllabus of Mandatory Course Entrepreneurial Mindset (USMS-112) in USMS.**



SCHEME OF EXAMINATION
AND
SYLLABUS
FOR
POST-GRADUATE DIPLOMA IN ENTREPRENEURSHIP AND START-UP (PGDES)

APPROVED BY
UNIVERSITY GRANTS COMMISSION (UGC)
UNDER
NATIONAL SKILL QUALIFICATIONS FRAMEWORK (NSQF)
(LEVEL – 8)

WITH EFFECT FROM 2020-21 ONWARDS

UNIVERSITY SCHOOL OF MANAGEMENT STUDIES
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
SECTOR 16 C, DWARKA, NEW DELHI
www.ipu.ac.in



Entrepreneurship | **Employability** | **Skill Development**

Approved in the Academic Council 50th meeting held on 02/07/2021 vide agenda item 50.16 w.e.f. 2020

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
POST-GRADUATE DIPLOMA IN ENTREPRENEURSHIP AND START-UP
(PGDES)

Evaluation

The evaluation shall involve 25 marks for continuous evaluation and 75 marks for final examination.

Criteria for Continuous Evaluation

The continuous evaluation of the students shall be marked out of 25 marks. The criteria for continuous evaluation shall be decided by the faculty delivering the course under intimation to the Dean (USMS)/ Coordinator (PG Diploma Programs, USMS). Conducting one written exam shall be mandatory for each course.

Final Examination

The final examination shall be conducted by the university in consultation with the industry partner(s). The MOOC/NPTEL/Similar courses shall be completed by the student on his/her own, and the documentary proof of completion shall be submitted to the university.

Maximum and Minimum Credits for the Program

Total number of Credits for the PGDES program is 60. For the award of the diploma, the student is required to complete 56 credits.

Multiple Exit

The student who completes the first semester (with at least 28 credits) may opt to exit from the program. Such student shall be awarded 'Six-Month Certificate Course in Entrepreneurship and Start-up'.

Note: The scheme and Syllabus is as per the ordinance 11 of the University

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI

POST-GRADUATE DIPLOMA IN ENTREPRENEURSHIP AND START-UP

Semester I

Course Code	Course Name	L	P	Semester Credits
PGDES 101	Managerial Practices and Organizational Behaviour*	3	0	3
PGDES 103	Foundations of Entrepreneurship and Start-up	2	1	3
PGDES 105	Opportunity and Feasibility Analysis*	2	1	3
PGDES 107	Accounting for Management	2	1	3
PGDES 109	Information Systems and Lab*	2	1	3
PGDES 111	Business Communication*	2	1	3
PGDES 113	Legal and Regulatory Framework of Entrepreneurship and Start-Up	3	0	3
PGDES 115	Values and Ethics	2	1	3
PGDES 117	Project- I*	0	6	6

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI

POST-GRADUATE DIPLOMA IN ENTREPRENEURSHIP AND START-UP

Semester II

Course Code	Course Name	L	P	Semester Credits
PGDES 102	Applied Economics for Start-ups*	2	1	3
PGDES 104	Entrepreneurial Marketing*	2	1	3
PGDES 106	Strategic Management & Global Entrepreneurship	3	0	3
PGDES 108	Entrepreneurial Finance	3	0	3
PGDES 110	Sustainable Entrepreneurship and Innovation*	2	1	3
PGDES 112	Business Analytics*	2	1	3
PGDES 114	Supply Chain Management	3	0	3
PGDES 116	Rural Entrepreneurship	3	0	3
PGDES 118	Project- II*	0	6	6

*Skill-Based Course

Note: 1 credit=1 hour of teaching per week. The semester will spread over 14 weeks.

PROGRAM OUTCOMES (POs)

- PO1: Generate creative, innovative, and entrepreneurial solutions to the business problems.
- PO2: Application of knowledge of all functional areas of business using integrated problem-solving skills and strategic analysis.
- PO3: Develop abilities in relationship building, teamwork and leadership
- PO4: Analytical and critical thinking abilities for data-based decision making

FIRST SEMESTER

PGDES 101: MANAGEMENT PRACTICES AND ORGANIZATIONAL BEHAVIOUR

OBJECTIVES:

To enable the students to study the evolution of Management, to study the functions and principles of management

Course Outcomes (COs):

CO1: Understand the concepts, need and importance of management and application of the various principles of management (PO1, PO2).

CO2: Understand adopt and integrate the individual behaviour with the organizational behaviour (PO2, PO3).

CO3: Critically analyse and understand the process of management and the various components of management process (PO4).

CO4: Demonstrate the roles, skills and functions of management (PO3, PO4).

UNIT I INTRODUCTION TO MANAGEMENT AND ORGANIZATIONS

Definition of Management – Science or Art – Manager Vs Entrepreneur – Managerial roles and skills – Evolution of Management –Pre Scientific, Scientific, human relations, system and contingency approaches

UNIT II PLANNING

Nature and purpose of planning – planning process – types of planning – objectives – setting objectives. Strategic Management – Planning Tools and Techniques – Decision making steps and process of rational decision making

UNIT III ORGANISING

Nature and purpose of organizing – Organization structure – Formal and informal groups organization – Line and Staff authority – Departmentation – Span of control – Centralization and Decentralization – Delegation of authority – Staffing – Selection and Recruitment

UNIT IV DIRECTING and CONTROLLING

Motivation – motivation theories – motivational techniques– job satisfaction – job enrichment – Leadership – types and theories of leadership. Change Management- Diagnosing change- Resistance to change- Implementing change. Process of controlling – budgetary and non-budgetary control techniques

Books:

- Robbins, S.P, Judge, T.A., Vohra N (2018) Organizational Behaviour
- Singh C., Khatri A (2016) Principles and Practices of Management and Organizational Behaviour
- Koontz (2015) Principles of Management
- Schermerhorn et al (2013) Organizational Behaviour

PGDES 103: FOUNDATIONS OF ENTREPRENEURSHIP AND START-UP

OBJECTIVES: To expose students to the joys and skills of being an entrepreneur.

Course Outcomes (COs):

- CO1: To understand the nature of entrepreneurship and have the ability to discern distinct entrepreneurial traits (PO1, PO3).
- CO2: To identify personal attributes that enable best use of entrepreneurial opportunities also know the parameters to assess opportunities and constraints for new business ideas (PO2, PO3, PO4).
- CO3: Understand the systematic process to select and screen a business idea and write a business plan (PO2, PO4).
- CO4: To explore entrepreneurial leadership and management style & design strategies for successful implementation of ideas (PO3).

