



# Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

## M.B.A. (Industrial Management)

### SEMESTER IV

COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
<b>MBAI401C</b>	<b>DC</b>	<b>STRATEGIC MANAGEMENT</b>	4	0	0	4	60	20	20	-	-

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

\*Teacher Assessment shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

#### Course Objectives:

The objective of teaching this course is to enable students to integrate knowledge of various functional areas and other aspects of management, required for perceiving opportunities and threats for an organization in the long run and second generation planning and implementation of suitable contingency strategies for seizing / facing these opportunities & threats.

#### Course Outcomes:

Students will develop understanding of project planning and ability to monitor and control projects and risk involved. In addition, they become familiar with tools and techniques used in managing projects.

#### Syllabus:

##### UNIT I: Introduction

1. Meaning, Need and Process of Strategic Management
2. Business Policy, Corporate Planning and Strategic Management
3. Single and Multiple SBU organizations
4. Strategic Decision–Making Processes – Rational–Analytical
5. Intuitive-Emotional, Political – Behavioral; Universality of Strategic Management
6. Strategists at Corporate Level and at SBU Level
7. Interpersonal, Informational and Decision Roles of a Manager

##### UNIT II: Mission, Business Definition and Objectives

1. Need, Formulation and changes
2. Hierarchy of objectives, Specificity of Mission and Objectives
3. SWOT Analysis, General, Industry and International Environmental Factors
4. Analysis of Environment, Diagnosis of Environment – factors influencing it
5. Environmental Threat and Opportunity Profile (ETOP)
6. Internal Strengths and Weaknesses



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7. Factors affecting; Techniques of Internal Analysis; Diagnosis of Strengths and Weaknesses; Strategic Advantage Profile (SAP)

#### **UNIT III: Strategy Alternatives, Grand Strategies and their sub strategies**

1. Stability, Expansion, Retrenchment and Combination
2. Internal and External Alternatives
3. Related and Unrelated Alternatives
4. Horizontal and Vertical Alternatives
5. Active and Passive Alternatives
6. International Strategy Variations

#### **UNIT IV: Strategic Choice and Analysis**

1. Managerial Choice Factors, Choice Processes – Strategic Gap Analysis
2. ETOP-SAP Matching, BCG Product – Portfolio Matrix
3. G.E. Nine Cell Planning Grid; Contingency Strategies
4. Prescriptions for choice of Business Strategy; Choosing International Strategies

#### **UNIT V: Strategy Implementation, Concept, Barriers, Implementation Process**

1. Project & Procedural Implementation
2. Resource Allocation; Structural Implementation
3. Plan and Policy Implementation; Leadership Implementation
4. Behavioral Implementation, Implementing Strategy in International Setting

#### **References:**

1. Haberberg, Adrian & Rieple Alison (2010). *Strategic Management*. New York: Oxford Press.
2. Kazmi, Ajhar (2009). *Strategic Management and Business Policy*. New Delhi: Tata McGraw Hill.
3. Lomash, Sukul & Mishra P.K. (2003). *Business Policy & Strategic Management*. New Delhi: Vikas Publication.
4. Nag, A. (2011). *Strategic Management. Analysis. Implementation. Control*. Delhi: Vikas Publication.
5. Pankaj, Ghemawat (2006). *Strategy and the Business Landscape*. Pearson.
6. Parthasarthy, Raghavan (2008). *Fundamentals of Strategic Management*. India: Wiley.
7. Trehan, Alpna (2010). *Strategic Management*. Dreamtech: Wiley.
8. Tushman (2010.) *Managing Strategic Innovation & Change*. New York : Oxford Press



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<b>MBAI402C</b>	<b>DC</b>	<b>SUPPLY CHAIN MANAGEMENT</b>	4	0	0	4	60	20	20	-	-

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

\***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

#### Course Objectives:

The objective of this course is to understand how the chain involved in the marketing and distribution is working and decide the routing and scheduling of the products.

