

AC: 29/06/2024  
Item No. :3.2



**SIES (Nerul) College of Arts, Science and Commerce (Autonomous)**  
**Syllabus for Approval**

**B.Com. Entrepreneurship**

Sr. No.	Heading	Particulars
1	Title of the Programme	<b>B.Com. Entrepreneurship</b>
2	Eligibility for admission	<b>HSC or Equivalent</b>
3	Minimum Percentage for admission	45%
4	Passing Marks	40%
5	Semesters	I
6	Level	UG
7	Pattern	03 Years and 06 Semester CBGS
8	Status	New
9	To be implemented from	From Academic year 2024-25 in a progressive manner

Date: 29<sup>th</sup> June, 2024

Signature: Koel

Dr. Koel Roychoudhury

AC Chairperson



Signature: Sjha

Ms. Sugandha Jha

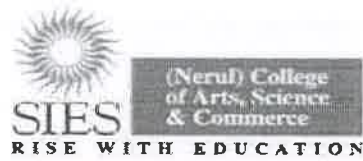
Head of the Department

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**SIES (Nerul) College of Arts, Science and Commerce (Autonomous)**

(Affiliated to University of Mumbai)

**RE-ACCREDITED GRADE “A” BY NAAC (3<sup>rd</sup> CYCLE)**

BOARD OF STUDIES

SYLLABUS FOR

DEPARTMENT OF COMMERCE

(WITH EFFECT FROM THE ACADEMIC YEAR 2024-2025)

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OBJECTIVES OF THE PROGRAMME:

1. To facilitate the blending of academic knowledge with practical skills in starting businesses.
2. To encourage students to think creatively and innovate, fostering the development of new products and services.
3. To develop skills for running and expanding businesses, thereby creating more job opportunities.
4. To inculcate resilience, risk-taking, and problem-solving abilities, valuable traits applicable to any career path.

PROGRAM SPECIFIC OUTCOME (PSO):

After successful completion of the three years of B.Com. Entrepreneurship programme the graduate will be able to

PO1. Acquire a mindset of an Entrepreneur to start an Enterprise

PO2. Acquire Managerial Skills in order to operate and scale up the business

PO3. Acquire expertise in different domains from practical point of view and feasibility Analysis for their business

PO4. To enhance creativity and explore more opportunities in various fields

PO5. To develop the risk taking abilities to venture into the business

PO6. To develop a sense of social responsibility while addressing social problems and taking it as a opportunity



PO7. To have a clear differentiation of an Intrapreneur and an entrepreneur and wisely choose the either of both

PO8. Acquire knowledge about ancient Indian Scriptures and become able to recognize Business Ethics and Social Values

PO9. Acquire interpersonal skills and to demonstrate amidst the audience

PO10. To develop a Professional attitude and qualities of a Leader

#### ELIGIBILITY:

A candidate for being eligible for admission to the B.Com (Entrepreneurship) Degree Course shall have passed the H.S.C. (Std. XII) Examination of the Maharashtra State Board of Higher Secondary Education (Commerce & Science) or its Equivalent Examination or a Diploma in any Engineering Branch conducted by the Board of Technical Education, Maharashtra State with two years or three years or four years duration after S.S.C. conducted by the Board of Technical Education, Maharashtra State or its equivalent examination by securing minimum 45% marks for Open category (in one attempt) at the respective Examination and minimum 40% marks for the reserved category (in one attempt).



SCHEME OF MODULES

No. of Courses	Course Code	Semester I	Credits
<i>1</i>	<i>Major :Department Specific Course (DSC)</i>		
1	U24CE1MJ01	Design Thinking and Opportunities Identification	4
2	U24CE1MJ02	Philosophy of Entrepreneurship	2
<i>2</i>	<i>Minor: Department Specific Course (DSC)</i>		
<i>3</i>	<i>Open Electives (OE/ Generic Electives)</i>		
3	U24CE1OE01	Psychology of the Self	2
4	U24CE1OE02	Quantitative Methods	2
<i>4</i>	<i>VSC/SEC (Vocational Course/Skill Enhancement Course)</i>		
5	U24CE1VSC01	Business Model Innovation	2
6	U24CE1SEC01	Basic Accounting Skills	2
<i>5</i>	<i>AEC/VEC/IKS (Ability Enhancement Course/Value Education Course/Indian Knowledge System)</i>		
7	U24CE1AEC01	Effective Communication Skills-I	2
8	U24CE1VEC01	Understanding India	2
9	U24CE1IKS01	Chanakya's Teachings in Modern Era	2
<i>6</i>	<i>OJT, FP, RP, CEP, CC</i>		
10	U24CC1LS01	Life skill	2
<b>Total Credits</b>			<b>22</b>



**Semester I**  
**DESIGN THINKING AND OPPORTUNITIES IDENTIFICATION**

**COURSE CODE: U24CE1MJ01**  
**1 credit - 15 lectures**

**COURSE CREDIT: 04**  
**1 lecture is 60 minutes**

**Modules at a Glance**

Sr. No.	Module	No. of Lectures
1	Foundations of Design Thinking and Mental Models	15
2	Solution Development and Feasibility Assessment	15
3	Feasibility Assessment and Opportunity Identification	15
4	Idea Generation	15
	<b>Total</b>	<b>60</b>

Sr. No.	Course Objectives
1	To understand and explain the foundational concepts of design thinking and mental models, highlighting their significance in problem-solving.
2	To explore and analyze the role of mindsets and leadership in fostering innovation and guiding teams through the design thinking process.
3	To apply and evaluate techniques for effective problem exploration, ideation, and prototyping, emphasizing the importance of user-centric approaches.
4	To evaluate innovative startup ideas, emphasizing the importance of market demand, feasibility, and strategic pivots.

Sr. No.	Course Outcome
1	Learners will demonstrate understanding of design thinking processes and mental models, effectively explaining their significance in problem-solving
2	Learners will analyze and evaluate the influence of mindsets and leadership on innovation, demonstrating a critical understanding of their role in guiding teams
3	Learners will be able apply problem exploration techniques, ideation methods, and prototyping strategies to develop comprehensive solutions
4	Learners will be able identify and assess feasible startup ideas, considering market demand and basic feasibility criteria.



Sr. No.	Module
1	<b>Foundations of Design Thinking and Mental Models</b>
	<b>1. Introduction to Design Thinking and Mental Models</b> <ul style="list-style-type: none"> <li>• Definition of design thinking and its significance in problem-solving</li> <li>• Overview of the iterative design process</li> </ul>



- Introduction to the concept of mental models and their role in decision-making

**a. Overview of Design Thinking**

- Explanation of the stages of the design thinking process (e.g., empathize, define, ideate, prototype, test)
- Discussion on the user-centric approach of design thinking
- Illustration of real-world examples of successful design thinking implementations

**b. Traditional vs. New Design Thinking Approach**

- Examination of traditional problem-solving methods versus design thinking
- Comparison of linear problem-solving approaches with iterative and collaborative design thinking processes
- Exploration of how design thinking fosters innovation and creativity in problem-solving

**c. Introduction to Mental Models**

- Definition and purpose of mental models in decision-making
- Explanation of key mental models First Principles Thinking, Charlie Munger's Latticework (The Latticework Mental Model is a concept that encompasses a way of thinking that is multidisciplinary and integrative in nature. It is a framework that allows us to connect ideas and concepts from various fields and disciplines to form a comprehensive understanding of complex systems and problems.), and Inversion
- Discussion on how mental models can aid in reframing problems and generating innovative solutions

**2. Mindsets and Leadership in Design Thinking**

- Explanation of the importance of mindset in fostering innovation and creativity
- Exploration of leadership qualities conducive to effective design thinking
- Discussion on the role of mindset and leadership in guiding teams through the design thinking process

**a. Human-centered Approach**

- Definition and Significance of human-centred design in addressing user needs
- Illustration of empathetic design practices and techniques for understanding user perspectives
- Case studies highlighting the successful implementation of human-centred design principles

**b. Embracing Ambiguity and Diverse Perspectives**

- Understanding ambiguity as an inherent part of the design thinking process
- Encouraging open-mindedness and acceptance of uncertainty in problem-solving
- Techniques for embracing diverse perspectives to foster creativity and innovation

**c. Cultivating a Culture of Prototyping and Experimentation**

- Explanation of the iterative nature of prototyping and experimentation in design thinking
- Importance of rapid prototyping and testing for validating ideas and gathering feedback
- Strategies for creating an organizational culture that values and supports



prototyping and experimentation

**d. Mental Models: First Principles Thinking, Charlie Munger's Latticework, Inversion**

- Overview of First Principles Thinking and its application in breaking down complex problems into fundamental truths
- Introduction to Charlie Munger's Latticework of Mental Models and its role in multidisciplinary thinking
- Explanation of Inversion as a problem-solving technique focusing on identifying and eliminating potential failures

**3. Problem Exploration and Ideation**

- Explanation of the importance of problem exploration in the design thinking process
- Overview of the ideation phase and its role in generating innovative solutions

**a. Curiosity-driven Inquiry**

- Understanding curiosity as a driving force behind problem exploration and ideation
- Techniques for fostering curiosity within individuals and teams
- Examples of how curiosity-driven inquiry leads to novel insights and solutions

**b. Failure as a Learning Opportunity**

- Shifting perspectives on failure from a negative outcome to a valuable learning experience
- Encouraging a culture that embraces experimentation and risk-taking
- Case studies demonstrating how failures contribute to eventual success in the design thinking process

**c. Crafting Effective Problem Statements**

- Importance of defining clear and concise problem statements to guide problem-solving efforts
- Techniques for framing problem statements to focus on user needs and pain points
- Exercises for practising problem statement formulation using real-world scenarios

**d. Harnessing Mental Models for Problem Exploration and Ideation**

- Introduction to mental models as frameworks for understanding and approaching problems
- Application of mental models such as First Principles Thinking, Charlie Munger's Latticework, and Inversion in problem exploration
- Case studies illustrating how mental models can be used to uncover insights and generate innovative solutions

**e. Application of mental models in problem-solving exercises (Activity)**

- Explanation of how mental models serve as cognitive frameworks for approaching and analyzing problems
- Practical examples of applying mental models to real-world problems
- Guidance on selecting the most appropriate mental model for a given problem scenario
- Hands-on simulation exercises for participants to practice applying mental models to hypothetical scenarios





- Brainstorming sessions to generate ideas for utilizing mental models in participants' own projects or challenges

2

## Solution Development and Feasibility Assessment

### 1. Understanding Stakeholders and Research

- Importance of stakeholder identification in the design thinking process
- Techniques for identifying and categorizing stakeholders based on their interests and influence
- Overview of stakeholder engagement strategies to ensure alignment and buy-in throughout the project

#### a. Identifying and Engaging Stakeholders

- Stakeholder mapping exercises to visualize relationships and dependencies
- Strategies for effectively engaging stakeholders throughout the project lifecycle
- Case studies highlighting successful stakeholder engagement practices in real-world projects

#### b. Conducting Comprehensive Research Using Mental Models

- Overview of different research methods and techniques, including qualitative and quantitative approaches
- Integration of mental models into the research process to uncover insights and validate assumptions

#### c. Applying Mental Models in Research Design

- Selection of appropriate mental models to guide research design and data analysis
- Hands-on exercises to practice applying mental models to research design scenarios

### 2. Persona Development and User Journey Mapping

- Explanation of user personas and their importance in understanding target users
- Techniques for creating user personas based on research insights, including demographics, behaviors, and needs
- Case studies demonstrating the effectiveness of user personas in guiding solution development

#### a. Creating User Personas Based on Research Insights

- Overview of the research process to gather insights about target users
- Methods for synthesizing research data to identify common characteristics and pain points among users
- Steps for crafting detailed user personas that capture the goals, motivations, and challenges of different user segments

#### b. Mapping User Journeys to Understand Pain Points and Opportunities

- Definition of user journey mapping and its role in visualizing the user experience
- Techniques for mapping user journeys across different touchpoints and interactions with a product or service
- Identification of pain points, opportunities, and moments of delight within the user journey



**c. Leveraging Mental Models for Persona Development and Journey Mapping**

- Introduction to relevant mental models for persona development and journey mapping, such as empathy mapping and storytelling
- Application of mental models to gain deeper insights into user behaviors, emotions, and decision-making processes
- Integration of mental models into persona development and journey mapping exercises to enhance empathy and understanding of users

**Activities:** Hands-on exercises for creating user personas based on provided research data,

Group activities to map user journeys and identify pain points and opportunities, Application of mental models in persona development and journey mapping through guided exercises and discussions.