Unit I: Introduction to Entrepreneurship, Meaning and concept of entrepreneurship, the history of entrepreneurship development, role of entrepreneurship in economic development, Myths about entrepreneurs, types of entrepreneurs.

Unit II: The skills/ traits required to be an entrepreneur, Creative and Design Thinking, the entrepreneurial decision process, entrepreneurial success stories.

Unit III: Crafting business models and Lean Start-ups: Introduction to business models; Creating value propositions-conventional industry logic, value innovation logic; customer focused innovation; building and analysing business models; Business model canvas, Introduction to lean start-ups, Business Pitching.

Unit IV. Institutions Supporting Small Business Enterprises: Central level institutions. State level institutions. Other agencies. Industry Associations. Class exercise- discussions on current government schemes supporting entrepreneurship and finding out which scheme will most suit the business plan devised by the student.

Text Books

- Kuratko, D , Hornsby J.S. (2017) New Venture Management: Entrepreneur's roadmap
- Hisrich, R.D., Manimala, M.J., Peters, M.P., Shepherd, D.A.: Entrepreneurship, Tata McGraw Hill
- Ries, Eric(2011)The lean Start-up: How constant innovation creates radically
- S. Carter and D. Jones-Evans (2012), Enterprise and small business- Principal Practice andPolicy, Pearson Education (2006)

Reference books:

- Guillebeau, C (2015) The \$100 Startup: Fire Your Boss, Do What You Love and Work Better To Live
- Prasad, Rohit (2013), Start-up sutra: what the angels won't tell you about businessand life, Hachette India.
- Charantimath, P. (2009). Entrepreneurship Development: Small Business Enterprises. Pearson

PGDES 105: OPPORTUNITY AND FEASIBILITY ANALYSIS

OBJECTIVES: To make students understand and discover new business opportunities in ways which are innovative, path-breaking as well as practical

Course Outcomes (COs):

CO1: Gather, analyze and interpret information in the context of evaluating opportunities for new business startup (PO1, PO2, PO4).

CO2: Assess and prioritize multiple product ideas for commercialization viability (PO2, PO4).

CO3: Succinctly and persuasively present business, product, financial, and operational plans to clients and those who are potentially interested in supporting your efforts (PO2, PO3).

CO4: Become actively involved in the local and regional entrepreneurship ecosystems (PO1, PO3).

Unit 1: Windows of opportunity: Environmental change, Technology- new products and pioneers, Market evolution- niches and opportunities, Industrial development- linkages and opportunities, what type of entrepreneur, should I be?

Unit 2: Understanding opportunity: Criteria for an opportunity, opportunity evaluation, cost of evaluation, execution trumps opportunity; risk, uncertainty and ambiguity; approaches to opportunity evaluation

Unit 3: Building the Business Plan: Beginning Considerations: Building a competitive advantage. The strategic management processes. Conducting a feasibility analysis. Forms of Business ownership. Franchising and entrepreneurship. Buying an existing business. Class exercise- Use the web to locate several franchises near you. Prepare a report describing the current trends in franchising.

Unit 4: Building the Business Plan: marketing and financial considerations: Building a powerful marketing plan. E-commerce and Entrepreneur. Pricing strategies. Creating successful financial plan. Choosing the right location and layout. Class exercise- select an industry that has several competing small firms in your area. Contact these firms and compare their approaches to determining prices, financial plan and location. Based on this analysis build your “own” business plan.

Books:

- Greg Clydesdale (2009) Entrepreneurial Opportunity: The Right Place at the Right Time
- Wise S and Feld B (2017) Startup Opportunities: Know When to Quit Your Day Job (Techstars)
- Timmons, J.A. and Spinelli, S.: New Venture Creation– Entrepreneurship for the 21st century. McGraw Hill
- Zimmerer, T.W. and Scarborough, N.M. (2013). Essentials of Entrepreneurship and Small Business Management
- Galloway S (2020) Post Corona: From Crisis to Opportunity
- Robert P Singh (2001) Entrepreneurial Opportunity Recognition Through Social Networks

PGDES 107: ACCOUNTING FOR MANAGEMENT

Objective: The financial aspect of any business venture is the most significant aspect in building a company. This course aims to provide an understanding of the key topics in accounting and finance, that are relevant for the future entrepreneurs and business owners to help them plan and control business operations. The pedagogical approach to the course includes the blend of theory and practical cases.

Course Outcomes (COs):

- CO1: Identify events that need to be recorded in the accounting records (PO1, PO2).
- CO2: Critically analyze the conceptual framework of accounting so as to have an adequate exposure of the subject matter in day-to-day business activities (PO2, PO4).
- CO3: Develop the skill of recording financial transactions and preparation of reports (PO2, PO4).
- CO4: Recognize circumstances providing for increased exposure to errors and frauds (PO1, PO3).

Course Outline:

Unit I:

Introduction to Accounting: Scope and Nature of Accounting, Accounting Concepts, Principles and Standards, Accounting Cycle, Journalisation, Subsidiary Books, Ledger Posting, Preparation of Trial Balance, Rectification of Errors, Capital Vs Revenue Expenditure, Preparation of Final Accounts- Manufacturing Account, Trading Account, Income Statement and Balance Sheet (With Adjustments)

Unit II:

Cost Accounting: Classification of Costs, Preparation of Cost Sheet, Inventory Control- EOQ, ABC Analysis, Inventory Valuation, Labour Costing, Overhead Cost Allocation, Costing Methods- Job Costing, Process Costing, Activity Based Costing, Reconciliation of Cost and Financial Accounts

Unit III:

Performance Evaluation Techniques for Start Ups: Introduction to Budgets, Budgetary Control, Types of Budgets, Planning and Preparation of Fixed, Flexible and Cash Budgets, Zero Based Budgeting, Performance Budgeting, Standard Costs and Variance Analysis, Responsibility Accounting, Balance Scorecard

Unit IV:

Techniques for Decision Making for Entrepreneurs: Marginal Costing and its Application, Profit planning, Cost- Volume- Profit Analysis, Economic Value Added, Decision Making using Management Accounting

Text Books:

1. Ramanathan, S., Accounting for Management: A Basic Text in Financial and Management, 1st Ed., Oxford University Press
2. Maheshwari, SN, Maheshwari, S., Maheshwari, SK, A Textbook of Accounting for Management, 4th Ed., Vikas Publishing House
3. Narayanaswamy, R., 2017. Financial accounting: a managerial perspective. PHI Learning Pvt. Ltd.