#### Course Outcomes:

1. Students shall be able to implement the techniques of materials and logistics management and implement them in their daily operations.
2. Students will have a choice to work in logistics, retailing, manufacturing, etc. thereby widening their scope of employment.

#### Syllabus:

##### UNIT I: Introduction to SCM

1. Importance of materials management
2. Codification, Simplification
3. Value analysis, Value engineering, Vendor analysis
4. Concepts and importance of a Supply Chain (SC)
5. Evolution of Supply Chain Management (SCM)
6. Key issues of Supply Chain Management, Competitive and SC strategies

##### UNIT II: Dynamics of Supply Chain

1. Supply Chain Interventions
2. Push-based, Pull-based and Push-Pull based supply chain
3. Network design and Operations in the Supply Chain
4. Demand Forecasting in a Supply Chain
5. The value of information, Bullwhip effect, its Causes and remedial measures



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#### UNIT III: Managing inventory in SC environment

1. Basic and advanced inventory models
2. Multi-echelon inventory models

#### UNIT IV: Transportation in SC environment

1. Design options for a transportation network
2. Strategic Outsourcing and Strategic Alliances
3. Third party and fourth party logistics

#### UNIT V: Retailing and Supply Chain Management

1. Retailer- Supplier partnerships (RSP)
2. Supplier evaluation and selection
3. Information Technology (IT) in Supply Chain Management
4. SC performance model: SCOR model

#### References:

1. Aserkar, Rajiv (2007). *Logistics in International Business*. Mumbai; Shroff Publication and Distribution Ltd.
2. Chopra, Sunil (2009). *Supply Chain Management*. New Delhi; Prentice Hall Publication.
3. Donald, Bowersok (2007). *Logistics Management*. New Delhi; Tat McGraw Hill Publication.
4. Jaikrishna, S. *Supply Chain Performance Management*. Hyderabad; ICFAI Unit Press.
5. Muthaiah, K. (2015). *Logistics management and World Sea Borne Trade*. Mumbai; Himalaya Publishing House Ltd.
6. Raghoramay, G. and Rangaraj, N. (2000). *Logistics and Supply Chain Management*. New Delhi; MacMillan India Ltd.



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ML301	DC	ENVIRONMENTAL MANAGEMENT & SUSTAINABILITY	4	0	0	4	60	20	20	-	-

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

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#### Course Objectives:

1. To create awareness towards various environmental problems.
2. To create awareness among students towards issues of sustainable development.
3. To expose students towards environment friendly practices of organizations.
4. To sensitize students to act responsibly towards environment.

#### Course Outcomes:

1. The course will give students an overview of various environmental concerns and practical challenges in environmental management and sustainability.
2. Emphasis is given to make students practice environment friendly behavior in day-to-day activities.

#### Syllabus:

##### UNIT I: Introduction to Environment Pollution and Control

1. Pollution and its types (Air, Water, and Soil): Causes, Effects and Control measures
2. Municipal Solid Waste: Definition, Composition, Effects
3. Electronic Waste: Definition, Composition, Effects
4. Plastic Pollution: Causes, Effects and Control Measures

##### UNIT II: Climate Change and Environmental Challenges

1. Global Warming and Green House Effect
2. Depletion of the Ozone Layer
3. Acid Rain
4. Nuclear Hazards

##### UNIT III: Environmental Management and Sustainable Development

1. Environmental Management and Sustainable Development: An overview
2. Sustainable Development Goals (17 SDGs)



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3. Significance of Sustainable Development
4. Environment Friendly Practices At Workplace and Home (Three Rs' of Waste Management, Water Conservation, Energy Conservation)

#### UNIT IV: Environmental Acts

1. The Water (Prevention and Control of Pollution) Act, 1974: Objectives, Definition of Pollution under this act, Powers and Functions of Boards
2. The Air (Prevention and Control of Pollution) Act, 1981: Objectives, Definition of Pollution under this act, Powers and Functions of Boards
3. The Environment (Protection) Act, 1986: Objectives, Definition of important terms used in this Act, Details about the act.
4. Environmental Impact Assessment: Concept and Benefits