**3. Ideation and Prototyping**

- Explanation of the importance of ideation and prototyping in the design thinking process
- Overview of the iterative nature of ideation and prototyping for generating and refining solutions

**a. Methodical Ideation Techniques**

- Introduction to structured ideation methods such as brainstorming, Scamper, and mind mapping
- Techniques for encouraging creativity and generating a wide range of solution ideas
- Case studies demonstrating the effectiveness of methodical ideation techniques in driving innovation

**b. Prototyping as a Means of Experimentation and Feedback Gathering**

- Definition of prototyping and its role in bringing ideas to life for testing and validation
- Overview of different prototyping methods, including low-fidelity and high-fidelity prototypes
- Strategies for gathering feedback from users through prototyping to inform iterative improvements

**c. Applying Mental Models in Ideation and Prototyping Processes**

- Using relevant mental models for ideation and prototyping, such as First Principles Thinking and Charlie Munger's Latticework
- Integration of mental models to guide ideation sessions and prototype development
- Case studies illustrating the application of mental models in driving innovation and problem-solving during ideation and prototyping phases

**Activities:** Hands-on exercises for practicing methodical ideation techniques to generate solution ideas.

3

**Feasibility Assessment and Opportunity Identification**

**1. Feasibility Evaluation**



- Definition of feasibility evaluation and its importance in determining the viability of solution ideas
- Overview of factors to consider in feasibility assessment, including technical, financial, and market feasibility
- Case studies illustrating successful and unsuccessful feasibility evaluations in real-world projects

**a. Prioritization Techniques for Solution Ideas**

- Introduction to prioritization methods such as the MoSCoW method, Value vs. Effort matrix, and Impact vs. Feasibility matrix
- Techniques for prioritizing solution ideas based on criteria such as impact, feasibility, and strategic alignment
- Application of prioritization techniques to identify high-potential solution concepts for further development

**b. End-to-End Experience Visioning**

- Explanation of end-to-end experience visioning and its role in defining the desired user experience
- Techniques for visualizing the complete user journey from initial interaction to final outcome
- Strategies for aligning the end-to-end experience vision with organizational goals and user needs

**c. Prototyping and Testing for Feasibility**

- Overview of rapid prototyping techniques to quickly iterate and refine solution prototypes
- Strategies for conducting feasibility testing to validate solution concepts and gather feedback (Talking to users)
- Importance of iterative prototyping and testing in identifying and addressing feasibility constraints

**d. Application of Mental Models: Regret Minimization Framework, Compounding, Second Order Thinking**

- Introduction to mental models such as the Regret Minimization Framework, Compounding, and Second Order Thinking
- Integration of mental models into feasibility assessment processes to anticipate potential risks and opportunities
- Case studies demonstrating the application of mental models in guiding decision-making and problem-solving during feasibility assessment

**2. Opportunity Recognition and Assessment**

- Definition of opportunities in the context of innovation and business growth
- Importance of identifying and capitalizing on opportunities for organizational success
- Overview of the opportunity recognition process and its role in driving innovation

**a. Understanding the Role of Opportunities in Innovation**

- Exploration of the relationship between opportunities and innovation
- Case studies highlighting how identifying and seizing opportunities have led to successful innovations
- Discussion on the characteristics of innovative opportunities and their potential impact on business growth



**b. Techniques for Recognizing and Evaluating Opportunities**

- Introduction to techniques for identifying and evaluating opportunities, such as market analysis, trend analysis, and SWOT analysis
- Strategies for leveraging customer insights and market research to uncover emerging opportunities
- Application of opportunity recognition frameworks to assess the feasibility and potential impact of identified opportunities

**c. Application of Mental Models: Inversion, Second Order Thinking**

- Introduction to mental models such as Inversion and Second Order Thinking
- Explanation of how these mental models can be applied to identify and evaluate opportunities from different perspectives
- Case studies demonstrating the application of mental models in opportunity recognition and assessment

**Activities:** Hands-on exercises for applying opportunity recognition techniques and mental models to real-world scenarios, Group discussions and brainstorming sessions to explore potential opportunities for innovation.

**3. Opportunity Execution and Implementation**

- Definition of opportunity execution and its importance in turning identified opportunities into tangible outcomes
- Overview of the strategic planning process for seizing identified opportunities
- Discussion on the challenges and opportunities associated with opportunity implementation

**a. Developing Strategies for Seizing Identified Opportunities**

- Techniques for developing effective strategies to capitalize on identified opportunities
- Strategies for aligning organizational resources and capabilities with identified opportunities
- Case studies illustrating successful strategies for seizing opportunities in various industries

**b. Planning and Executing Opportunity Implementation**

- Importance of thorough planning and execution in realizing identified opportunities
- Steps for creating an implementation plan, including setting goals, defining roles, and establishing timelines
- Strategies for monitoring progress and adapting implementation plans as needed

**c. Integrating Mental Models into Opportunity Identification and Execution Processes**

- Explanation of how these mental models can be applied to identify and evaluate opportunities from different perspectives
- Integration of mental models into opportunity identification and execution processes to enhance decision-making and problem-solving

**Activity:** Hands-on exercises for developing strategies for seizing identified opportunities





## 1. How to get and evaluate startup ideas

### a. Four Most Common Mistakes Founders Make with Startup Ideas

- Identification and explanation of common pitfalls encountered by startup founders during the idea-generation process.
- Examples of mistakes such as overlooking market demand, failing to validate assumptions, and neglecting competition analysis.
- Strategies for avoiding these mistakes and increasing the likelihood of success in idea evaluation.

### b. Ten Key Questions to Ask About Any Startup Idea

- Introduction to a comprehensive set of questions designed to evaluate the viability and potential of startup ideas
- Exploration of questions covering market need, product-market fit, scalability, competition, and revenue potential
- Discussion on how answering these questions can provide insights into the feasibility and attractiveness of startup ideas

### c. How to Know If Your Idea Is Good

- Overview of criteria and indicators for assessing the quality and viability of startup ideas
- Techniques for conducting market research, customer validation, and prototype testing to validate and refine startup ideas
- Examples of signals indicating a promising idea, such as positive user feedback, market traction, and competitive advantage

### d. How to Come Up with New Ideas

- Strategies and techniques for generating new startup ideas, including problem identification, trend analysis, and brainstorming
- Exploration of creative ideation methods such as idea generation games, idea mapping, and lateral thinking
- Encouragement of a mindset of curiosity, experimentation, and continuous learning to foster idea generation and innovation

## 2. Pivoting out of a tarpit idea

### a. Tarpit Idea Definition

- Explanation of what constitutes a "tarpit idea" in the context of startup development
- Definition of a tarpit idea as an idea or concept that lacks market demand, scalability, or feasibility

### b. Consumer Ideas

- Introduction to consumer-focused startup ideas that target end-users or consumers as primary customers
- Discussion on the appeal of consumer ideas due to large addressable markets and potential for rapid growth
- Exploration of challenges associated with consumer ideas, such as customer acquisition costs and competition

### c. Why They're Popular and Why It's Difficult





- Analysis of factors contributing to the popularity of consumer ideas among startup founders and investors
  - Examination of the difficulty in successfully executing consumer ideas, including high competition, changing consumer preferences, and scalability challenges
- d. Tarpit Idea Examples**
- Illustrative examples of tarpit ideas from various industries and sectors
  - Case studies highlighting the characteristics and pitfalls of specific tarpit ideas
  - Discussion on lessons learned from failed startup attempts based on tarpit ideas
- e. Theory of Supply and Demand**
- Overview of the theory of supply and demand and its relevance to startup idea evaluation
  - Explanation of how the balance between supply and demand impacts the success or failure of startup ideas
  - Exploration of supply and demand dynamics in different markets and industries
- f. Best Pivots**
- Definition of a pivot as a strategic change in direction or focus in response to market feedback or changing circumstances
  - Identification of successful pivot examples from well-known startups, including Airbnb, Slack, and Instagram
  - Discussion on best practices for recognizing and executing effective pivots to salvage or transform tarpit ideas into viable businesses

### 3. How to get startup ideas (Paul Graham)

- a. Introduction to Paul Graham's Perspective**
- Overview of Paul Graham's influential essay on how to generate startup ideas
  - Explanation of Graham's insights and principles based on his experience as a successful entrepreneur and investor
- b. Identifying Problems Worth Solving**
- Emphasis on the importance of identifying problems that are meaningful and significant to potential customers
  - Techniques for observing and analyzing everyday problems and inefficiencies to uncover opportunities for innovation
- c. Solving Your Own Problems**
- Graham's recommendation to solve problems that personally affect you or people you know
  - Discussion on the advantages of solving familiar problems, including deep domain knowledge and genuine passion for the problem space
- d. Finding Good Problems**
- Strategies for identifying good problems to solve, such as focusing on underserved markets, industries ripe for disruption, or emerging trends
  - Exploration of research methods, including customer interviews, market analysis, and trend identification



**e. Being in the Right Place at the Right Time**

- Graham's acknowledgement of the role of timing in the success of startup ideas
- Discussion on how being aware of current trends, technological advancements, and market shifts can inform idea generation

**f. Staying Open to New Ideas**

- Encouragement to maintain an open mind and explore diverse sources of inspiration for startup ideas
- Techniques for fostering creativity and idea generation, such as reading widely, networking with diverse individuals, and experimenting with different perspectives

**g. Iteration and Refinement**

- Graham's emphasis on the iterative nature of idea generation and refinement
- Strategies for testing and iterating on startup ideas through experimentation, prototyping, and feedback gathering

**h. Conclusion and Reflection**

- Summary of key takeaways from Paul Graham's approach to getting startup ideas
- Encouragement for aspiring entrepreneurs to apply Graham's principles in their own idea generation processes and entrepreneurial journeys

**4. All about Pivoting**

**a. What is a Pivot**

- Definition of a pivot in the context of startups and business strategy
- Explanation of different types of pivots, such as market pivot, product pivot, and business model pivot
- Case studies of successful pivots from well-known companies, highlighting how a change in direction led to success

**b. Why You Should Pivot**

- Discussion on the importance of pivoting in response to market feedback, changing conditions, or new insights
- Benefits of pivoting, including increased chances of product-market fit, better alignment with customer needs, and improved business viability
- Real-life examples illustrating the positive outcomes of strategic pivots

**c. When You Should Pivot**

- Identifying signs that indicate a need for a pivot, such as stagnant growth, lack of customer traction, or persistent feedback indicating fundamental issues
- Techniques for monitoring key metrics and performance indicators to determine the right time to pivot
- Examples of companies that recognized the need to pivot and the timing of their strategic changes

**d. Evaluating Ideas to Pivot**

- Criteria for evaluating potential pivot ideas, including market demand, feasibility, and alignment with core competencies
- Frameworks and tools for assessing pivot options, such as SWOT analysis, lean startup methodology, and customer development



- Steps for conducting thorough research and validation of new pivot ideas to ensure they address the identified problems or opportunities

#### 5. How to Identify Booming Industries

- Analyze market demand and growth rates.
- Monitor investment trends and funding activities.
- Examine the regulatory environment and government support.
- Rising consumer adoption and market penetration.
- Expanding market opportunities and new segments.
- Leverage online platforms and databases like Crunchbase and CB Insights.

#### 6. Introduction to the Source of Great Startup Ideas

- Emphasis on solving real problems.
- Importance of founders' personal experiences and insights.
- Role of market gaps and inefficiencies.
- Common Themes and Lessons

#### Reference Books:

- Transforming an Idea Into a Business with Design Thinking: The Structured Approach from Silicon Valley for Entrepreneurs and Leaders By Mashhood Alam, 2019
- Design Thinking for Entrepreneurs and Small Businesses: Putting the Power of Design to Work, 2013
- Solving Problems with Design Thinking: Ten Stories of What Works by Jeanne Liedtka & Andrew King & Kevin Bennett, 201

#### SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

Internal assessment 40% i.e. 40 marks

**Semester end examination 60% i.e. 60 marks**

(A) Internal Assessment 40 marks

Description	Marks
Internal tests of 20 marks each	20
Q.1 Multiple choice Questions/True or False - 10 Marks	
Q.2. Attempt 2 questions out of 3 questions (5 marks each)- 10 Marks	
One Project and Viva voce/Presentation/Case studies/Assignments	15
Attendance and Class behavior	05
Total	40

**B) Semester end examination 60 marks**

#### PAPER PATTERN



Duration : 2 hours	
Total Marks: 60	
Q.1. Practical Problem (Attempt 1 question out of 2 question)	15 / 8 & 7 Marks
Q.2. Practical Problem (Attempt 1 question out of 2 question)	15 / 8 & 7 Marks
Q.3. Practical Problem (Attempt 1 question out of 2 question)	15 / 8 & 7 Marks
Q.4. Practical Problem (Attempt 1 question out of 2 question) OR	15 / 8 & 7 Marks
Q.4. Short Notes (Attempt 3 question out of 5 question)	5 Marks * 3 = 15 Marks
Total	60

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.