Reference Books

1. Horngren, C.T., Datar, S.M, and Rajan, M.V, Cost Accounting- A Managerial Emphasis, 15th Ed., Pearson Education Ltd.
2. Khan, MY and Jain PK, Management Accounting, 7th Ed, McGrawHill, India
3. Maheshwari, SN, Maheshwari, SK., Maheshwari, SK, Financial Accounting 5th Ed., Vikas Publishing House

Objective: The objective of this course is to expose the students to the managerial issues relating to information systems planning, design, development, and its linkage with the business strategy and help them identify and evaluate various options in this regard.

Course Outcomes (COs):

- CO1: Understand the basic concepts and technologies used in the field of management information systems (PO2, PO4).
- CO2: Acquire the knowledge of MS-Access as a database tool to manage the organization information (PO2).
- CO3: Understand the role of information systems in organizations, the strategic management processes, and the implications for the management (PO2, PO3).
- CO4: Be familiar with the ethical, social, and security issues of information systems (PO1, PO4).

Course Contents:

Meaning and Role of Information Systems: Information Systems: Digital Enterprises, Role of Information Systems, Types of Information Systems: Operations Support Systems, Management Support Systems, Expert Systems and Knowledge Management Systems. Information Systems for Strategic Advantage: Competitive Strategy Concepts, Strategic Role of Information Systems. Integrating Information Systems with Business Strategy, Value Chain Analysis (14 Hours)

1. **Planning for Information Systems:** Identification of Applications, Business Planning Systems and Critical Success Factors, Method of Identifying Applications, Risks in Information Systems. Resource Requirements for Information Systems: Hardware and Capacity Planning, Software Needs, Procurement Options – Make or Buy decisions, Outsourcing as an Option. Global Information Systems. (14 Hours)
2. **Building Information Systems:** Concepts of Systems Analysis and Design, SDLC Approach, Prototyping, Spiral method. Role of End User, Logical and Physical Design. Implementation Strategies of Information Systems. Evaluation of Information Systems. (14 hours)
3. **Emerging Concepts and Issues in Information Systems:** Enterprise Systems: Supply Chain Management, Customer Relationship Management, ERP, Knowledge Management, Benefits and Challenges of Enterprise Systems. Security and Ethical Issues in Information Systems. Enhancing Decision Making: Introduction to Data Warehousing and Data Mining, Cloud Computing (14 Hours)

Text Books:

1. James A O'Brien, George M Marakas and Ramesh Behl (2013). Management Information Systems, Tenth Edition, Tata McGraw Hill Education, New Delhi.
2. Kenneth C. Laudon and Jane P. Laudon (2016). Management Information Systems, Fourteenth Edition, Pearson, New Delhi.

References Books:

1. Turban, E. and Linda Volonino (2017). Information Technology for Management: Transforming Organizations in the Digital Economy, Seventh Edition. Wiley.
2. D.P.Goyal (2014). Management Information Systems-Managerial Perspectives, Third Edition, Macmillan, New Delhi.
3. S.A.Kelkar (2019). Management Information Systems-A concise Study, Second Edition, PHI Learning, New Delhi. (eBook)
4. Sahil Raj (2013), Management Information Systems, Pearson Education, New Delhi

PGDES 111: Business Communication

OBJECTIVES: Students will learn how to analyze situations and audiences to make choices about the most effective and efficient way to communicate and deliver messages

Course Outcomes (COs):

- CO1: Understand communication concepts and identify the gap between current level of communication skills and the expected industry standard (PO1).
- CO2: Develop essential communication skills required for managing a business (PO1, PO2).
- CO3: Compose and revise accurate business documents using computer technology and communicate via electronic mail, Internet, and other technologies (PO2, PO4).
- CO4: Demonstrate effective communication skills (oral and written) required in the workplace (PO1, PO3).

Unit 1: Understanding the foundations of Business Communication- Professional communication in a digital, social and mobile world; Collaboration, Interpersonal communication and Business Etiquettes; Role of active listening, Communication Challenges. Practical sessions on interpersonal communication

Unit 2: Writing process- Understanding three steps- planning, writing and completing business messages. Writing routine, positive, negative and persuasive messages. Exercises- on writing effective letters, emails, blogs, reports.

Unit 3: Business Presentations and Interviews- Developing Presentations, Enhancing Presentations. Understanding how to deliver presentations. Practical sessions on how to deliver presentations keeping in mind, body language and other relevant nonverbal communication methods.

Unit 4: Employment Messages and preparing for an interview- Writing resumes and application letters. Practical sessions on mock interviews and group discussions

Books:

- Courtland L. Bovée et. al. (2017) Business Communication Today
- Lesikar R et.al. (2017) Business Communication: Making Connections in a Digital World
- Murphy H et.al. (2017) Effective Business Communication
- Verma S (2014) Business Communication: Essential Strategies for 21st Century Managers
- Chaturvedi (2017) Art And Science Of Business Communication

PGDES 113: Legal and Regulatory Framework of Entrepreneurship and Start-Up

Course Description : Entrepreneurs carry out business activities and are required to be familiar with the legal aspects involved in carrying out relevant business and the broad framework of laws and legal system that facilitate, regulate the business and those that govern the relationships of business with relevant stakeholders i.e government, customers, suppliers, employees and community. This course is intended to enable the students acquire a general understanding of some essential laws and develop sufficient understanding so that they appreciate their relevance for business management.

OBJECTIVES: This course is intended to enable the students acquire a general understanding of some essential laws and develop sufficient understanding so that they appreciate their relevance for business management.

Course Outcomes (COs):

- CO1: Understanding of laws that pertain to business organizations. (PO1, PO2).
- CO2: Develop an understanding of the structure of Indian Legal System (PO1, PO4).
- CO3: Describe the ways in which various effect governmental regulations affect contemporary business practices.(PO1, PO4).
- CO4: Equipped to find probable solution(s) for various legal problems that may arise in the business organization (PO1, PO3).

Unit-I -Introduction to Law and Legal Systems: Basic concepts of Law, Classification of Laws and Legal Systems, Indian Legal System and Administration of Justice, Constitutional Courts and their jurisdiction, Subordinate Judiciary and their jurisdiction, Tribunals and their jurisdiction, Fundamental Rights and Freedom to do business in India, Business and its regulation.