#### UNIT V: Role of Individuals, Corporate and Society

1. Environmental Values
2. Positive and Adverse Impact of Technological Developments on Society and Environment
3. Role of an individual/ Corporate/ Society in environmental conservation
4. Case Studies: The Bhopal Gas Tragedy, New Delhi's Air Pollution, Arsenic Pollution in Ground Water (West Bengal), Narmada Valley Project, Cauvery Water Dispute, Fukushima Daiichi Disaster (Japan), Ozone Hole over Antarctica, Ganga Pollution, Deterioration of Taj Mahal, Uttarakhand flash floods

#### References:

1. Rogers, P.P., Jalal, K.F. , Boyd, J.A.(Latest Edition) . An Introduction to Sustainable Development. Earthscan
2. Kalam, A.P.J. (Latest Edition) . Target 3 Billion: Innovative Solutions Towards Sustainable Development. Penguin Books
3. Kaushik , A. and Kaushik (Latest Edition). Perspectives in Environmental Studies. New Delhi: New Age International Publishers.
4. Dhameja, S.K. (Latest Edition). Environmental Studies. S.K. Kataria and Sons. New Delhi
5. Bharucha, E. (Latest Edition). Environmental Studies for Undergraduate Courses. New Delhi: University Grants Commission.
6. Wright, R. T. (Latest Edition). Environmental Science: towards a sustainable future .New Delhi: PHL Learning Private Ltd.
7. Rajagopalan, R. (Latest Edition). Environmental Studies. New York: Oxford University Press.



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**M.B.A. (Industrial Management)**  
**SEMESTER IV**

**ELECTIVES**



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							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
<b>MBAI203</b>	<b>DE</b>	<b>BUSINESS LAWS</b>	4	0	2	4	60	20	20	-	-

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

\***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

#### Course Objectives:

The objective of the course is to acquire the students various laws, which are to be observed in performing the day-to-day business and to help them develop abilities and skills required for the applications of business law.

#### Course Outcomes:

1. Demonstrate understanding of business legislation
2. Apply the concept of business law in business operations
3. Develop an understanding of the linkages of business law and other functions of an organization.

#### Syllabus:

##### UNIT I: The Indian Contract Act 1872

1. Essentials of a Valid Contract
2. Void and Voidable Contracts
3. Performance of Contracts
4. Breach of Contract and its Remedies
5. Quasi Contracts

##### UNIT II: The Companies Act, 2013

1. History, Nature and Types of Companies
2. Memorandum and Article of Association
3. Shareholders and Debenture Holders
4. Minority Protection
5. Winding up of companies

##### UNIT III: Sale of Goods Act, 1930

1. Classification of goods
2. Conditions and Warranties



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### SEMESTER IV

3. Passing of ownership rights, Rights of an unpaid seller
4. Formation of Sales Contract

#### UNIT IV: The Negotiable Instrument Act 1881

1. Nature and Types of Negotiable Instruments
2. Negotiation and Assignment
3. Holder in due Courses
4. Dishonor and Discharge Negotiable Instrument

#### UNIT V: Consumer Protection Act

1. Consumer Rights
2. Exploitation of Consumer
3. Consumer Protection
4. Utility of Consumerism

#### References:

1. Bose, C.(2008). *Business Laws*. Prentice Hall, India.Latest Edition.
2. Bulchandani, K. R.(1984). *Business Law*. Himalaya Publishing.Latest Edition.
3. Gogna, P. P. S.(2003). *A Textbook of Business and Corporate Law*. S. Chand and Company. Latest Edition.
4. Kumar (2009). *Legal Aspect of Business*. Cengage Learning. Latest Edition.
5. Saha, H.K. (2016). *Law of Contracts*. Eastern Law Book House.Latest Edition.
6. Singh, A.(2006). *Principles of Mercantile Law*. Eastern Book Company.Latest Edition.