## PHILOSOPHY OF ENTREPRENEURSHIP

**COURSE CODE:** U24CE1MJ02

**1 credit - 15 lectures**

**COURSE CREDIT: 02**

**1 lecture is 60 minutes**

Sr. No.	Module	No. of Lectures
1	From Idea to Opportunity to the Business Plan	15
2	From Business Plan to Funding the Venture to Launching, Growing and Ending the New Venture	15
	<b>Total</b>	<b>30</b>

Sr. No.	Course Objectives
1	To Define a Business Plan by identifying legitimate business opportunities
2	To Indicate the critical drivers needed to support growth and investment
Sr. No.	Course Outcome
1	Learners will Understand the entire process of converting an idea into a viable business plan with a go-to- marketing strategy
2	Learners will be able to Analyze the various sources of capital and funding for a viable bottom-up financial model to fuel the growth of start-ups

Sr. No.	Module
1	<b>From Idea to Opportunity to the Business Plan</b>
	<ul style="list-style-type: none"> <li>● The Entrepreneurial Mindset</li> <li>● Creativity and the Business Idea</li> <li>● Identifying and Analyzing Domestic and International Opportunities</li> <li>● Protecting the Idea and Other Legal Issues for the Entrepreneur</li> <li>● The Business Plan: Creating and Starting the Venture</li> <li>● The Marketing Plan</li> <li>● The Organizational Plan</li> <li>● The Financial Plan</li> </ul>
2	<b>From Business Plan to Funding the Venture to Launching, Growing and Ending the New Venture</b>
	<ul style="list-style-type: none"> <li>● Sources of Capital</li> <li>● Informal Risk Capital, Venture Capital and Going Public</li> <li>● Strategies for Growing and Managing the Implications of Growth</li> <li>● Accessing Resources for Growth from External Resources</li> <li>● Succession Planning and Strategies for Harvesting and Ending the Venture</li> <li>● New Trends in Entrepreneurship</li> <li>● You are Part of the Next Generation</li> </ul>





**Reference Books:**

- Entrepreneurship by Robert Hisrich & Michael Peters & Dean Shepherd
- A Shark in a Fish Tank- 15 Principles of Intrapreneurship: The Entrepreneurial Employee by Levitt, Jordan
- Knowledge-Based Social Entrepreneurship by Mitt Nowshade Kabir, 2019
- The Oxford Handbook of Creativity, Innovation, and Entrepreneurship by Christina E. Shalley, Michael A. Hitt and Jing Zhou
- Entrepreneurship - Owing Your Future, Eleventh Edition, by Steve Mariotti with Tony Towle and Edited by Neelam Patel
- Individual Intrapreneurship In Organisations: A New Measure Of Intrapreneurial Outcomes, Joanna Jean North, PhD Thesis, University of York – Electronics, December 2015
- Managed Disruption: A Blueprint for Strategic Intrapreneurship, A Dissertation Submitted in Part-Fulfillment of the Requirements for the Degree of Master of Business Administration of the University of Warwick, Dan Hathway, August 2009

**SCHEME OF EXAMINATION**

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 20 marks
  - Semester end examination 60% i.e. 30 marks

**(A) Internal Assessment 20 marks**

Description	Marks
Internal tests of 10 marks each Q.1. Multiple choice Questions/True or False - 10 Marks	10
One Project and Viva voce/Presentation/Case studies/Assignments/Class activity	5
Attendance and Class behavior	5
Total	20

**B) Semester end examination 30**

**marks PAPER**

**PATTERN**



Duration 1 Hour	Marks 30
Q.1 10 marks OR 10 marks	10
Q.2 10 marks OR 10 marks	10
Q.3 10 marks OR 10 marks Two short notes out of four for 5 marks each or numerical or case study	10
Total	30
<p>Note:  Q.1, 2 - 10 marks question may be divided into sub questions if required.  Q.3 May include theory (short notes) / Numerical/Case study in one of the options.</p>	

**Passing criteria: Minimum 40% in Internal (8 out of 20) and 40% (12 out of 30) in semester end examination.**



## PSYCHOLOGY OF THE SELF (OTHER ELECTIVE)

**COURSE CODE: U24CE1OE01**

**1 credit - 15 lectures**

**COURSE CREDIT: 02**

**1 lecture is 60 minutes**

### Modules at a Glance

Sr. No.	Module	No. of Lectures
1	Unwind the Ordinary Mindset	15
2	The Awakening Engineering (The power to choose the version of the world with Inner)	15
	<b>Total</b>	<b>30</b>

Sr. No.	Course Objectives
1	To Identify the thoughts designed for the benefit of the entire society and learn to see the disruptive world one wants to create around
2	To Indicate the truth that creating reality has to come from our consciousness with application of tools to practice consciousness is essential in all areas of life

Sr. No.	Course Outcome
1	Learners will Understand various cultures around by Identifying and questioning the beliefs of the cultures and replacing them with definite reasons keeping in mind social values
2	Learners will Develop an insight that Awareness of consciousness is created by engineering the beliefs with extraordinary goals in our lives

Sr. No.	Module
1	<p><b>Unwind the Ordinary Mindset</b></p> <p><b>Culturescape</b></p> <ul style="list-style-type: none"> <li>• Living in the culturescape –How you were shaped by the world around you</li> <li>• Transcend the culturescape –Where we learn to question the rules of the world we live in</li> <li>• The Dawn of the brules</li> <li>• The dual worlds we live</li> <li>• Welcome to the culturescape of limiting beliefs</li> <li>• Stepping out of the culturescape</li> <li>• Why safety is overrated</li> </ul> <p><b>Question the Brules</b></p> <ul style="list-style-type: none"> <li>• The lies we choose to believe</li> <li>• Common Brules worth challenging</li> </ul>



- Five ways we take on Brules
- How to make a dent in the universe
- Taking the Brules by the horns
- It's time to start questioning
- Life beyond the brules

2

**The Awakening Engineering (The Power to choose the version of the world)**

**Practice consciousness Engineering**

- Computational thinking meets personal growth
- An operating System for human consciousness (Your models of reality )- Hardware (Systems for living) Software
- The limitations of Today's models of Reality and Systems for living
- Leveling up your inner game
- How to speed up your Learning rate
- The twelve areas of balance

**Reality Trends**

- Rewrite your Models of Reality
- Why are we having low –self esteem
- The burden of disempowering models of reality that we inherited
- The meaning making machine in the head
- How our beliefs influence others
- Healthier models for ourselves and around us
- External Models of Reality
- Two tools to Rewire your models of Reality

**Effect of Upgrade**

- Upgrade your systems for living
- Upgraded Systems for an upgraded life
- Extraordinary people discover Extraordinarily effective systems
- The discovery process
- Set points and measurement
- The positive psychology of set points
- The systems of the future
- How to rule your mind



### Reference Books:

- The code of extraordinary mind by Vishen Lakhiani
- The Happiness prescription – Deepak chopra
- Think and Grow Rich by Napoleon Hill
- As A Man Thinketh by James All

### SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 20 marks
  - Semester end examination 60% i.e. 30 marks

#### (A) Internal Assessment 20 marks

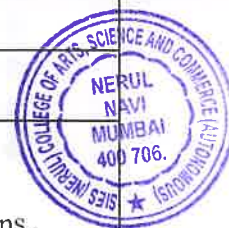
Description	Marks
Internal tests of 10 marks each Q.1. Multiple choice Questions/True or False - 10 Marks	10
One Project and Viva voce/Presentation/Case studies/Assignments/Class activity	5
Attendance and Class behavior	5
Total	20

#### B) Semester end examination 30 marks PAPER

### PATTERN

Duration 1 Hour	Marks 30
Q.1 10 marks OR 10 marks	10
Q.2 10 marks OR 10 marks	10
Q.3 10 marks OR 10 marks Two short notes out of four for 5 marks each or numerical or case study	10
Total	30

Note:  
Q.1, 2 - 10 marks question may be divided into sub questions if required.  
Q.3 May include theory (short notes) / Numerical/Case study in one of the options.



**Passing criteria: Minimum 40% in Internal (8 out of 20) and 40% (12 out of 30) in semester end examination.**



QUANTITATIVE METHODS (OTHER ELECTIVES)

**COURSE CODE: U24CE1OE02**  
**1 credit - 15 lectures**

**COURSE CREDIT: 02**  
**1 lecture is 60 minutes**

**Modules at a Glance**

Sr. No.	Module	No. of Lectures
1	Time Value of Money	15
2	Commission, Brokerage and Discount and Ratios proportions	15
	<b>Total</b>	<b>30</b>

Sr. No.	Course Objectives
1	<ul style="list-style-type: none"><li>● To be able to learn the concept of simple and compound interests</li><li>● To be able to learn to distinguish between the nominal interest rate and the effective annual yield and classify the different types of annuity</li></ul>
2	To be able to gain knowledge of profit—loss, discount, commission and brokerage, ratios & proportion which is very essential in understanding complete structure of business and make strategies to enhance the profit
Sr. No.	Course Outcome
1	To be able to Enhance the numerical ability and reasoning which is ultimately useful for analyzing any type of data in banking, financial or any job in commercial and industry field
2	To be able to Apply knowledge of commission, Brokerage and Discount and Ratios & proportion in today's business world as the aim of every businessman is not only to earn profit but also to enhance their profit. The purchase and sale of items is a common practice for the producer, or for the seller of the item Hence the knowledge of profit—loss, discount, commission and brokerage is very essential

Sr. No.	Module
1	<b>Time Value of Money</b> <ul style="list-style-type: none"><li>● Simple Interest, Compound interest (Nominal and effective rate of interest),</li><li>● Concept of annuity</li><li>● Accumulated and Present value of annuity.</li><li>● Equated Monthly Instalments (EMI) (Reducing balance &amp; Flat Interest rate of interest),</li><li>● Leasing Problems</li></ul>
2	<b>Commission, Brokerage &amp; Discount and Ratios proportions</b> <ul style="list-style-type: none"><li>● Commission on sales, Salaries based on commission</li><li>● Problems based on commission</li></ul>



- Profit and Loss based problems
- Discount on sales
- Discount on bills
- Basics of ratios and proportion

**Reference Books:**

- Ratio and Proportion by Authors: Ben-Chaim, David, Keret, Yaffa, Ilany, Bat-Sheva
- The Complete Finance & Insurance Reference Book by David Stephenson
- BUSINESS MATHEMATICS BY ANDRE FRANCIS
- Business Mathematics By D. C. Sancheti and V. K. Kapoor, Sultan Chand & Sons, 2006.

**SCHEME OF EXAMINATION**

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 20 marks
  - Semester end examination 60% i.e. 30 marks

**(A) Internal Assessment 20 marks**

Description	Marks
Internal tests of 10 marks each	10
Q.1. Multiple choice Questions/True or False - 10 Marks	10
One Project and Viva voce/Presentation/Case studies/Assignments/Class activity	5
Attendance and Class behavior	5
Total	20

**B) Semester end examination 30 marks PAPER PATTERN**

Duration 1 Hour	Marks 30
Q.1 10 marks OR 10 marks	10
Q.2 10 marks OR 10 marks	10
Q.3 10 marks OR 10 marks	10
Two short notes out of four for 5 marks each or numerical or case study	
Total	30
Note: Q.1, 2 - 10 marks question may be divided into sub questions if required. Q.3 May include theory (short notes) / Numerical/Case study in one of the options.	