Unit-II- Laws Governing Contracts: Salient provisions of The Indian Contract Act, 1872: Essential elements of a contract, Performance of a contract, Discharge of a contract, Breach of a contract, Remedies for breach under the Indian Contract Act, 1872; Salient provisions of Sale of Goods Act, 1930: Definitions of Sale, Agreement to Sell, Goods, Conditions and Warranties, Transfer of property, Rights if a seller and buyer, Rights of an Unpaid Seller; An Overview of Alternate Dispute Resolution Mechanisms

Unit-III- Laws Governing Business Forms: Common Legal Forms of Business Organizations and their comparison, Salient aspects of The Indian Partnership Act, 1932: Formation of Partnership, Relationship between partners, Rights and liabilities of partnership, Dissolution of partnership and partnership business; Concept of Company, Salient aspects of the Companies Act, 2013: Types of Companies, Incorporation of a Company, Significance of Memorandum of Association and Articles of Association, Board of Directors and their appointment, powers, duties and liabilities, Major regulatory compliances under company law and consequences of non-compliance; Micro, Small and Medium Enterprises Act, 2002: Salient features and major policy initiatives under the Act to promote entrepreneurship.

Unit-IV- Laws Governing Relations with various Stakeholders: Investment Related Laws: Objectives of Securities and Exchange Board of India Act, 1992, Regulations related to Public Offer of Shares and Debentures, Regulations related to protection of investors; Employment Related Laws: Overview of the Code on Wages, the Code on Social Security, the Code on Industrial Relations and the Code on Occupational Safety, Health and Working Conditions with emphasis on mandatory compliances; Customer and Competition Related Laws: Brief overview on salient features of Consumer Protection Act, 1986 and Competition Act, 2002 and enforcement mechanisms for protection of consumer rights and sustaining competitive market conditions.

PGDES 115: Values and Ethics

Objective: To provide a basic understanding and much needed orientational input in value education to the young enquiring minds.

Course Outcomes (COs):

CO1: Understanding basic purpose of profession, professional ethics and various moral and social issues. (PO1, PO3).

CO2: Awareness of professional rights and responsibilities (PO3, PO4).

CO3: Equipped to apply ethical principles at various professional levels (PO2, PO4).

CO4: Demonstrate Professional Ethical values as a budding manager/ entrepreneur (PO1, PO2).

Course contents

Unit-1- Introduction to Value Education: Understanding the need, basic guidelines, content and process for Value Education, Self-Exploration - Its content and process; 'Natural Acceptance' and Experiential Validation- as the mechanism for self-exploration, Continuous Happiness and Prosperity- A look at basic Human Aspirations, Right understanding, Relationship and Physical Facilities- the basic requirements for fulfilment of aspirations of every human being with their correct priority, Understanding Happiness and Prosperity correctly.

Unit-2- Introduction to Ethical Concept: Ethical Human Conduct – based on acceptance of basic human values. Humanistic Constitution and universal human order – skills, sincerity and fidelity. Definition of industrial ethics and values, Ethical rules of industrial worker. Values and Value Judgments. Moral Rights and Moral rules, Moral character and responsibilities. Privacy, Confidentiality, Intellectual Property and the Law. Ethics as Law

Unit-3 - Professional Responsibility: The basis and scope of Professional Responsibility, Professions and Norms of Professional Conduct, Ethical Standards versus Profession, Culpable mistakes, the Autonomy of professions and codes of ethics. Employee status and Professionalism. Professional Responsibilities – Collegiality, Loyalty, Confidentiality, Conflict of Interest, Whistle Blowing

Unit-4 - Ethics in entrepreneurship: Importance of Ethical Entrepreneurship, value of ethics to an entrepreneur. Understanding the values, attitudes and motivation required by an Entrepreneur. Differentiate between Entrepreneur and an employee and their thinking style. Understanding the meaning and importance of Intrapreneurship.

Text Books:

- Human Values and Professional Ethics: R. R. Gaur, R. Sangal and G. P. Bagaria, Eecel Books (2010, New Delhi). Also, the Teachers' Manual by the same author
- Professional Ethics, R. Subramanian, Oxford University Press.
- Professional Ethics & Human Values: S.B. Srivastha, SciTech Publications (India) Pvt. Ltd. New Delhi.
- Professional Ethics & Human Values: Prof. D.R. Kiran, TATA Mc Graw Hill Education

References:

- Human Values: A. N. Tripathy (2003, New Age International Publishers)
- Value Education website, <http://www.universalhumanvalues.info>[16]
- Fundamentals of Ethics, Edmond G. Seebauer& Robert L. Barry, Oxford University Press.

PGDES 117: Project - I

Objective- The objective of this minor project is to enable the students to apply the knowledge acquired during the semester through various courses, to be applied and prepared in the form of a project.

The suggested structure of the project is as under:

1. Descriptive title of the study
2. Nature of the study
 - Problem to be examined
 - Significance and need for the study
 - Background information available
 - Scope of the study – extent and limitations
 - To whom will it be useful?
3. Hypothesis, if any, to be tested
4. Data Sources and Collection procedure
5. Methodology for data analysis
6. Schedule – target dates for completing
 - Review of Literature (Library/Internet research)
 - Primary research
 - Data analysis
 - Findings and conclusions
 - Future scope
7. Bibliography

SECOND SEMESTER

PGDES 102:Applied Economics for Start-ups

Objective: In keeping with the reforms in the economic system and the market structure, this course provides in-depth knowledge in the subject matter of economics. This course presents a wide-ranging overview of the place of entrepreneurship in economic theory, with a special focus on applications to institutions, organizations, strategy, economic development, and related fields. An emphasis on historical pieces on the economics of entrepreneurship as well as modern applications will be studied.

An Applied Economics course makes much of all students to learn in detail crucial concepts, current national and international events, policy of government, budget, tools and techniques of econometrics for forecasting. This course enables the student for planning and schedule of various works or projects, making efficient use of computers in data analysis and also use of internet to manipulate text and data. Also, the students shall be required to prepare a paper by themselves and communicate their ideas by presenting the same before the audience. The course involves practical exercises, such as writing report on the field work. Students are given an assignment practically in society through field work, mini project, case studies etc.

Course Outcomes (COs):

CO1: Understand the roles of managers in firms and make optimal business decisions by integrating the concepts of economics (PO1, PO4).

CO2: Critical analyze the demand and supply conditions and assess the position of a company (PO1, PO2).