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<b>MBAIM401E</b>	<b>DE</b>	<b>TECHNOLOGY MANAGEMENT</b>	4	0	0	4	60	20	20	0	0

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

\***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

#### Course Objectives:

The objectives of the course are

1. To impart knowledge and understanding on different matters of importance related to Technology Management.
2. To discuss various aspects of technological innovation and subsequent diffusion
3. To analyse the Technology Management scenario in India

#### Course Outcomes:

After completion of this course the students will be:

1. Familiarised with the concepts of technology management
2. Able to understand generation, development and transfer of technology
3. Able to understand how to manage technology

#### Syllabus:

##### UNIT I: Basic Concepts

1. Evolution of Technology; Effects of New Technology
2. Technology Innovation, Invention-Innovation-Diffusion
3. Revolutionary and Evolutionary Innovation
4. Product and Process Innovation

##### UNIT II: Strategic Implications, Technology Assessment and Forecasting

1. Strategic Implications of Technology: Technology - Strategy Alliance, Convergent and Divergent Cycle, The Balanced Approach
2. Technology Assessment: Technology Choice, Technological Leadership and Followership, Technology Acquisition
3. Technological Forecasting: Exploratory - Intuitive, Extrapolation, Growth Curves, Technology Monitoring; Normative - Relevance Tree, Morphological Analysis, Mission Flow Diagram



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#### UNIT III: Technology Diffusion and Organisational Implications

1. Diffusion of Technology: Rate of Diffusion; Innovation Time and Innovation Cost, Speed of Diffusion
2. Various Technology Indicators
3. Organisational Implications of Technology, Relationship between Technical Structure and Organisational Infrastructure, Flexible Manufacturing Management System (FMMS)

#### UNIT IV: Aspects in Technology Management

1. Financial Aspects: Improving Traditional Cost Management System, Barriers to the Evaluation of New Technology
2. Social Issues: Technological Change and Industrial Relations, Technology Assessment and Environmental Impact Analysis
3. Human Aspects: Integration of People and Technology, Organisational and Psychological Factors, Organisational Outcome

#### UNIT V: Others

1. Technology Transfer
2. Technology Management Scenario in India

#### References:

1. Burgelman, R.A. (2009). *Strategic management of technology & innovation*. McGraw Hill Education (4<sup>th</sup> ed.)
2. Frenzel, C.W. (2007). *Management of information technology*, Cengage Learning
3. Khalil, T. and Shankar, R. (2017). *Management of Technology: the key to competitiveness and wealth creation*. McGraw Hill Education (2<sup>nd</sup> ed.).
4. Narayanan, V.K. (2010). *Managing technology and innovation for competitive advantage*. Pearson Education.
5. Tidd, J. Bessant, J.R. (2018). *Managing Innovation: Integrating Technological, Market and Organizational Change*. Wiley.
6. White, M.A. (2010). *The management of technology and innovation*. Cengage Learning



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							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
<b>MBAIM402E</b>	<b>DE</b>	<b>B2B MARKETING</b>	4	0	0	4	60	20	20	-	-

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

\***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in

#### Course Objectives:

The objectives of this course are:

1. To share perspectives in the area of B2B Marketing.
2. To strengthen the knowledge and conceptual base in the area of B2B Marketing.
3. To prepare for a career in the field of B2B Marketing

#### Course Outcomes:

After attending the course, the students will have

1. Insights in to the dynamic nature of the business marketing environment and the basic similarities and differences between consumer-goods marketing and business marketing.
2. Detailed understanding of organizational buying process across various types of organizations.
3. Familiarization with the critical success factors in marketing products or services to business customers.