**Passing criteria: Minimum 40% in Internal (8 out of 20) and 40% (12 out of 30) in semester end examination.**

## BUSINESS MODEL INNOVATION

**COURSE CODE: U24CE1VSC01**

**1 credit - 15 lectures**

**COURSE CREDIT: 02**

**1 lecture is 60 minutes**

### Modules at a Glance

Sr. No.	Module	No. of Lectures
1	Understanding business model	15
2	Types of business models	15
	<b>Total</b>	<b>30</b>

Sr. No.	Course Objectives
1	To explain the basic concepts of business models its different components
2	To explain various types of business models along with challenges

Sr. No.	Course Outcome
1	Learners will be able to understand basic of business models, its components, business models cycle,
2	Learners will be able to Analyse various types of business models and their individuals pros and challenges

Sr. No.	Module
1	<b>Understanding business model</b>
	<ul style="list-style-type: none"><li>• Definition and importance</li><li>• Various components of business model</li><li>• Business model v/s business plan</li><li>• Business model for new v/s established company</li><li>• Business model cycle</li><li>• Transactions in business model</li><li>• Designing innovative business model that deliver value</li></ul>
2	<b>Types of business models</b>
	Pros and cons for various business models: <ul style="list-style-type: none"><li>• Based on customers segment: B2B v/s B2C v/s B2B2C</li><li>• Based on scale: Retailer v/s wholesaler</li><li>• Based on activity: manufacturer, trading, service, borkerage</li><li>• Based on revenue: free for services, subscription, freemium</li><li>• Others: Marketplace, affiliate, razor blade, franchise, pay as you</li></ul>



**Reference Books:**

- "Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers" by Alexander Osterwalder and Yves Pigneur
- "Value Proposition Design: How to Create Products and Services Customers Want" by Alexander Osterwalder, Yves Pigneur, Greg Bernarda, and Alan Smith
- "The Business Model Navigator: 55 Models That Will Revolutionize Your Business" by Oliver Gassmann, Karolin Frankenberger, and Michaela Csik
- "Business Model You: A One-Page Method For Reinventing Your Career" by Timothy Clark, Alexander Osterwalder, and Yves Pigneur
- "Business Model Generation: Insights and Tools for Visionaries, Game Changers, and Challengers" by Alexander Osterwalder and Yves Pigneur

### SCHEME OF EXAMINATION

**The scheme of examination shall be divided into two parts:**

- **Internal assessment 40% i.e. 20 marks**
  - **Semester end examination 60% i.e. 30 marks**

**(A) Internal Assessment 20 marks**

Description	Marks
Internal tests of 10 marks each	10
Q.1. Multiple choice Questions/True or False - 10 Marks	10
One Project and Viva voce/Presentation/Case studies/Assignments/Class activity	5
Attendance and Class behavior	5
<b>Total</b>	<b>20</b>

**B) Semester end examination 30 marks PAPER PATTERN**

Duration 1 Hour	Marks 30
Q.1 10 marks OR 10 marks	10
Q.2 10 marks OR 10 marks	10
Q.3 10 marks OR 10 marks Two short notes out of four for 5 marks each or numerical or case study	10
<b>Total</b>	<b>30</b>
Note: Q.1, 2 - 10 marks question may be divided into sub questions if required. Q.3 May include theory (short notes) / Numerical/Case study in one of the options.	



**Passing criteria: Minimum 40% in Internal (8 out of 20) and 40% (12 out of 30) in semester end examination.**



## BASIC ACCOUNTING SKILLS

**COURSE CODE:** U24CE1SEC01

**1 credit - 15 lectures**

**COURSE CREDIT: 02**

**1 lecture is 60 minutes**

### Modules at a Glance

Sr. No.	Module	No. of Lectures
1	Basics of Entrepreneurship Accounting	15
2	Recording & Understanding the Financials	15
	<b>Total</b>	<b>30</b>

Sr. No.	Course Objectives
1	To Discover different types of business entities and understand the concept of revenue & capital transaction and their treatment in books of accounts
2	To Classify actual recording & effects of accounting transactions and to prepare final accounts

Sr. No.	Course Outcome
1	Learners will Understand the Basics & the Principles of Accounting and Differentiate between Accounts & Finance
2	Learners will Demonstrate the significance of recording an accounting transaction and prepare final accounts of manufacturing trading, profit and loss account and balance sheet

Sr. No.	Module
1	<b>Basics of Entrepreneurship Accounting</b>
	<ul style="list-style-type: none"><li>● Types of business Entities &amp; Choosing right one</li><li>● Necessary Habit - Accounting &amp; Finance</li><li>● Important financial terms one should know</li><li>● Meaning &amp; scope of Accounting</li><li>● Accounting principles</li><li>● Accounting In Computerized Environment</li></ul>
2	<b>Recording &amp; Understanding the Financials</b>
	<ul style="list-style-type: none"><li>● Recording and Maintaining Records (Book keeping &amp; Accounting)</li><li>● Journal, subsidiary books, Ledger &amp; Trial Balance</li><li>● Final Accounts of manufacturing concern (Sole proprietor)</li><li>● Financial in Formats – Horizontal, Vertical &amp; Schedule VI</li></ul>





## Reference Books:

- Accounting for small business owners - by Tycho Press
- Financial accounting essentials you always wanted to know - by kalpesh Ashar
- Accounting made simple by Mike Piper
- Indian Financial System: financial markets, institutions and services -by Siddhartha Saha
- Corporate tax planning & business tax procedures by Vinod Singhania
- Financial management, theory and practice by Prasanna Chandra
- Fundamentals of financial management by Prasanna Chandra
- Taxmann's fundamentals of Financial management with excel applications by Dr. R P Rustagi

## SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 20 marks
  - Semester end examination 60% i.e. 30 marks

### (A) Internal Assessment 20 marks

Description	Marks
Internal tests of 10 marks each	10
Q.1. Multiple choice Questions/True or False - 10 Marks	
One Project and Viva voce/Presentation/Case studies/Assignments/Class activity	5
Attendance and Class behavior	5
Total	20

### B) Semester end examination 30 marks PAPER PATTERN

Duration 1 Hour	Marks 30
Q.1 10 marks OR 10 marks	10
Q.2 10 marks OR 10 marks	10
Q.3 10 marks OR 10 marks	10
Two short notes out of four for 5 marks each or numerical or case study	
Total	30
Note: Q.1, 2 - 10 marks question may be divided into sub questions if required. Q.3 May include theory (short notes) / Numerical/Case study in one of the options.	



**Passing criteria: Minimum 40% in Internal (8 out of 20) and 40% (12 out of 30) in semester end examination.**

## EFFECTIVE COMMUNICATION SKILLS I (AEC)

**COURSE CODE:** U24CE1AEC01

**1 credit - 15 lectures**

**COURSE CREDIT: 02**

**1 lecture is 60 minutes**

### **Modules at a Glance**

Sr. No.	Module	No. of Lectures
1	Introduction to Public Speaking and Audience analysis	15
2	Crafting and Delivering the Speech	15
	<b>Total</b>	<b>30</b>

Sr. No.	Course Objectives
1	To outline the importance of public speaking and basic tenets of it.
2	To discuss the art of crafting and delivering the speech.

Sr. No.	Course Outcome
1	Learners will be able to apply the basic tenets of public speaking skills
2	Learner will be able to apply the various techniques in crafting and delivering speech

Sr. No.	Module
1	<b>Introduction to Public Speaking and Audience analysis</b>
	<ul style="list-style-type: none"><li>• The Importance of Effective Public Speaking</li><li>• Overcoming Public Speaking Anxiety</li><li>• Elements of Successful Public Speaking</li><li>• Understanding the Audience and Their Needs</li><li>• Adapting Your Speech to Different Audiences</li><li>• Analyzing Audience Feedback and Reactions</li><li>• Understanding and Managing Stage Fright</li><li>• Building Confidence through Practice and Preparation</li><li>• Strategies for Rehearsing and Improving Your Speaking Skills</li></ul>
2	<b>Crafting and Delivering the Speech</b>
	<ul style="list-style-type: none"><li>• Identifying the Purpose and Topic of Your Speech</li><li>• Organizing Your Speech: Introduction, Body, and Conclusion</li><li>• Developing a Strong Opening to Capture Attention</li><li>• Structuring Your Message with Clear Main Points</li><li>• Using Effective Transitions and Signposts</li><li>• Enhancing Delivery Skills: Voice, Body Language, and Eye Contact</li></ul>



	<ul style="list-style-type: none"> <li>• Choosing the Right Words and Tone for Your Audience</li> <li>• Crafting Persuasive and Memorable Messages</li> <li>• Creating a Connection through Storytelling</li> <li>• Incorporating Humor and Interactivity</li> <li>• Handling Questions and Audience Interaction</li> </ul>
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**Reference Books:**

- "The Art of Public Speaking" by Stephen E. Lucas
- "TED Talks: The Official TED Guide to Public Speaking" by Chris Anderson
- "Speak Like Churchill, Stand Like Lincoln: 21 Powerful Secrets of History's Greatest Speakers" by James C. Humes
- "Presentation Zen: Simple Ideas on Presentation Design and Delivery" by Garr Reynolds

**SCHEME OF EXAMINATION**

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 20 marks
- Semester end examination 60% i.e. 30 marks

**(A) Internal Assessment 20 marks**

Description	Marks
Internal tests of 10 marks each	10
Q.1. Multiple choice Questions/True or False - 10 Marks	
One Project and Viva voce/Presentation/Case studies/Assignments/Class activity	5
Attendance and Class behavior	5
Total	20

**B) Semester end examination 30 marks PAPER PATTERN**

Duration 1 Hour	Marks 30
Q.1 10 marks OR 10 marks	10
Q.2 10 marks OR 10 marks	10
Q.3 10 marks OR 10 marks	10
Two short notes out of four for 5 marks each or numerical or case study	
Total	30
Note: Q.1, 2 - 10 marks question may be divided into sub questions if required. Q.3 May include theory (short notes) / Numerical/Case study in one of the options.	



**Passing criteria: Minimum 40% in Internal (8 out of 20) and 40% (12 out of 30) in semester end examination.**

## UNDERSTANDING INDIA (VEC)

**COURSE CODE:** U24CE1VEC01

**1 credit - 15 lectures**

**COURSE CREDIT: 02**

**1 lecture is 60 minutes**

### Course Objectives:

- 1) To enable the students to acquire and demonstrate the knowledge and understanding of contemporary India with its historical perspective.
- 2) To familiarize the learners with the structure of Indian Constitution and explain the political the political processes with reference to local self-government.

### Syllabus at Glance

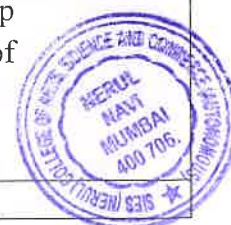
Sr. No.	Module	No. of Lectures
1.	<b>Overview Of Indian Society</b>	<b>15</b>
2.	<b>The Indian Constitution</b>	<b>15</b>
Total		<b>30</b>

### Course Outcomes:

- a. Learners will be able to appreciate the social fabric of Indian Society and also to participate/conduct the discussion and debate on contemporary Indian issues.
- b. Learners will develop a better understanding of the basic structure of the Indian Constitution and the working of the local self-government.