CO3: Examine Optimum Production, economies of scale, production, production functions, optimum size of the firm, cost, cost behavior and Break-Even Point (PO2, PO4).

CO4: Design competition strategies, including costing, pricing, product differentiation, and market environment according to the natures of products and the structures of the markets (PO3, PO4).

Course contents

Unit-1 Foundations: Thinking like an economist, how to develop Economic Principles, Economic Concepts implied by action (observe to make laws); Robinson Crusoe Economics (capital goods, consumer goods, created goods, income, saving and investment); Key traits of an Entrepreneur; Discovering an opportunity, serving a Need; Entrepreneurial Society; Entrepreneurship Defined.

Unit-2 Capitalism – The Market Economy: Institution of Private Property; Direct Exchange and Barter Prices; Indirect Exchange and the Appearance of Money; The Division of Labor and Specialization; Entrepreneurship and Competition; Income, Saving and Investment; Market Equilibrium: Supply and Demand; Elasticity of Demand; Demand Forecasting; Production; Cost-Volume-Profit Relationships; Cost Management Systems and Activity Costing System; Interest, Credit and Debt; Profit and Loss Accounting; The Stock Market; Relevant Information and Decision Making.

Unit-3 Socialism – The Command Economy: Vision of Pure Socialism; Socialism's Incentive Problem; Socialism's Calculation Problem; Failures of Socialism – Theory; Entrepreneurship and Small Business Development in Post-socialist Economies; Post-socialist Culture and Entrepreneurship; Entrepreneurship and Economic Analysis of Socialism.

Unit-4 Interventionism – The Mixed Economy: Urban Interventionism and Local Knowledge; Price Controls; Sales and Income Taxes; Tariffs and Quotas; Inflation; Government Debt; Business Cycle.

Unit-5 Geopolitical Foundations and Investments Based on Geopolitics: Geopolitical Foundations; Focused Geopolitical Investment Opportunities; Starting a New Company and Small-scale Industrial Undertakings; Capital Financing; Developing your Business Model; Advice for Young Entrepreneurs; Learning from Failure; Tools for Building your Business.

Text Books:

- Grapard, U., & Hewitson, G. (Eds.). (2012). Robinson Crusoe's economic man: a construction and deconstruction (Vol. 146). Routledge.
- Smallbone, D., & Welter, F. (2008). Entrepreneurship and small business development in post-socialist economies. Routledge.
- Moisio, S. (2018). Geopolitics of the knowledge-based economy (p. 194). Taylor & Francis.
- Ikeda, S. (2002). Dynamics of the mixed economy: Toward a theory of interventionism. Routledge.

References:

- Söllner, F. (2016). The Use (and Abuse) of Robinson Crusoe in Neoclassical Economics. History of Political Economy, 48(1), 35-64.
- Grapard, U. (1995). Robinson Crusoe: The quintessential economic man? Feminist Economics, 1(1), 33-52.
- Entrepreneurship by Russell S. Sobel (econlib.org)
- Runst, P. (2013). Post-socialist culture and entrepreneurship. American Journal of Economics and Sociology, 72(3), 593-626.
- de Soto, J. H. (1995). Entrepreneurship and the economic analysis of socialism. New perspectives on Austrian economics, 247-250.
- The 7 Traits of Successful Entrepreneurs (Entrepreneur.com)
- Lessons from an Entrepreneur by David Labanad (FEE.org)
- The Importance of Failure by Steven Horwitz (FEE.org)
- Decision-Making Techniques and Tools (Business News Daily)
- Small Business and Entrepreneurship by E.C. Pasour (FEE.org)
- Steyaert, C., & Katz, J. (2004). Reclaiming the space of entrepreneurship in society: geographical, discursive and social dimensions. Entrepreneurship & regional development, 16(3), 179-196.
- Ikeda, S. (2004). Urban interventionism and local knowledge. The review of Austrian economics, 17(2-3), 247-264.

PGDES 104: Entrepreneurial Marketing (EM)

Objective: To develop frameworks and conceptual tools for students to explore new venture opportunities, understand the business model of startups, analyze problems to develop the optimal marketing strategy for products and services in a digital-first world.

Course Outcomes (COs):

CO1: Understand the different market needs of big firms and SMEs and describe how marketing has changed in the 21st century (PO1, PO2).

CO2: Discuss the processes of market identification and market creation in entrepreneurial situations (PO2, PO4).

CO3: Building strong and sustainable brand (PO2, PO3, PO4).

CO4: design and build an operational marketing strategy for a start-up business or new product, making best use of limited resources to ensure that the firm can establish a viable presence in the market (PO2, PO4).

Course contents

Unit-1 Introduction: Definitions and Dimensions of EM, Marketing Entrepreneurship Interface, Marketing in Entrepreneurial context; Entrepreneurial Marketing Plan* including choice of venture- Entrepreneurial service marketing, B2B marketing, Small Firm Entrepreneurship (/new business venture), Social Entrepreneurship, International entrepreneurship, Public Sector Entrepreneurship; Using Marketing Research to ensure Entrepreneurial success; Entrepreneurial competence

Unit-2 Towards entrepreneurship: Identifying and Evaluating Market Opportunities (including SWOT analysis); Understanding customers/ competitors; Segmentation, Targeting and Positioning; Developing new products/ services; Entrepreneurial Pricing; Entrepreneurial Distribution Channel decisions and Supply Chain Management; Entrepreneurial Promotions and Viral Marketing- Web Presence options

Unit-3 Why EM?: Need and importance of EM; EM for hiring; Marketing and raising Capital (financing); Building strong and sustaining Brand

Note: In order to meet the course objectives, the instructor shall use combination of methods and activities that will comprise of presentations, assignments, cases, business plans, and exercises. Guest faculty consisting of entrepreneurs, professionals and officials concerned with innovation in entrepreneurial ventures will be invited to open up newer perspectives to the students in addition to the academic enrichment.

Text Books:

•Chaston, I. (2016) Entrepreneurial marketing: sustaining growth in all organisations 2nd edition. Palgrave Macmillan.

•Lodish, L. M., Morgan, H. L., Archambeau, S., &Babin, J. (2015). Marketing that works: How entrepreneurial Marketing can add sustainable value to any sized company. Pearson Education.

References:

•Bresciani, S. and M.J. Eppler (2010) 'Brand new ventures? Insights on start-ups' branding practices', Journal of Product and Brand Management, 19(5), pp.356–66.