#### Syllabus:

##### UNIT I: Introduction to B2B Marketing

1. Business marketing, Business market customers, Characteristics of business markets, Organizational buying and buying behavior, The buying process, Strategic role of marketing
2. Organizational and business markets, Government as a customer, Commercial enterprises, Commercial and institutional customers

##### UNIT II: Organizing the Marketing Function

1. Marketing Strategy and segmenting business markets
2. Determinants of new product performance
3. Product strategy: Product policy, Industrial product strategy, Technology adoption, Building B2B brands, Holistic brand management



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4. Managing service for business markets: Understanding the customer experience, Delivering effective customer solutions, Pre and post sales service

#### UNIT III: Pricing, Managing Communication

1. Pricing strategy in B2B marketing: Pricing process, Competitive bidding, Pricing of new products
2. Managing marketing communications for B2B markets: B2B Advertising, Digital marketing, Trade shows, exhibitions, business meets, Managing the sales force, Deployment analysis

#### UNIT IV: Managing channels and Customer Care

1. Managing Channels: Business marketing channels and participants, Channel design and management decisions, E-commerce for business marketing channels, Market logistics decisions, B2B logistics management
2. Customer care for B2B marketing: Total delivered value, Relationship marketing and CRM, Customer Value Management, Personal selling and sales productivity, Customer relationship management

#### UNIT V: Projects Marketing, Strategy Implementation, Ethics

1. Marketing of Projects: Characteristics of project management, Competitive bidding for projects, PPP Projects
2. Implementation of marketing strategy: Successful strategy implementation and the strategy implementation fit, Building a customer driven organization, Strategy map
3. Ethical issues in B2B Marketing.

#### References:

1. Anderson, J.C., Das, N., Narus, J.A. and Seshadri, D.V.R. (2010). *Business Market Management (B2B): Understanding, Creating, and Delivering Value*. Pearson (3rd ed.)
2. Havaldar, K.K. (2014). *Business Marketing: Text and Cases*. McGraw Hill (4th ed.)
3. Hutt, M.D., Sharma, D. and Speh, T.W. (2014). *B2B Marketing: A South Asian Perspective*. Cengage (11th ed.)
4. McMakin, T. and Fletcher, D. (Latest ed.). *How Clients Buy: A Practical Guide to Business Development for Consulting and Professional Services*. Wiley
5. Sarin, S. (2013). *Business Marketing: Concepts and Cases*. McGraw Hill (1st ed.)
6. Vitale, R., WaldemarPfoertsch, and Giglierano, J. (2011). *Business to Business Marketing*. Pearson



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<b>MBAIM403E</b>	<b>DE</b>	<b>ENTERPRISE RESOURCE PLANNING</b>	4	0	0	4	60	20	20	0	0

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

\***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

#### Course Objectives:

The objective of this course is to help students to understand the basics of ERP, its uses and its application.

#### Course Outcomes:

After completion of this course the students will understand the basics of ERP, its uses and its application in present business scenario.

#### Syllabus:

##### UNIT I: Introduction to ERP

1. Overview of ERP - Introduction and Evaluation of ERP, Reasons for the growth of the ERP Market
2. Advantages and Disadvantages of ERP
3. Overview of Enterprise - Integrated Management Systems, Business Modeling, Integrated Data Model.

##### UNIT II: ERP and Related Technologies

1. Business Process Re-engineering (BPR) - Best Practices in ERP, Re-engineering Options - Clean State Re-engineering, Technology Enabled Re-engineering
2. Business Intelligence Systems - Data Mining, Data Warehousing
3. On-Line Analytical Processing (OLAP)
4. Supply Chain Management.

##### UNIT III: ERP System Selection, Implementation and Maintenance

1. Optimal Means of Developing an ERP, Measurement of Project Impact
2. IT Selection and Project Approval, ERP proposal Evaluation, Project Evaluation Techniques, Testing.



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3. Implementation Strategy Options
4. Features of Successful ERP Implementation and Strategies to attain Success
5. User Training, ERP Maintenance.

#### UNIT IV: ERP Modules and Products

1. The Business Modules: Finance, Manufacturing (Production), Human Resource, Plant Maintenance, Materials Management, Quality Management, Sales and Distribution.
2. ERP Market - SAP AG, PeopleSoft, Baan Company, Oracle Corporation, JD Edwards World Solutions Company, QAD, System Software Associates, Inc. (SSA) - Case Studies.