### Detailed Syllabus

Sr. No.	Module	No. of Lectures
1	<b>Overview of Indian Society:</b> <ul style="list-style-type: none"><li>● <b>Understand the multi-cultural diversity of Indian society</b> through its demographic composition: religion, caste, language, regional and gender differences. Understand regional variations according to rural, urban and tribal characteristics. Understanding the concept of diversity as difference.</li><li>● <b>Explore the disparities</b> arising out of gender with special reference to a. violence against women, female feticide (declining sex ratio), appreciate the inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities.</li><li>● <b>Understanding social conflicts:</b> Examine inequalities manifested due to the caste system and inter-group conflicts. Understand inter-group conflicts arising out of communalism; Examine the causes and effects of conflicts arising out of regionalism and linguistic differences.</li></ul>	<b>15</b>





- **The Structure of the Constitution** - the Preamble, Main Body; Schedule Basic features of the Constitution.
- **Fundamental Rights and Duties of the Indian Citizen**; tolerance, peace and communal harmony as crucial values in strengthening the social fabric of the Indian Society.
- **The party system in Indian politics**; Local self-government in urban and rural areas; the 73rd and 74th Amendments;
- **Role and significance of women in politics.**

### References

#### Understanding India

- Ahluwalia I J, Kanbur Ravi, P K Mohanty, SAGE Pub (2014), Urbanization in India: Challenges, Opportunities & the way forward
- Azad Naseem, R Gupta Pub ( 2011) Social and Economic Problems in India
- Bakshi P M 2011, The Constitution of India
- Bhat L SSSRD- New Delhi, Regional Inequalities in India
- Bhardwaj Kawal Kishor, Mittal Publications, Combating communalism in India: Key to National Integration
- Bose Mandakranta Oxford University Press, Faces of Feminine in Ancient , medieval and Modern India
- Kodesia Krishna, Sterling Publications, The Problems of Linguistic States in India
- Kothari Rajani, Orient Blackswan Politics in India
- Kumar Ravindra, Mittal Publications, Problems of Communalism in India
- Mitra Subrata, Routledge Publications, Politics in India: Structure, Process and Policy
- Padey Vinita, Rawat Pub (2016) Indian Society and Culture
- Rajagopalan S, ICFAI- 2012, Rural, Urban Migration : Trends, challenges & Strategies
- Ram Ahuja, Rawat Pub (2014) Social Problems in India, National Humana rights commission- disability Manual

### SCHEME OF EXAMINATION

**The scheme of examination shall be divided into two parts:**

- **Internal assessment 40% i.e. 20 marks**
  - **Semester end examination 60% i.e. 30 marks**

#### (A) Internal Assessment 20 marks

Description	Marks
Internal tests of 10 marks each Q.1. Multiple choice Questions/True or False - 10 Marks	10
One Project and Viva voce/Presentation/Case studies/Assignments/Class activity	5
Attendance and Class behavior	5





Total	20
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**B) Semester end examination 30 marks PAPER PATTERN**

Duration 1 Hour	Marks 30
Q.1 10 marks OR 10 marks	10
Q.2 10 marks OR 10 marks	10
Q.3 10 marks OR 10 marks Two short notes out of four for 5 marks each or numerical or case study	10
Total	30
<p>Note:  Q.1, 2 - 10 marks question may be divided into sub questions if required.  Q.3 May include theory (short notes) / Numerical/Case study in one of the options.</p>	

**Passing criteria: Minimum 40% in Internal (8 out of 20) and 40% (12 out of 30) in semester end examination.**



## CHANAKYA'S TEACHING IN MODERN ERA (IKS)

**COURSE CODE: U24CE1IKS01**

**1 credit - 15 lectures**

**COURSE CREDIT: 02**

**1 lecture is 60 minutes**

### Modules at a Glance

Sr. No.	Module	No. of Lectures
1	Introduction to corporate Chanakya	15
2	Strategy and Competition and financial management	15
	<b>Total</b>	<b>30</b>

Sr. No.	Course Objectives
1	To outline the overview of relevance of Chanakya's insights in corporate world
2	To discuss the application of Chanakya's Niti in corporate strategy and financial management
Sr. No.	Course Outcome
1	Learners will be able to recognize the relevance of Chanakya's Niti in various aspects of corporate world
2	Learners will be able to understand the application of Chanakya's Niti in corporate strategy and financial management

Sr. No.	Module
1	<b>Introduction to corporate Chanakya</b>
	<ul style="list-style-type: none"><li>● Understanding the Principles and Strategies of Chanakya</li><li>● Applying Chanakya's Wisdom in Corporate Leadership</li><li>● Leadership Lessons from Chanakya's Teachings</li><li>● Advice to entrepreneurs</li><li>● Negotiation Techniques and Strategies from Chanakya</li><li>● Effective Decision Making and Strategic Planning</li><li>● Building and Leading High-Performing Teams</li><li>● Promoting Transparency and Accountability in Corporate Culture</li></ul>
2	<b>Strategy and Competition and financial management</b>
	<b>Strategy and Competition</b> <ul style="list-style-type: none"><li>● Formulating Competitive Strategies based on Chanakya's Insights</li></ul>



<ul style="list-style-type: none"> <li>● Managing Market Competition and Business Rivalries</li> <li>● Sun Tzu's Art of War and its Application in Corporate Strategy</li> </ul> <p><b>Financial Management and Wealth Creation</b></p> <ul style="list-style-type: none"> <li>● Financial Planning and Wealth Management Principles</li> <li>● Chanakya's Principles for Profit Maximization and Resource Allocation</li> <li>● Managing Risk and Ensuring Financial Stability</li> </ul>
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**Reference Books:**

- "Corporate Chanakya" by Radhakrishnan Pillai
- "Chanakya's 7 Secrets of Success" by Radhakrishnan Pillai
- "Corporate Chanakya: Successful Management the Chanakya Way" by Radhakrishnan Pillai
- "Chanakya's Chant" by Ashwin Sanghi

**SCHEME OF EXAMINATION**

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 20 marks
  - Semester end examination 60% i.e. 30 marks

**(A) Internal Assessment 20 marks**

Description	Marks
Internal tests of 10 marks each	10
Q.1. Multiple choice Questions/True or False - 10 Marks	
One Project and Viva voce/Presentation/Case studies/Assignments/Class activity	5
Attendance and Class behavior	5
Total	20

**B) Semester end examination 30 marks PAPER PATTERN**

Duration 1 Hour	Marks 30
Q.1 10 marks OR 10 marks	10
Q.2 10 marks OR 10 marks	10
Q.3 10 marks OR 10 marks Two short notes out of four for 5 marks each or numerical or case study	10
Total	30
Note: Q.1, 2 - 10 marks question may be divided into sub questions if required. Q.3 May include theory (short notes) / Numerical/Case study in one of the options.	



**Passing criteria: Minimum 40% in Internal (8 out of 20) and 40% (12 out of 30) in semester end examination.**

## CO-CURRICULAR COURSE IN LIFE SKILLS I

COURSE CODE: U24CC1LS01

1 credit - 15 lectures

COURSE CREDIT: 02

1 lecture is 60 minutes.

### Course Objectives:

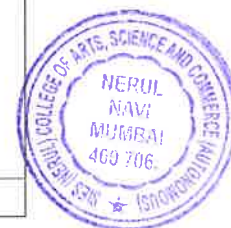
1. To enhance one's ability to be fully self-aware by helping oneself to overcome all fears and insecurities and to grow fully from inside out and outside in.
2. To increase one's knowledge and awareness of emotional competency and emotional intelligence at place of study/work
3. To develop interpersonal skills and adopt good leadership behavior for empowerment of self and others
4. Provide the opportunity for realizing self-potential through practical experience.

### Course outcomes:

After completion of the course, learners would be able to:

1. Demonstrate a set of practical skills such as self-management.
2. Practice active listening and persuasion.
3. Adopt good leadership practice.
4. Realize their potential as human beings and conduct themselves properly in the ways of the world.

Module No	Syllabus	No. of Hours	
1	<b>A) Self -Awareness-</b> Self -Concept, Self Esteem, Techniques of Self-awareness- SWOT analysis, Johari Window	4	10
	<b>B) Self-Management-</b> Mindfulness, Innovation, Adaptability, Agility, trustworthiness, Self -Motivation, Emotional Quotient	6	
2	<b>A) Listening as an Active Skill-</b> Types of listeners, Techniques of Effective Listening Listening and Comprehension Probing Questions Barriers to Listening	6	10
	<b>B) Art of Persuasion-</b> Importance, Techniques	4	
3	<b>A) Creative Problem Solving-</b> Six Thinking hats, Mind Mapping, Forced Connections	6	10
	<b>B) Leadership</b> Spiritual leadership, Servant leadership, Value driven authentic leadership	4	
<b>Total Hours</b>			<b>30</b>



### References:

1. Goleman, D, Working with Emotional Intelligence. Bloosbury Publication, 1998
2. Ghosh, S., Universal Values: As reflected in literature. Ramakrishna Mission Institute

- of Culture, 2004  
3. Wadkar, A. J, Life Skills for success.SAGE, 2016

**Pedagogy-** Practical session / experiential learning / Demonstration /Biographies /Reflection Journal

### **SCHEME OF EXAMINATION**

**Total Marks: 50**

**Continuous Evaluation pattern.**

<b>Evaluation Criteria</b>	<b>Marks</b>
Prepare a report/presentation/movie/video	10
Roleplay /Discussions /Tests /Projects /Assignments	10
Class Participation	10
Reflective journal evaluation	20
<b>Total</b>	<b>50</b>





SCHEME OF MODULES

No. of Courses	Course Code	Semester II	Credits
1	<i>Major :Department Specific Course (DSC)</i>		
1	U24CE2MJ01	Sectoral Innovation	4
2	U24CE2MJ02	Family managed business, value creation and negotiation.	2
2	<i>Minor: Department Specific Course (DSC)</i>		
3	U24CE2MI01	Principles of Management	2
3	<i>Open Electives (OE/ Generic Electives)</i>		
4	U24CE2OE01	Business Economics II	2
5	U24CE2OE02	Advanced MS-Excel	2
4	<i>VSC/SEC (Vocational Course/Skill Enhancement Course)</i>		
8	U24CE2VSC01	Digital transformation strategies	2
9	U24CE2SEC01	Financial Literacy	2
5	<i>AEC/VEC/IKS (Ability Enhancement Course/Value Education Course/Indian Knowledge System)</i>		
10	U24CE2AEC01	Effective Communication Skills-II	2
11	U24CE2SVEC01	Environmental and Sustainable Development.	2
6	<i>OJT, FP, RP, CEP, CC</i>		
12	U24CC2LS02	LIFE SKILLS II	2
<b>Total Credits</b>			<b>22</b>



## SECTORAL INNOVATION

**COURSE CODE: U24CE2MJ01**  
**1 credit - 15 lectures**

**COURSE CREDIT: 04**  
**1 lecture is 60 minutes**

### Modules at a Glance

Sr. No.	Module	No. of Lectures
1	Introduction of Sectors & Economies	15
2	Automobile Sector	15
3	E-Commerce Sector	15
4	Banking & Finance Sector	15
	<b>Total</b>	<b>60</b>

Sr. No.	Course Objectives
1	To Develop an Understanding and create awareness about various economies, policies and the possible opportunities
2	To Relate with the operations & innovations in Automobile Sector
3	To Determine the importance of Efficiency & Technological intervention in E-Commerce Sector
4	To Discover the Significance of data management, marketing communication in Banking & Finance Sector

Sr. No.	Course Outcome
1	Learners will develop understanding about developed, developing and underdeveloped economy and spot opportunities by knowing the government policies and its impact of various sectors
2	Learners will examine and appreciate the transformations happening in Automobile Sector
3	Learners will be able to analyse the relevance of Technological Intervention in the E-commerce Sector
4	Learners will be able to evaluate the up-dation being adopted by the Banking & Finance sector

Sr. No.	Module
1	<b>Introduction of Sectors &amp; Economies</b> <ul style="list-style-type: none"><li>● Understanding of World Economics</li><li>● Understanding Indian Economy &amp; Politics</li><li>● Infrastructure - Physical &amp; Digital</li><li>● Sectors in India</li></ul>



2	<b>Automobile Sector</b>
	<ul style="list-style-type: none"> <li>● Introduction - History</li> <li>● Size</li> <li>● Type</li> <li>● Product</li> <li>● Process</li> <li>● Participants</li> <li>● connected sectors</li> <li>● Legal Aspects</li> <li>● Taxation</li> <li>● Associations</li> <li>● Government policy</li> <li>● Geography</li> </ul>
3	<b>E-Commerce Sector</b>
	<ul style="list-style-type: none"> <li>● Introduction - History</li> <li>● Size</li> <li>● Type</li> <li>● Product</li> <li>● Process</li> <li>● Participants</li> <li>● connected sectors</li> <li>● Legal Aspects</li> <li>● Taxation</li> <li>● Associations</li> <li>● Government policy</li> <li>● Geography</li> </ul>
4	<b>Banking &amp; Finance Sector</b>
	<ul style="list-style-type: none"> <li>● Introduction – History</li> <li>● Size</li> <li>● Type</li> <li>● Product</li> <li>● Process</li> <li>● Participants</li> <li>● connected sectors</li> <li>● Legal Aspects</li> <li>● Taxation</li> <li>● Associations</li> <li>● Government policy</li> <li>● Geography</li> </ul>



## Reference:

This subject is completely developed on multiple case studies of various corporate entities (domestic & globally) in their respective sectors highlighting the critical analysis of the reasons for Failures and overcoming the challenges with the Innovative Approaches.