- Brettel, M., A. Engelen, T. Müller and O. Schilke (2011) 'Distribution channel choice of new entrepreneurial ventures', *Entrepreneurship Theory and Practice* 35(4), pp.683–708.
- Crane, F.G. (2013) *Marketing for entrepreneurs: concepts and application for new ventures* 2nd edition. Sage.
- Eggers, F., F. Eggers and S. Kraus (2016) 'Entrepreneurial branding: measuring consumer preferences through choice-based conjoint analysis' *International Entrepreneurship and Management Journal* 12(2), pp.427–44.
- Eisenmann, T.R.(2006) 'Internet companies' growth strategies: determinants of investment intensity and long-term performance', *Strategic Management Journal*, 27(12), pp.1183–204.
- Flatten, T.C. (2015) 'How entrepreneurial firms profit from pricing capabilities: an examination of technology-based ventures', *Entrepreneurship Theory and Practice*, 39(5), pp.1111–36.
- Lodish, L. M., Morgan, H., &Kallianpur, A. (2002). *Entrepreneurial marketing: lessons from Wharton's pioneering MBA course*. John Wiley & Sons.

PGDES 106: Strategic Management and Global Entrepreneurship

Objective: To develop an understanding of the phenomenal aspects of Strategic Management and Global Entrepreneurship in a dynamic and competitive business environment.

Course Outcomes (COs):

CO1: Understand the basic concepts and principles of strategic management and analyze the internal and external environment of business (PO2, PO4).

CO2: Develop and prepare organizational strategies that will be effective for the current business environment (PO2, PO4).

CO3: Develop skills for applying these concepts to the solution of business problems (PO1, PO3).

CO4: Devise strategic approaches to managing a business successfully in a global context (PO1, PO4).

Course contents

Unit-1- Introduction to Strategic Management: The strategic design of organizational structures, processes and management systems, the role of culture, Strategic performance management, Feedback loops; Economies of scale and scope, Risk management, Related versus unrelated diversification, Costs and benefits of diversification, Mergers and acquisitions, Franchising, alliances, joint ventures and networks

Unit- 2- Global strategy & Current trends in Strategic Management: Analyzing competitive advantage in an international context, Global value chains, Global integration versus national differentiation; the rise of e-commerce, the networked organization, Artificial intelligence and strategic management.

Unit- 3- Startup, Generation & Experimentation: Concept of Startup, Role of digital technologies, Startup ecosystems, the startup movement in India; Generating a value proposition, how valuable are new ideas, Design thinking principles; Experimenting with the prototype, Lean startup principles, Learning and failing fast

Unit- 4- Introduction to Global Entrepreneurship: Meaning, significance and process of Global Entrepreneurship; the entrepreneurial mind-set and personality; the importance of Idea generation, Identifying opportunities and the value of a business plan

Unit- 5- Role of creativity and Strategy to face challenges: The role of creativity and innovation in entrepreneurship; strategies for growth and understand the human resource challenges for managing growth; how global entrepreneurship help the firms to develop an entrepreneurial culture to face different challenges globally

Textbooks:

- 1.Barringer. B. R &Ireland, R.D. (2013). Entrepreneurship Successfully Launching New Ventures. Pearson.
 - 2.Dess, G. G., Lumpkin, G. T., Eisner, A. B., McNamara, G., & Kim, B. (2005). Strategic management: Creating competitive advantages. McGraw-Hill/Irwin.
 - 3.Lasserre, P. (2017). Global strategic management. Macmillan International Higher Education.
- References:

- 1.Hitt, M. A., Ireland, R. D., Camp, S. M., & Sexton, D. L. (2002). Strategic entrepreneurship: Integrating entrepreneurial and strategic management perspectives. *Strategic entrepreneurship: Creating a new mindset*, 1, 16.
- 2.Mullins, W. J. & Komisar, R. (2009). *Getting to Plan B: Breaking Through to a Better Business Model*. Harvard Business Press
- 3.Prahalad, C. K., & Krishnan, M. S. (2008). *The New Age of Innovation: Driving co-created value through global networks*. New York: McGraw Hill
- 4.Mootee, I. (2017). *Design Thinking for Strategic Innovation*. Wiley.
- 5.Ries, E. (2011). *The Lean Startup*. Penguin.

PGDES 108: Entrepreneurial Finance

Course Objective: The course is designed to develop an understanding of the dynamic challenges faced by entrepreneurial ventures and start-ups in securing finance at different stages of growth. Entrepreneurial Finance will address the key questions of sources of funds, magnitude of funding and valuation for early-stage start-ups. The course aims to prepare the students as decision makers-as entrepreneurs.

Course Outcomes (COs):

CO1: Understanding of financial statements, cash budget, determining financial needs and building financial forecast, sources & cost of internal & external capital (PO1, PO2, PO4).

CO2: Demonstrate understanding of both investment and financing decisions of new ventures (PO2, PO4).

CO3: Develop confidence and skill in financial analysis of entrepreneurial firms (PO1, PO3).

CO4: Apply their knowledge of entrepreneurial finance toward new firms (PO1, PO3, PO4).

Course Outline:

Unit I: Understanding of Financial Statements: Financial Statement Analysis-Horizontal Analysis, Vertical Analysis, Ratio Analysis, Cash Flow Statements and Fund Flow Statements; Working Capital Management- Cash Management, Accounts Receivables Management, Inventory Management

Unit II: Sources of Funds for Entrepreneurs and Start Ups: Entrepreneurial Finance Vs. Corporate Finance; Traditional Sources of Funds; Early-Stage Sources of Funds- Incubators, Accelerators, Crowd Funding, Business Angels; Mezzanine Funds, Venture Capitals, Private Equity, LBO; Funding Process-Deal Sourcing, Deal Negotiation, Deal Agreement, Term Sheet

Unit III: Investment Decisions for Start Ups: Time Value of Money; Types of Investment Decisions; Capital Budgeting Process- Investment Evaluation; Risk Analysis in Capital Budgeting- Risk Adjusted Discount Rate, Certainty Equivalent, Decision Tree, Sensitivity Analysis, Scenario Analysis

Unit IV: Valuation and Measurement of Financial Performance-Pre Money and Post Money Valuation; Factors Influencing Valuation; Valuation Methods; Dilution and Valuation of Equity, Metrics used for Performance Evaluation, Harvesting-Exit Strategies

Textbooks:

- 1.Rogers, S and Makonnen, R, Entrepreneurial Finance: Finance and Business Strategies for the Serious Entrepreneur, 4th Ed., Mc Graw Hill Education, 2020
- 2.Leach, J.C, Entrepreneurial Finance, 5th Ed, Cengage Learning
- 3.Horne, J.V, Wachowicz, J.M, Fundamentals of Financial Management, 13th Ed. Prentice Hall
- 4.Pandey, I.M, Financial Management, Vikas Publication Pvt Ltd, 2015, 11th Ed.