#### UNIT V: Future Directions in ERP

New Markets, New Technologies, Faster Implementation Methodologies, New Business Segments, Trends in Security.

#### References:

1. Garg, V. (2003). *ERP Concepts and Planning*. New Delhi; PHI Learning.
2. Kumar, V & Venkitakrishna, N. K. (1998). *ERP - Concepts and Practice*. New Delhi; PHI.
3. Leon, A. (2008). *Enterprise Resource Planning*. New Delhi; Tata McGraw-Hill Education.
4. Sadagopan, S. (Latest Ed.). *ERP: A Managerial Perspective*. Tata McGraw-Hill



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							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
<b>MBAIM404E</b>	<b>DC</b>	<b>ENTREPRENEURSHIP DEVELOPMENT</b>	4	0	0	4	60	20	20	0	0

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

\***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

#### Course Objectives:

The objective of this course is to familiarise the students with the ground realities of starting & managing their own Entrepreneurial ventures.

#### Course Outcomes:

Undergoing this course will help students to:

1. Take the first step to start a new venture by generating business ideas and preparing business plans.
2. Utilise various schemes and supports including finances available from different agencies.
3. Run the new venture effectively, expand and exit, if required in a profitable manner.

#### Syllabus:

##### UNIT I: Introduction to Entrepreneurship

1. Definition of Entrepreneur, Entrepreneurial Traits, and Entrepreneur vs. Manager, Entrepreneur vs. Intrapreneur.
2. The Entrepreneurial decision process. Role of Entrepreneurship in Economic Development, Ethics and Social responsibility of Entrepreneurs.
3. Opportunities for Entrepreneurs in India and abroad. Woman as Entrepreneur..

##### UNIT II: Creating and Starting the Venture

1. Sources of new Ideas, Methods of generating ideas, creating problem solving, product planning and development process.
2. The Business Plan: Nature and scope of Business plan, Writing Business Plan, Evaluating Business plans, Using and implementing business plans.
3. Marketing plan, financial plan and the organizational plan,
4. Launching formalities.



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#### **UNIT III: Institutional support to Entrepreneurship**

1. Role of Directorate of Industries, District Industries Centers (DICs), Industrial Development Corporation (IDC), State Financial corporations (SFCs), Commercial banks, Small Scale Industries Development Corporations (SSIDCs), Khadi and village Industries Commission (KVIC), National Small Industries Corporation (NSIC), Small Industries Development Bank of India (SIDBI).
2. Financing and managing the new venture: Sources of capital, Record keeping, recruitment, motivating and leading teams, financial controls. Marketing and sales controls. E-commerce and Entrepreneurship, Internet advertising.

#### **UNIT IV: New venture Organisation, Expansion Strategies and Issues**

1. Choice of organization: Sole proprietorship, partnership, joint stock co., and co-operatives.
2. Features and evaluation of joint ventures, acquisitions, merges, franchising. Public issues, rights issues, bonus issues and stock splits.

#### **UNIT V: Exit strategies and social responsibilities**

1. Introduction, Reasons for existing and long-term preparation, short-term preparation,
2. Introduction of social responsibility, Corporate social responsibility, Dimensions of CSR for an Entrepreneur

#### **References:**

1. Charantimath, P.M. (2018). *Entrepreneurship development and small business enterprises*. Pearson (3<sup>rd</sup> Ed.).
2. Desai, V. (2019). *Small scale industries and entrepreneurship*. Himalaya Publishing House.
3. Holt, D.H. (1991). *Entrepreneurship: new venture creation*, PHI
4. Kuratko, D.F. and Hodgetts, R.M. (2009). *Entrepreneurship in the new millennium*. Cengage Learning (2nd Indian Reprint).
5. Roy, R. (2011). *Entrepreneurship management*. Oxford University Press