## SCHEME OF EXAMINATION

**The scheme of examination shall be divided into two parts:**

Internal assessment 40% i.e. 40 marks

**Semester end examination 60% i.e. 60 marks**

(A) Internal Assessment 40 marks

Description	Marks
Internal tests of 20 marks each	20
Q.1 Multiple choice Questions/True or False - 10 Marks	
Q.2. Attempt 2 questions out of 3 questions (5 marks each)- 10 Marks	
One Project and Viva voce/Presentation/Case studies/Assignments	15
Attendance and Class behavior	05
Total	40

**B) Semester end examination 60 marks**

## PAPER PATTERN

Duration : 2 hours	
Total Marks: 60	
Q.1. Practical Problem (Attempt 1 question out of 2 question)	15 / 8 & 7 Marks
Q.2. Practical Problem (Attempt 1 question out of 2 question)	15 / 8 & 7 Marks
Q.3. Practical Problem (Attempt 1 question out of 2 question)	15 / 8 & 7 Marks
Q.4. Practical Problem (Attempt 1 question out of 2 question)	15 / 8 & 7 Marks
OR	
Q.4. Short Notes (Attempt 3 question out of 5 question)	5 Marks * 3 = 15 Marks
Total	60

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.



AC: 29/06/2024  
Item No. :3.2



**SIES (Nerul) College of Arts, Science and Commerce (Autonomous)  
Syllabus for Approval**

**B.Com. Entrepreneurship**

Sr. No.	Heading	Particulars
1	Title of the Programme	<b>B.Com. Entrepreneurship</b>
2	Eligibility for admission	<b>HSC or Equivalent</b>
3	Minimum Percentage for admission	45%
4	Passing Marks	40%
5	Semesters	II
6	Level	UG
7	Pattern	03 Years and 06 Semester CBGS
8	Status	New
9	To be implemented from	From Academic year 2024-25 in a progressive manner

**Date: 29.06.2024**

Signature:

**Dr. Koel Roychoudhury  
AC Chairperson**

**Ms. Sugandha Jha  
Head of the Department**

Sri Chandrasekarendra Saraswathi Vidyapuram,, Plot I-C, Sector V,  
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**Fax No:** 022-27713356, **Email:** ascnsies@sies.edu.in / [siesascn@yahoo.in](mailto:siesascn@yahoo.in) **Website:** [www.siesascn.edu.in](http://www.siesascn.edu.in)







## FAMILY MANAGED BUSINESS, VALUE CREATION AND NEGOTIATION

**COURSE CODE: U23CE2MJ02**

**1 credit - 15 lectures**

**COURSE CREDIT: 02**

**1 lecture is 60 minutes**

### Modules at a Glance

Sr. No.	Module	No. of Lectures
1	<b>Family Business: introduction and dynamics/challenges</b>	15
2	<b>Building successful Family Business &amp; Growth Strategies</b>	15
	<b>Total</b>	<b>30</b>

Sr. No.	Course Objectives
1	To Introduce Family Business, Family Business Dynamics & various challenges involved
3	To understand How to build Successful Family Business.

Sr. No.	Course Outcome
1	Learners will be able to outline the family business dynamics, And ways to face the challenges in family business
3	Learners will be able to demonstrate family business plan step by step

Sr. No.	Module
1	<p><b>Family Business: introduction and dynamics/challenges</b></p> <p><b>Introduction to Family Business</b></p> <ul style="list-style-type: none"> <li>• Family Business History</li> <li>• Defining the Roles of Family members in Business.</li> <li>• Decision making capacities among family members</li> <li>• Need of Advisors in Family Business for growth strategy for first point</li> </ul> <p><b>Family Business Dynamics</b></p> <ul style="list-style-type: none"> <li>• Family Business conflict management and policy</li> <li>• Understanding the Family Business Dynamics:                             <ul style="list-style-type: none"> <li>• People (discipline),</li> <li>• Growth</li> <li>• Risk</li> <li>• Governance</li> <li>• Wealth</li> <li>• Transition.</li> </ul> </li> </ul> <p><b>Family Business Challenges</b></p> <ul style="list-style-type: none"> <li>• What are the challenges in Family Business.</li> <li>• How to overcome challenges</li> <li>• Building Collaborative work culture among family members</li> <li>• Family Business Maps: Asset and Roadblocks in Long-term planning</li> <li>• Reasons for Distress in family business.</li> </ul>



<b>3</b>	<b>Building successful Family Business &amp; Growth Strategies</b>
	<p><b>Building successful Family Business</b></p> <ul style="list-style-type: none"> <li>• What is Legacy</li> <li>• Role of Legacy in Family Business.</li> <li>• Projection of Legacy to new generation</li> <li>• Building strong foundation step by step to make Family Business successful.</li> <li>• Attributes required to latest generation to continue legacy</li> <li>• Understanding the environmental factors that influence the legacy</li> </ul> <p><b>Growth Strategies</b></p> <ul style="list-style-type: none"> <li>• What is a strategy</li> <li>• Factors for building a strategy</li> <li>• Key metrics in measuring the Growth</li> <li>• Plan – Execute – Evaluate the Strategy</li> <li>• Succession in Family Business – Case study</li> </ul>

**Reference Books:**

- Managing the Family Business: Theory and Practice by “Thomas Zellweger”
- The Entrepreneur’s Choice: Cases on Family Business in India by “C. Gopalkrishnan”
- The Landscape of Family Business by “Ritch L. Sorenson, Andy Yu, Keith H. Brigham”

**SCHEME OF EXAMINATION**

**The scheme of examination shall be divided into two parts:**

- **Internal assessment 40% i.e. 20 marks**
  - **Semester end examination 60% i.e. 30 marks**

**(A) Internal Assessment 20 marks**

Description	Marks
Internal tests of 10 marks each	10
Q.1. Multiple choice Questions/True or False - 10 Marks	
One Project and Viva voce/Presentation/Case studies/Assignments/Class activity	5
Attendance and Class behavior	5
<b>Total</b>	<b>20</b>

**B) Semester end examination 30 marks PAPER PATTERN**

Duration : 1 hour
Total Marks: 30



Q.1 10 marks OR 10 marks	10
Q.2 10 marks OR 10 marks	10
Q.3 10 marks OR 10 marks Two short notes out of four for 5 marks each or numerical or case study	10
Total	30
<p>Note:  Q.1, 2 - 10 marks question may be divided into sub questions if required.  Q.3 May include theory (short notes) / Numerical/Case study in one of the options.</p>	

**Passing criteria: Minimum 40% in Internal (8 out of 20) and 40% (12 out of 30) in semester end examination.**



## PRINCIPLES OF MANAGEMENT

**COURSE CODE: U24CE2MI01**

**1 credit - 15 lectures**

**COURSE CREDIT: 02**

**1 lecture is 60 minutes**

### Modules at a Glance

Sr. No.	Module	No. of Lectures
1	<b>Concept of Management</b>	15
2	<b>Planning and Designing the Management Structure</b>	15
	<b>Total</b>	<b>30</b>

Sr. No.	Course Objectives
1	To explain the Principles of management: managerial roles, organization culture and ethical responsibility
2	To explain the Principles of management: planning and decision making, leadership, and human resource management

Sr. No.	Course Outcome
1	Learners will be able to understand the basic aspects of important Principles of management related to managerial roles, organization culture and ethical responsibility
2	Learners will be able to analyse the basic aspects of important Principles of management related to planning and decision making, leadership, and human resource management

Sr. No.	Module
1	<b>Concept of HR Management</b>
	<ul style="list-style-type: none"> <li>● Understanding the Concept of Management</li> </ul> <p><u>Management functions:</u></p> <ul style="list-style-type: none"> <li>● Planning: Setting Objectives and Formulating Strategies</li> <li>● Organizing: Designing Organizational Structures and Allocating Resources</li> <li>● Leading: Motivating, Directing, and Influencing Employees</li> <li>● Controlling: Monitoring Performance and Taking Corrective Actions</li> </ul> <p><u>Managerial roles and skills</u></p> <ul style="list-style-type: none"> <li>● Managerial Roles: Interpersonal, Informational, and Decisional Roles</li> <li>● Essential Managerial Skills: Technical, Human, and Conceptual Skills</li> </ul> <p><u>Organizational Culture and Environment</u></p>





	<ul style="list-style-type: none"> <li>● Understanding Organizational Culture and its Impact on Management</li> <li>● Analyzing the External Environment: PESTEL Analysis</li> <li>● Assessing the Internal Environment: SWOT Analysis</li> </ul> <p><u>Ethics and Social Responsibility in Management</u></p> <ul style="list-style-type: none"> <li>● Ethical Principles and Decision Making in Organizations</li> <li>● Corporate Social Responsibility and Sustainability</li> <li>● Managing Ethical Dilemmas and Promoting Ethical Behavior</li> </ul>
<b>2</b>	<b>Planning and Designing the Management Structure</b>
	<p>Planning and Decision Making</p> <ul style="list-style-type: none"> <li>● The Planning Process: Setting Goals, Objectives, and Action Plans</li> <li>● Decision Making: Rational and Non-Rational Decision-Making Models</li> <li>● Strategic Planning and Business Planning</li> </ul> <p>Organizational Structure and Design</p> <ul style="list-style-type: none"> <li>● Types of Organizational Structures: Functional, Divisional, Matrix, etc.</li> <li>● Organizational Design: Authority, Span of Control, and Centralization</li> <li>● Organizational Change and Adaptation</li> </ul> <p>Leadership and Motivation</p> <ul style="list-style-type: none"> <li>● Leadership Styles and Theories: Trait, Behavioral, and Situational Approaches</li> <li>● Motivation Theories: Maslow's Hierarchy, Herzberg's Two-Factor Theory, etc.</li> <li>● Leading Teams and Building High-Performing Workgroups</li> </ul> <p>Human Resource Management</p> <ul style="list-style-type: none"> <li>● HR Planning, Recruitment, and Selection</li> <li>● Performance Management and Appraisal</li> <li>● Employee Training and Development</li> </ul>

**Reference Books:**

- "Principles of Management" by Henri Fayol
  - "Management: A Global Perspective" by Koontz and Weihrich
  - "Management: Leading and Collaborating in a Competitive World" by Bateman and Snell
  - "Management: Challenges for Tomorrow's Leaders" by Pamela Lewis
- "Essentials of Management" by Andrew DuBrin



### SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 20 marks
  - Semester end examination 60% i.e. 30 marks

#### (A) Internal Assessment 20 marks

Description	Marks
Internal tests of 10 marks each Q.1. Multiple choice Questions/True or False - 10 Marks	10
One Project and Viva voce/Presentation/Case studies/Assignments/Class activity	5
Attendance and Class behavior	5
Total	20

#### B) Semester end examination 30

marks PAPER

PATTERN

Duration : 1 hour
Total Marks: 30

Q.1 10 marks OR 10 marks	10
Q.2 10 marks OR 10 marks	10
Q.3 10 marks OR 10 marks Two short notes out of four for 5 marks each or numerical or case study	10
Total	30

Note:

Q.1, 2 - 10 marks question may be divided into sub questions if required.

Q.3 May include theory (short notes) / Numerical/Case study in one of the options.



**Passing criteria: Minimum 40% in Internal (8 out of 20) and 40% (12 out of 30) in semester end examination.**

## BUSINESS ECONOMICS- II

COURSE CODE : U23CE2OE01  
1 credit - 15 lectures

COURSE CREDIT: 02  
1 lecture is 60 minutes

### Course Objectives:

- To analyze the different market structures in the economy.
- To orient students with the different pricing practices and applications of capital budgeting.

### Course Outcomes:

- Learners will be able to analyze the different market structures in the economy.
- Learners will be able to examine the different pricing practices and apply the principles of capital budgeting in making investment decisions.