Reference Books and Websites

- 1.Damodaran, A., The Dark Side of Valuation: Valuing Young, Distressed, and Complex Businesses, 3rd Ed, 2018, Pearson Education
- 2.Garner, D. R, Owen, R.R, Conway, R. P, The Ernst & Young Guide to Financing for Growth, 1994, Wiley Publishers
- 3.Entrepreneurial Finance-The Art and Science of Growing Ventures, Edited by Alemany L. and Andreoli, J.J, 2018, Cambridge University Press
- 4.<https://www.crowdcube.com/>
- 5.<https://www.venturecapitaljournal.com/>
- 6.Venture Capital: An International Journal of Entrepreneurial Finance, Taylor &Francis

PGDES 110: Sustainable Entrepreneurship and Innovation

Objectives: The basic objective of present course is to develop an understanding of what sustainable entrepreneurship requirements are and how these can be realized. This course shall be able to impart the capability to develop an idea into a successful venture. On completion of this course the students should be able to successfully perform as an entrepreneur

Course Outcomes (COs):

CO1: Understand and imbibe the concepts of sustainability and sustainability entrepreneurship (PO1, PO3)

CO2: Learn ecological problems facing local and global communities and recognize opportunities that arise even in crisis situations (PO2, PO4)

CO3: Evaluate the rewards and risks of undertaking Sustainable Entrepreneurship (PO1, PO3)

CO4: Learn to exploit opportunities in the form of innovative products, services, and production processes that alleviate social or environmental conditions. (PO2, PO4)

Course contents

Unit 1- Sustainability, Innovation and Society: Sustainability: The Concept for Modern Society, Challenges for the Future; Innovation and Entrepreneurship: The Invisible Cycle; Sustainability: Ethical Perspectives; International Perspective on Sustainable Entrepreneurship

Unit 2- Business Related Concepts: Sustainable Entrepreneurship: A Driver for Innovation, Next Stage of Responsible Business; Entrepreneurship: Introducing Shared Innovation into the Business Model; the Evolution of CSR from Compliance to Sustainable Entrepreneurship; How to Design CR Strategies that Optimize Impact for Business and Society

Unit 3- Implementation and Instruments: Embedding Sustainable Entrepreneurship in Companies: The Eternal Internal Challenge; Fostering Sustainable Innovation within Organizations; Corporate Capability Management: Collective Intelligence in Use for Improvement on a Company's Sustainability, Innovativeness and Competiveness; Greening the Bottom Line; Sustainability Reporting: A Challenge Worthwhile

Unit 4- New perspectives: Social Entrepreneurship/ Responsible Entrepreneurship; Sustainability and SMEs: The Next Steps; Risk Management Issues; Marketing issues; funding a venture; presentation on idea generation by students for their business*; writing, refining and presenting the business model for the proposed business idea*

Note: In order to meet the course objectives, the instructor shall use combination of methods and activities that will comprise of presentations, assignments, cases, business plans, and exercises. Guest faculty consisting of entrepreneurs, professionals and officials concerned with innovation in entrepreneurial ventures will be invited to open up newer perspectives to the students in addition to the academic enrichment.

Textbooks:

1. Weidinger, C. (2014). Sustainable Entrepreneurship Business Success through Sustainability. Springer.
2. Leal-Millan, A., Peris-Ortiz, M., & Leal-Rodríguez, A. L. (2018). Sustainability in Innovation and Entrepreneurship. Springer International Publishing: Cham, Switzerland.

3.Sharma, S., Starik, M., &Wuebker, R. (2008). Sustainability, innovation and entrepreneurship: introduction to the volume.

References:

- 1.Nicolopoulou, K., Karatas-Ozkan, M., Janssen, F., &Jermier, J. M. (Eds.). (2016). Sustainable entrepreneurship and social innovation. Taylor & Francis.
- 2.Wagner, M. (Ed.). (2017). Entrepreneurship, innovation and sustainability. Routledge.
- 3.Larson, A. (2011). Sustainability, innovation, and entrepreneurship.

PGDES 112: Business Analytics

METHODOLOGY

The methodology is predominantly by Problem Solving [using R Programming], supplemented by lecture mode and case discussion. The students have to undertake a project work in a topic of their interest and product, whereby apply the concepts studied in the course as their course evaluation submission.

OBJECTIVES: Students will learn about Problem Solving [using R Programming], supplemented by lecture mode and case discussion. The students have to undertake a project work in a topic of their interest and product, whereby apply the concepts studied in the course as their course evaluation submission.

Course Outcomes (COs):

CO1: Identify and describe complex business problems in terms of analytical models (PO1, PO3).

CO2: Translate results of business analytic projections into effective courses of action. (PO2, PO4).

CO3: Communicate technical information to both technical and non-technical audiences in speech, in writing, and graphically (PO2, PO3, PO4).

CO4: Develop the skills to use real-world data and translate it into actionable insights for business decision-making (PO1, PO3, PO4).

Unit-1

Introducing to R - R Data Structures, Help functions in R Vectors _ Scalars Declarations _ recycling, Common Vector operations Using all and any Vectorised operations NA and NULL values Filtering Vectorised if-then else Vector Equality Vector Element names, data frames= Creating Data Frames Matrix-like operations in frames Merging Data Frames Applying functions to Data frames Factors and Tables factors and levels Common functions used with factors Working with tables - Other factors and table related functions - Control statements Arithmetic and Boolean operators and values Default values for arguments - Returning Boolean values functions are objects Environment and Scope issues Writing Upstairs - Recursion Replacement functions Tools for composing function code Math and Simulations in R

Unit-2

MATRICES, ARRAYS AND LISTS - Creating matrices - Matrix operations, Applying Functions to Matrix Rows and Columns Adding and deleting rows and columns, Vector/Matrix Distinction, Avoiding Dimension Reduction, Higher Dimensional arrays, lists, creating lists, General list operations, accessing list components and values, applying functions to lists, recursive lists

Unit-3

STATISTICS - Descriptive Statistics (summary Measures) using R, Graphs and charts, Binomial distribution Poisson distribution, Normal distribution, Hypothesis Testing, Analysis of Variance (One way ANOVA, Two way ANOVA), Correlation, Simple and Multiple Linear Regression Analysis Logistic Regression, Time Series Analysis, Factor Analysis, Cluster Analysis - Reproductive Research using R and R-Studio (Knitr, rmarkdown, bookdown, interactive document, shiny presentation, shiny web application)

Unit-4

ADVANCED R PROGRAMMING - Interfacing R to Other Languages, Text mining, Neural Networks, Monte Carlo methods, Markov chains, classification, Market Basket Analysis

PGDES 114: Supply Chain Management

Course Description:

Supply Chains have been gaining lot of attention for their potential to offer competitive advantages. Businesses which are run by individual entrepreneurs are often partners of supply chains spread across world. This course is intended to impart conceptual and theoretical understanding necessary for the entrepreneurs to appreciate the strategic significance and relevance of supply chains for delivering customer value and leverage from the potential advantages that supply chain partnerships offer while effectively contributing to ultimate customer value in collaboration with other partners of supply chain.

OBJECTIVES: This course is intended to impart conceptual and theoretical understanding necessary for the entrepreneurs to appreciate the strategic significance and relevance of supply chains for delivering customer value and leverage from the potential advantages that supply chain partnerships offer while effectively contributing to ultimate customer value in collaboration with other partners of supply chain.

Course Outcomes (COs):

CO1: Understand the concepts of SCM and how it can provide a competitive advantage in the marketplace. (PO1, PO4).

CO2: Distinguish cross functional business processes in supply chain (PO2, PO3, PO4).

CO3: Develop an in-depth understanding of logistics operating areas and their interrelationship (PO2, PO4).

CO4: Make decisions affecting supply chain's "plan," "source," and "make" functions (PO1, PO3, PO4).

Contents

Unit-I

Introduction to Supply Chain Management: Definitions and conceptual understanding of Supply Chain Management(SCM), Evolution of SCM, Objectives of SCM, Supply Chain Planning Framework, Strategic Fit Model for Supply Chain, Supply Chain Decision Framework and Enablers, Benefits of SCM

Unit-II- SCM Best Practices: Tierization and Modularization-Benefits and Challenges, ReverseLogistics, Vendor Managed Inventory, Milk Round System, Hub and Spoke Concept, ThirdParty Logistics, Postponement strategy, Cross Docking, Drop-Shipping, Radio FrequencyIdentification-Key components, Applications and Concerns, Lean Operations Techniques.

Unit-III- Procurement and Outsourcing Strategies: Make-or Buy Decisions and Relevant Factors, Strategic-Outsourcing, Offshoring, Near-shoring, Insourcing, Strategic Partnerships Transactional, Collaborative and Alliances, Supplier Selection and Development, Continuousimprovement of suppliers

Unit-IV- SCM Implementation and Performance Bench Marking: Key areas of SCM Implementation,Supply Chain Operations Reference (SCOR) Model, Steps in Design of Supply Chain atdifferent levels of the model, Issues, Challenges and Opportunities in Implementing SCM,Supply Chain Performance Bench Marking:Metrics of Cycle Time, Cost, Service Quality,Asset, World Class Performance Benchmarks

PGDES 116: Rural Entrepreneurship

OBJECTIVES: To develop understanding about Entrepreneurship in Rural Context and identify rural potential for a business idea

Course Outcomes (COs):

CO1: Understand various aspects of Rural Entrepreneurship in India. (PO1, PO3).

CO2: Understand opportunities and challenges in the rural markets in terms of starting an enterprise. (PO1, PO3).

CO3: Develop skills to collaborate as members of teams, effectively working with multiple stakeholders from various backgrounds to address rural developmental issues (PO2, PO3).

CO4: Apply an interdisciplinary approach to the study of the rural environment and its development (PO2, PO4).

Unit 1- Rural Development- Concept of Rural Development, Rural Development vs. Agricultural Development, Role of NGOs in Rural Development, Rural Non-farm sector and Rural Development

Unit 2- Rural Credit and Self Help Groups, Role of National Bank for Agriculture and Rural Development (NABARD) for rural development, Constraints of micro-enterprises in rural areas, credit need for rural non-farm sector, the concept of micro credit, Micro credit role of Grameen Bank, SHG's in India Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) and rural development.

Unit 3- Developing entrepreneurship in rural women- skill development in the rural women, the empowerment of rural women through entrepreneurship, challenges in development of entrepreneurship skills in the rural women, role of technology in achieving the targets and economic empowerment of rural women through entrepreneurship.

Unit 4- Growth Centre Approach for Rural Industries - Strategy- Advantages of the Strategy, Operational Difficulties – Rural Industries and Industrial Estates; Globalization and Rural Industrial Promotion: Imports and Exports, Strategies, Policies and Implications.

Text Books:

- KatarSingh , Rural Development : Principles, Policies and Management, Sage Publications, New Delhi
- Margaret F. Bello (2019) Developing Entrepreneurship Among Rural Women
- K.G. Karmakar, Rural Credit and Self-Help Groups, Sage Publications, New Delhi
- Sahu P (2020) Rural Development in Modern India: Foundation and Pathways

Reference books:

- Gloria Jiménez-Marín et.al (2021) Entrepreneurship for Rural Start-ups: Lessons and Guidance for New Venture Creation (Routledge Focus on Business and Management)
- Kurien, Varghese (2005) I Too had a Dream
- Banerjee and Banerji (2012) Rural Entrepreneurship Development Programme in India
- Vyas V.S. (2015) Mainstreaming the Marginalised: Reflections on Poverty and Developments in the Rural India
- Rao, R.V: Rural Industrialization in India
- Bagli, V: Khadi and Village Industries in the Indian Economy

PGDES 118: Project - II

Objective- The objective of this minor project is to enable the students to apply the knowledge acquired during the programme through various courses, to be applied and prepared in the form of a project.

The suggested structure of the project is as under:

1. Descriptive title of the study
2. Nature of the study
 - Problem to be examined
 - Significance and need for the study
 - Background information available
 - Scope of the study – extent and limitations
 - To whom will it be useful?
3. Hypothesis, if any, to be tested
4. Data Sources and Collection procedure
5. Methodology for data analysis
6. Schedule – target dates for completing
 - Review of Literature (Library/Internet research)
 - Primary research
 - Data analysis
 - Findings and conclusions
 - Future scope
7. Bibliography