Sr. No	Syllabus	No. of lectures
01	<p><b>MODULE I: Market structures: Pricing and Output Decisions under Perfect and Imperfect Competition</b></p> <ul style="list-style-type: none"> <li>• Market structure: Meaning of Markets, Types of Market Structures</li> <li>• Perfect Competition: Meaning, Features, Equilibrium conditions- short run and long run equilibrium of a firm and industry.</li> <li>• Monopoly: Meaning, Features, Sources of Monopoly Power, Equilibrium conditions- short run and long run equilibrium of a firm and industry, Perfect competition vs Monopoly.</li> <li>• Monopolistic Competition: Meaning, Features, Equilibrium conditions- short run and long run equilibrium of a firm, Selling costs- Role of Advertisements</li> <li>• Oligopoly: Meaning, Features, Collusive Oligopoly- Cartel Formation, Non-Collusive Oligopoly- Kinked demand curve.</li> </ul> <p>Related case studies.</p>	15
02	<p><b>MODULE II: Pricing Practices and Capital Budgeting</b></p> <ul style="list-style-type: none"> <li>• Price leadership under Oligopoly- Meaning, Types, Advantages &amp; Limitations.</li> <li>• Price discrimination- Meaning, Degrees, Conditions, Equilibrium of Price Discriminating Monopolist, Dumping.</li> <li>• Types of Pricing Practices: Marginal Cost Pricing, Cost Plus Pricing, Multiple-Product Pricing, Transfer Pricing.</li> <li>• Capital Budgeting: Meaning, Importance, Steps in Capital Budgeting, Techniques of Investment Appraisal- Pay-back period, Net Present Value and Internal Rate of Return, related</li> </ul> <p>case studies and numerical sums.</p> <p>Related case studies.</p>	15



### References:

- 2) Mehta, P.L.: Managerial Economics – Analysis, Problem and Cases (S. Chand & Sons, N. Delhi, 2000)
- 3) Hirchey. M., Managerial Economics, Thomson Southwestern (2003)
- 4) Salvatore, D.: Managerial Economics in a global economy (Thomson Southwestern Singapore, 2001)
- 5) Frank Robert. H, Bernanke. Ben S., Principles of Economics (Tata McGraw Hill (ed.3)
- 6) Gregory Mankiw., Principles of Economics, Thomson Southwestern (2002 reprint)
- 7) Samuelson & Nordhaus.: Economics (Tata McGraw Hills, New Delhi, 2002)
- 8) Pal Sumitra, Managerial Economics cases and concepts (Macmillan, New Delhi, 2004)
- 9) H.L Ahuja, Principles of Microeconomics (S. Chand Publishing, 2019)

### SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 20 marks
  - Semester end examination 60% i.e. 30 marks

#### (A) Internal Assessment 20 marks

Description	Marks
Internal tests of 10 marks each Q.1. Multiple choice Questions/True or False - 10 Marks	10
One Project and Viva voce/Presentation/Case studies/Assignments/Class activity	5
Attendance and Class behavior	5
Total	20

#### B) Semester end examination 30 marks

Duration : 1 hour
Total Marks: 30

#### PAPER PATTERN

Q.1 10 marks OR 10 marks	10
Q.2 10 marks OR 10 marks	10
Q.3 10 marks OR 10 marks Two short notes out of four for 5 marks each or numerical or case study	10



Total	30
<p>Note: Q.1, 2 - 10 marks question may be divided into sub questions if required. Q.3 May include theory (short notes) / Numerical/Case study in one of the options.</p> <p><b>Passing criteria: Minimum 40% in Internal (8 out of 20) and 40% (12 out of 30) in semester end examination.</b></p>	





## FINANCIAL LITERACY

**COURSE CODE:U24CE2SEC01**  
**1 credit - 15 lectures**

**COURSE CREDIT: 02**  
**1 lecture is 60 minutes**

### Modules at a Glance

Sr. No.	Module	No. of Lectures
1	Indian financial system- I	15
2	Indian financial system -II	15
	<b>Total</b>	<b>30</b>

Sr. No.	Course Objectives
1	To discuss various aspect of Indian financial system i.e. banking sector, financial sector
2	To discuss various aspect of Indian financial system i.e. insurance sector, mutual funds and payments/settlement system

Sr. No.	Course Outcome
1	Learners will be able to understand the various concepts, participants and regulatory framework in banking and financial sector
2	Learners will be able to analyse the various concepts, participants and regulatory framework in insurance sector, mutual funds industry and payment/settlement system

Sr. No.	Module
1	<p><b>Indian financial system- I</b></p> <ul style="list-style-type: none"> <li>● Overview of the Indian Financial System</li> <li>● Evolution and Structure of the Indian Financial System</li> <li>● Regulatory Framework and Financial Institutions in India</li> </ul> <p><u>Financial Markets in India:</u></p> <ul style="list-style-type: none"> <li>● Money Market: Structure, Instruments, and Participants</li> <li>● Capital Market: Primary and secondary market; Equity, Debt, and Derivative Markets</li> <li>● Foreign Exchange Market and International Trade</li> <li>● Role of Credit Rating Agencies and Credit Information Companies</li> </ul> <p><u>Banking Sector in India</u></p> <ul style="list-style-type: none"> <li>● Commercial Banks: Types, Functions, and Services</li> <li>● Reserve Bank of India and its Role in Banking Regulation</li> </ul>



	● Non-Banking Financial Companies (NBFCs) and their Significance
2	<b>Indian financial system -II</b>
	<u>Insurance Sector in India</u> <ul style="list-style-type: none"> <li>● Life Insurance: Products, Companies, and Regulation</li> <li>● General Insurance: Non-Life Insurance and Reinsurance</li> <li>● Insurance Regulatory and Development Authority (IRDA)</li> </ul> <u>Mutual Funds and Asset Management</u> <ul style="list-style-type: none"> <li>● Mutual Funds: Types, Structure, and Investment Process</li> <li>● Regulation and Role of Association of Mutual Funds in India (AMFI)</li> <li>● Portfolio Management Services and Wealth Management</li> </ul> <u>Payment and Settlement Systems</u> <ul style="list-style-type: none"> <li>● Retail Payment Systems: Cards, Digital Payments, and Mobile Banking</li> <li>● Real-Time Gross Settlement (RTGS) and Electronic Funds Transfer (NEFT)</li> <li>● National Payments Corporation of India (NPCI)</li> </ul>

**Reference Books:**

- "Indian Financial System" by Bharti V. Pathak
- "Indian Financial System: Markets, Institutions, and Services" by H.R. Machiraju
- "Indian Financial System: Institutions, Markets, and Services" by Bharati V. Pathak
- "Indian Financial System: Theory and Practice" by M. Y. Khan and P. K. Jain
- "Indian Financial System: A Practical Approach" by Rajesh K. Garg

**SCHEME OF EXAMINATION**

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 20 marks
  - Semester end examination 60% i.e. 30 marks

**(A) Internal Assessment 20 marks**

Description	Marks
Internal tests of 10 marks each	10
Q.1. Multiple choice Questions/True or False - 10 Marks	
One Project and Viva voce/Presentation/Case studies/Assignments/Class activity	5
Attendance and Class behavior	5
Total	20



**B) Semester end examination 30 marks PAPER PATTERN**

**B) Semester end examination 30 marks**

Duration : 1 hour
Total Marks: 30

**PAPER PATTERN**

Q.1 10 marks OR 10 marks	10
Q.2 10 marks OR 10 marks	10
Q.3 10 marks OR 10 marks Two short notes out of four for 5 marks each or numerical or case study	10
Total	30
<p>Note: Q.1, 2 - 10 marks question may be divided into sub questions if required. Q.3 May include theory (short notes) / Numerical/Case study in one of the options.</p> <p><b>Passing criteria: Minimum 40% in Internal (8 out of 20) and 40% (12 out of 30) in semester end examination.</b></p>	



**Semester II**  
**VSC**  
**Digital Transformation Strategies**

**COURSE CODE: U24CE2VSC01**  
**1 credit - 15 lectures**

**COURSE CREDIT: 02**  
**1 lecture is 60 minutes**

**Modules at a Glance**

Sr. No.	Module	No. of Lectures
1	Digital transformation framework	15
2	Emerging technologies and practical case studies	15
	<b>Total</b>	<b>30</b>

Sr. No.	Course Objectives
1	To explain building blocks of digital transformation framework and essential technologies
2	To demonstrate the emerging technologies including practical case studies
Sr. No.	Course Outcome
1	Learners will be able to understand and comprehend the digital technologies and its relevance in modern business
2	Learners will be able to relate the emerging technologies and application of digital transformation in various industries

Sr. No.	Module
1	Digital transformation framework
	<ul style="list-style-type: none"> <li>● Understanding Digital Transformation and its importance</li> <li>● Drivers for digital transformation</li> <li>● Key components in digital transformation framework</li> <li>● Assessing Organizational Readiness for Digital Transformation and preparing digital transformation roadmap</li> <li>● The Role of Customer-Centricity in Digital Transformation</li> <li>● Design Thinking for Digital Transformation</li> <li>● The Importance of Data in Digital Transformation</li> <li>● Data Governance and Privacy in the Digital Era (cyber security laws)</li> <li>● Leveraging Artificial Intelligence and Machine Learning for Data-Driven Decisions</li> <li>● Threat Landscape and Vulnerabilities in Digital Transformation</li> <li>● Building a Cybersecurity Strategy for Digital Transformation</li> </ul>



2	<b>Emerging technologies and practical case studies</b>
	<p><b>Emerging Technologies and Trends</b></p> <ul style="list-style-type: none"> <li>● Internet of Things (IoT) and its Impact on Digital Transformation</li> <li>● Cloud Computing and its Role in Digital Transformation</li> <li>● Big Data and Analytics for Business Transformation</li> <li>● Blockchain Technology and Digital Transformation</li> <li>● The Role of Robotics and Autonomous Systems</li> </ul> <p><b>Digital Transformation Case Studies</b></p> <ul style="list-style-type: none"> <li>● Successful Digital Transformation in a Retail Industry</li> <li>● Digital Transformation in the Financial Services Sector</li> <li>● Digital Transformation in Healthcare</li> <li>● Digital Transformation in Manufacturing</li> </ul>

**Reference Books;**

- "Leading Digital: Turning Technology into Business Transformation" by George Westerman, Didier Bonnet, and Andrew McAfee
- "The Digital Transformation Playbook: Rethink Your Business for the Digital Age" by David L. Rogers
- "Digital Transformation: Survive and Thrive in an Era of Mass Extinction" by Thomas M. Siebel
- "The Digital Transformation Handbook: Turn Disruption into Opportunity" by David L. Rogers
- "The Digital Transformation: How Technology Reshapes Business Across Industries" by Lindsay Herbert

**SCHEME OF EXAMINATION**

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 20 marks
  - Semester end examination 60% i.e. 30 marks

**(A) Internal Assessment 20 marks**

Description	Marks
Internal tests of 10 marks each Q.1. Multiple choice Questions/True or False - 10 Marks	10
One Project and Viva voce/Presentation/Case studies/Assignments/Class activity	5
Attendance and Class behavior	5
Total	20

**B) Semester end examination 30 marks PAPER PATTERN**





Duration 1 Hour	Marks 30
Q.1 10 marks OR 10 marks	10
Q.2 10 marks OR 10 marks	10
Q.3 10 marks OR 10 marks Two short notes out of four for 5 marks each or numerical or case study	10
Total	30
<p>Note:</p> <p>Q.1, 2 - 10 marks question may be divided into sub questions if required.</p> <p>Q.3 May include theory (short notes) / Numerical/Case study in one of the options.</p>	

**Passing criteria: Minimum 40% in Internal (8 out of 20) and 40% (12 out of 30) in semester end examination.**



## Advanced MS-excel

**COURSE CODE:U24CE2OE02**

**1 credit - 15 lectures**

**COURSE CREDIT: 02**

**1 lecture is 60 minutes**

### Modules at a Glance

Sr. No.	Module	No. of Lectures
1	Introduction to MS Excel	15
2	Data Tools	15
	<b>Total</b>	<b>30</b>

Sr. No.	Course Objectives
1	To explain the basics of MS excel and formulas
2	To explain advance formulas and macros
Sr. No.	Course Outcome
1	Learners will be able to apply and use basic concepts of excel including basic formulas in day to day workings
2	Learners will be able to apply and use advance formulas and basic macro skills in day to day workings

Sr. No.	Module
1	Introduction to MS Excel
	<ul style="list-style-type: none"><li>● Microsoft Excel Startup Screen</li><li>● Understanding the Structure of an Excel Workbook</li><li>● Common Excel Shortcut Keys</li><li>● Entering Text to Create Spreadsheet Titles</li><li>● Moving and Copying Data in an Excel Worksheet</li><li>● Inserting and Deleting Rows and Columns</li><li>● Hiding and Unhiding Excel Rows and Columns</li><li>● Working with Numeric Data in Excel</li><li>● Working with Cell References</li><li>● Creating Basic Formulas in Excel</li><li>● Relative Versus Absolute Cell References in Formula</li><li>● Sort, filter and advance filter</li><li>● Subtotal and grouping</li><li>● Removing duplicates</li><li>● Sum, Min, Max, Average, Count, Autosum</li></ul>



2	<b>Data Tools</b>
	<ul style="list-style-type: none"> <li>● Working with Logical Functions (IF, AND, OR)</li> <li>● Utilizing Lookup and Reference Functions (VLOOKUP, HLOOKUP, INDEX, MATCH)</li> <li>● Using Text Functions for Data Manipulation</li> <li>● Creating and Customizing PivotTables</li> <li>● Analyzing Data with PivotTables</li> <li>● Conditional formatting</li> <li>● Introduction and macro security</li> <li>● Recording macros</li> </ul>

**Reference Books;**

- "Excel 2019 Bible" by Michael Alexander and Richard Kusleika
- "Excel 2019 Power Programming with VBA" by Michael Alexander and Dick Kusleika
- "Excel 2019 Formulas and Functions" by Paul McFedries
- "Excel 2019 All-in-One For Dummies" by Greg Harvey
- "Excel 2019 Pivot Table Data Crunching" by Bill Jelen and Michael Alexander
- "Excel 2019 Step by Step" by Curtis Frye

**SCHEME OF EXAMINATION**

**The scheme of examination shall be divided into two parts:**

- **Internal assessment 40% i.e. 20 marks**
  - **Semester end examination 60% i.e. 30 marks**

**(A) Internal Assessment 20 marks**

Description	Marks
Internal tests of 10 marks each	10
Q.1. Multiple choice Questions/True or False - 10 Marks	
One Project and Viva voce/Presentation/Case studies/Assignments/Class activity	5
Attendance and Class behavior	5
<b>Total</b>	<b>20</b>

**B) Semester end examination 30**

**marks PAPER**

**PATTERN**



Duration 1 Hour	Marks 30
Q.1 10 marks OR 10 marks	10
Q.2 10 marks OR 10 marks	10
Q.3 10 marks OR 10 marks Two short notes out of four for 5 marks each or numerical or case study	10
Total	30
<p>Note:</p> <p>Q.1, 2 - 10 marks question may be divided into sub questions if required.</p> <p>Q.3 May include theory (short notes) / Numerical/Case study in one of the options.</p>	

**Passing criteria: Minimum 40% in Internal (8 out of 20) and 40% (12 out of 30) in semester end examination.**



**AEC**  
**Effective Communication Skills II**

**COURSE CODE:U24CE2AEC01**

**COURSE CREDIT: 02**

**1 credit - 15 lectures**

**1 lecture is 60 minutes**

**Modules at a Glance**

Sr. No.	Module	No. of Lectures
1	AI tools for effective writing	15
2	Leveraging technology for Business Communication	15
	<b>Total</b>	<b>30</b>

Sr. No.	Course Objectives
1	To explain the concept of using AI tools and its relevance
2	To explain the role of technology and its application in business communication

Sr. No.	Course Outcome
1	Learners will be able to Understand the fundamentals of AI and application for effective writing
2	Learners will be able to Understand the technology and its application for effective business communication

Sr. No.	Module
1	<b>AI-Assisted Writing</b>
	<ul style="list-style-type: none"> <li>● Prompt Engineering</li> <li>● PPT using AI</li> <li>● Excel and Analytics using AI</li> <li>● Research using AI</li> <li>● Linked In using AI</li> </ul>
2	<b>Leveraging technology for Effective Communication</b>
	<ul style="list-style-type: none"> <li>● The Role and Impact of Technology in Modern Public Speaking</li> <li>● Understanding the Potential of Virtual Reality in Speech Delivery</li> <li>● Incorporating Augmented Reality for Immersive Presentations</li> <li>● Creating Virtual Environments for Enhanced Audience Experience</li> <li>● Using Teleprompters for Smooth and Confident Delivery</li> <li>● Interacting and Engaging with Remote Audiences</li> </ul>





**Reference Books:**

- "Confessions of a Public Speaker" by Scott Berkun
- "Talk Like TED: The 9 Public-Speaking Secrets of the World's Top Minds" by Carmine Gallo

**SCHEME OF EXAMINATION**

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 20 marks
  - Semester end examination 60% i.e. 30 marks

**(A) Internal Assessment 20 marks**

Description	Marks
Internal tests of 10 marks each Q.1. Multiple choice Questions/True or False - 10 Marks	10
One Project and Viva voce/Presentation/Case studies/Assignments/Class activity	5
Attendance and Class behavior	5
Total	20

**B) Semester end examination 30**

marks PAPER

PATTERN

Q.2 10 marks OR 10 marks	10
Q.3 10 marks OR 10 marks Two short notes out of four for 5 marks each or numerical or case study	10
Total	30
Note: Q.1, 2 - 10 marks question may be divided into sub questions if required. Q.3 May include theory (short notes) / Numerical/Case study in one of the options.	

**Passing criteria: Minimum 40% in Internal (8 out of 20) and 40% (12 out of 30) in semester end examination.**



## Environment & Sustainable Development

**COURSE CODE: U24CE2VEC01**

**1 credit - 15 lectures**

**COURSE CREDIT: 02**

**1 lecture is 60 minutes**

### Modules at a Glance

Sr. No.	Module	No. of Lectures
1	Sustainability & the Environment in the context of business	15
2	Sustainable business strategies and innovations	15
	<b>Total</b>	<b>30</b>

Sr. No.	Course Objectives
1	To explain the basic concept of sustainability and its relevance in business context
2	To explain various sustainable practices appointed in modern day business

Sr. No.	Course Outcome
1	Learners will recognize the importance of sustainability in business context and various business risks associated with global environment problems
2	Learners will analyse the current best practices undertaken in modern day business for sustainability

Sr. No.	Module
1	<b>Sustainability &amp; the Environment in the context of business</b>
	<ul style="list-style-type: none"> <li>● Understanding Sustainability and its importance</li> <li>● Understanding Sustainability in the Business Context</li> <li>● The Role of Businesses in Environmental Conservation</li> </ul> <p><b>Global Environmental Issues and Their Relevance to Business</b></p> <ul style="list-style-type: none"> <li>● Climate Change and its Business Implications</li> <li>● Biodiversity Loss and Business Risks</li> <li>● Pollution and Waste Management Challenges</li> </ul>
2	<b>Sustainable business strategies and innovations</b>
	<ul style="list-style-type: none"> <li>● Integrating Sustainability into Business Models</li> <li>● Triple Bottom Line Approach: People, Planet, and Profit</li> </ul>



- Circular Economy Strategies
- Sustainable Supply Chain Management
- Environmental, Social, and Governance (ESG) Criteria
- Sustainable Investing and Impact Investing
- Green Marketing Strategies
- Sustainable Product Design and Development
- Green technologies in manufacturing

**Regulations and Policy Frameworks**

- International Environmental Agreements and Treaties
- National Environmental Regulations and Laws
- Government Incentives for Sustainable Business Practices
- Business Compliance and Reporting (EIA etc.)

**Reference Books:**

- "The Sustainable MBA: A Business Guide to Sustainability" Author: Giselle Weybrecht
- "Green to Gold: How Smart Companies Use Environmental Strategy to Innovate, Create Value, and Build Competitive Advantage"
- "Sustainable Business: An Executive's Primer" Author: Robert Sroufe
- "The Green to Gold Business Playbook: How to Implement Sustainability Practices for Bottom-Line Results in Every Business Function"

**SCHEME OF EXAMINATION**

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 20 marks
  - Semester end examination 60% i.e. 30 marks

**(A) Internal Assessment 20 marks**

Description	Marks
Internal tests of 10 marks each Q.1. Multiple choice Questions/True or False - 10 Marks	10
One Project and Viva voce/Presentation/Case studies/Assignments/Class activity	5
Attendance and Class behavior	5
<b>Total</b>	<b>20</b>



**B) Semester end examination 30**

**marks PAPER**

**PATTERN**

Duration: 1 hour

Marks:30

Q.1 10 marks OR 10 marks	10
Q.2 10 marks OR 10 marks	10
Q.3 10 marks OR 10 marks Two short notes out of four for 5 marks each or numerical or case study	10
Total	30
Note: Q.1, 2 - 10 marks question may be divided into sub questions if required. Q.3 May include theory (short notes) / Numerical/Case study in one of the options.	

**Passing criteria: Minimum 40% in Internal (8 out of 20) and 40% (12 out of 30) in semester end examination.**



## CO-CURRICULAR COURSE IN LIFE SKILLS II

COURSE CODE: U24CC2LS02  
1 credit - 15 lectures

COURSE CREDIT: 02  
1 lecture is 60 minutes.

### Course Objectives:

1. To understand and achieve various states of human well-being.
2. To increase one's knowledge and awareness about yoga and pranayama.
3. To develop sense of gratitude amongst learners
4. To strengthen positive relationships within family.
5. To understand responsibilities as a social being.

### Course outcomes:

After completion of the course, learners would be able to:

1. Demonstrate different states of well-being for holistic development.
2. Practice yoga and Pranayama for living healthy life.
3. Adopt gratitude as a regular practice.
4. Strengthen family relationships and achieve emotional balance.
5. Become a Responsible citizen of society

Module No	Syllabus	No. of hours
<b>1</b> <b>Integral Human Well-being</b>	<ol style="list-style-type: none"><li>1. Importance of well-being, inter-relatedness of different kinds of well-being and definition of well-being</li><li>2. Well-being and its kinds- Physical well-being, Emotional well-being, Aesthetic well-being, Intellectual well-being, Relational well-being, Moral well-being, Spiritual Well-being</li><li>3. Establish and recognize various states of well-being, embedded in different creatures, but consciously understood by humans.</li><li>4. Identify the most pronounced emotions in the individual through given activities anecdotes, videos, activity to help identify different states of well-being.</li><li>5. Discussion of related values to well-being: Aesthetics, ethics, gratitude, forgiveness, and spiritual health, that is, thinking beyond the senses and the self and for the welfare of others.</li><li>6. Importance and practice of well-being through case study and or activity.</li><li>7. Ways to attain different states of well-being.</li><li>8. Activities.</li></ol>	<b>10</b>
<b>2</b> <b>Yoga and Pranayama</b>	<ol style="list-style-type: none"><li>1. Importance of Yoga and Pranayama: a. Yoga and pranayama for the integral well-being and balance in life. b. Yoga and pranayama: Introduction. c. Mind – Body – Intellect. d. Difference between yoga and pranayama and their interrelatedness.</li><li>2. Basic Yogasanas and Pranayama for Learners: a. Every morning. b. Before bedtime. c. Before a presentation. d. Before examination. e. To fight stress</li><li>3. Healthy Diet.</li><li>4. Healthy Mind.</li></ol>	<b>5</b>





	5. Recommended Routine for Yoga and Pranayama.	
<b>3 Gratitude</b>	1. Gratitude — A great embellishment to a person's mental quality. 2. Duty versus Rights. 3. Wonderment and Simplicity. 4. Gratitude to: a. The family. b. The teachers. c. The society. d. The nation. e. The universe. 5. Activity: Count your blessings; Live in an attitude of gratitude	<b>5</b>
<b>4 Relationship and Family</b>	1. Family: Meaning and constitution. 2. Importance of family relationships 3. Characteristics of a strong family 4. Build strong family relationships	<b>5</b>
<b>5 Role in Society</b>	1. Meaning of Society. 2. Social roles — Meaning and various types. 3. Individual as a Social Being. 4. Responsibilities as Social Being 5. Role conflict versus role strain	<b>5</b>
	Total No of hours	<b>30</b>

References:

1. [https://www.ugc.gov.in/pdfnews/4371304\\_LifeSkill\\_JeevanKaushal\\_2023.pdf](https://www.ugc.gov.in/pdfnews/4371304_LifeSkill_JeevanKaushal_2023.pdf)

**Pedagogy-** Practical session / case study / experiential learning / Demonstration /Biographies /Reflection Journal

**SCHEME OF EXAMINATION**

**Total Marks: 50**

**Continuous Evaluation pattern.**

<b>Evaluation Criteria</b>	<b>Marks</b>
Prepare a report/presentation/movie/video	10
Roleplay /Discussions /Tests /Projects /Assignments	10
Class Participation	10
Reflective journal evaluation	20
<b>Total</b>	<b>50</b>



