



B.S. Abdur Rahman™
Crescent
Institute of Science & Technology
Deemed to be University u/s 3 of the UGC Act, 1956

*Regulations 2021
Curriculum and Syllabi
(Updated upto April 2023, as per
20th Academic Council)*

**M.B.A.
(Innovation, Entrepreneurship &
Venture Development)**



REGULATIONS 2021

CURRICULUM AND SYLLABI

(Updated upto April 2023 as per the 20th Academic Council)

MBA

**(INNOVATION, ENTREPRENEURSHIP &
VENTURE DEVELOPMENT)**

VISION AND MISSION OF THE INSTITUTION

VISION

B.S. Abdur Rahman Crescent Institute of Science and Technology aspires to be a leader in Education, Training and Research in multidisciplinary areas of importance and to play a vital role in the Socio – Economic progress of the country in a sustainable manner.

MISSION

- To blossom into an internationally renowned Institute
- To empower the youth through quality and value – based education
- To promote professional leadership and entrepreneurship
- To achieve excellence in all its endeavors to face global challenges
- To provide excellent teaching and research ambience
- To network with global institutions of Excellence, Business, Industry and Research Organizations
- To contribute to the knowledge base through scientific enquiry, applied research and Innovation

VISION AND MISSION OF DEPARTMENT OF MANAGEMENT STUDIES

The vision and mission statement of the Department of Management Studies is aligned with the vision and mission statements of the Institute.

VISION

The Department of Management Studies aspires to become a Management Institution of national repute, providing industry-oriented, socially-responsible and research inclined management professionals.

MISSION

1. To offer post graduate and research programmes of industry and social relevance
2. To provide functional specific knowledge through industry scenario study and analysis using multiple pedagogies
3. To enhance managerial and soft skills that augment the overall professional development
4. To encourage and support in fulfilling the drive for teaching and research
5. To pursue consultancy projects and collaborative research

PROGRAMME EDUCATIONAL OBJECTIVES AND OUTCOMES

Programme Educational Objectives

The students of MBA IEV programme would be able to

1. Comprehend and manage complex real-world business situations.
2. Demonstrate their competencies of innovative thinking to pursue entrepreneurship.
3. Become a future leader cognizant of a holistic business environment.
4. Start and build a growing business.
5. Become successful entrepreneurs.

Program Outcomes

By the end of the programme, students will have a knowledge and understanding of

1. Key concepts of entrepreneurship, innovation and new venture development
2. International/national start-up ecosystem
3. How to take an idea, build a prototype and launch the product
4. How to market to early customers
5. Methodologies and strategies of scaling up the business
6. Business models and fund raising for the startup
7. Hiring, talent management and team building

**B.S. ABDUR RAHMAN CRESCENT INSTITUTE OF SCIENCE AND
TECHNOLOGY, CHENNAI – 600 048.
REGULATIONS 2021
MBA – IEV PROGRAMME
(Under Choice Based Credit System)**

1.0 PRELIMINARY DEFINITIONS AND NOMENCLATURE

In these Regulations, unless the context otherwise requires

- i. **"Programme"** means a Post Graduate Degree Programme (MBA, IEV)
- ii. **"Course"** means a theory or practical subject that is normally studied in a semester, like, Entrepreneurial & Managerial Thinking, Entrepreneurial Eco System, Innovation Management & Design Thinking etc.
- iii. **"Institution"** means B.S.Abdur Rahman Crescent Institute of Science and Technology, Chennai, 600048.
- iv. **"Academic Council"** means the Academic Council, which is the apex body on all academic matters of this Institute.
- v. **"Dean (Academic Affairs)"** means the Dean (Academic Affairs) of the Institution who is responsible for the implementation of relevant rules and regulations for all the academic activities.
- vi. **"Dean (Student Affairs)"** means the Dean (Students Affairs) of the Institution who is responsible for activities related to student welfare and discipline in the campus.
- vii. **"Controller of Examinations"** means the Controller of Examinations of the Institution who is responsible for the conduct of examinations and declaration of results.
- viii. **"Dean of the School"** means the Dean of the School of the department concerned.

2.0 PROGRAMMES OFFERED, MODE OF STUDY AND ADMISSION REQUIREMENTS

2.1 P.G. Programme Offered

The P.G. Programme and the modes of study are as follows:

Degree	Mode of Study	Pattern
MBA IEV	Full Time	Semester

2.2 Full-time

Students admitted under "Full-Time" shall be available in the Institution during the complete working hours for curricular, co-curricular and extra-curricular activities assigned to them.

2.3 Admission Requirements

Students with any Under Graduate degree from UGC recognised institutions with 10+2+3 (or) 4 pattern and those appearing for their final examination (subject to passing) are eligible to apply. To be considered for selection, the student should have either appeared for MAT/CAT/XAT/TANCET or Crescent Entrance Test. Admission is based on the combined scores (a) UG degree marks (b) Entrance test (MAT/CAT/XAT/TANCET/Crescent Entrance Test, etc.), and personal interview.

2.4 Eligibility conditions for admission such as class obtained, number of attempts in the qualifying examination and physical fitness will be as prescribed by this Institution from time to time.

3.0 DURATION AND STRUCTURE OF THE PG PROGRAMME

3.1 The minimum and maximum period for completion of the P.G. Programmes are given below:

Programme	Min. No. of Semesters	Max. No. of Semesters
MBA IEV (Full Time)	4	8

3.2 This programme consists of the following components as prescribed in the respective curriculum

- i. Core and Elective courses
- ii. Project specific course
- iii. Skill Certification courses
- iv. Capstone Projects
- v. Action Learning Segments

3.3 The curriculum and syllabi of the MBA IEV programme shall be adopted from the AICTE Start-up Policy Implementation Unit under MHRD's Innovation Cell of the Government of India, suitably modified and approved by the Academic Council of this Institute.

3.4 The minimum number of credits to be earned for the successful completion of the MBA-IEV programme shall be specified in the curriculum of the MBA IEV programme.

3.5 Each academic semester shall normally comprise of 90 working days. Semester-end examinations will follow immediately after the last

working day.

- 3.6** The curriculum of MBA IEV programme shall follow the minimum prescribed credits required for the award of the degree as specified in the AICTE guidelines for this programme and the same is given below

Programme	Minimum prescribed credits
MBA IEV	104

3.7 Credit Requirement & Distribution:

- 3.7.1** Credit Requirement: Credits will be assigned to the courses in MBA IEV programme as given below:

- One credit for 10 lecture/contact hours
- One credit for 10 hours of Certification Programme
- One credit for 2 weeks of Project work

The credit allocations for the MBA-IEV degree of BSACIST is 104, to be completed over two years which can be earned as following:

- i. Core courses – Total 20 credits:** Out of 104 credit requirement over 4 semesters, incumbent need to earn a total credit of 20 from core courses spread over first and second semesters.
- ii. Professional Elective Courses courses -Total 22 credits:** Incumbents need to earn a total credit of 22 from professional elective courses spread over Second and Third semesters.
- iii. Skill certification courses – Total 14 credits:** Students shall earn 14 credits by enrolling / participating in courses, workshops and programs relevant to innovation, entrepreneurship, start-up skill building and venture development. Students can enroll in courses/programmes offered by BSACIST, CIIC or any other external organisations with the approval of CSB and these programmes shall be mapped to the courses listed in the regulations under Skill Certification Topics. Course content will be provided by the organization that offers the certification and hence only the courses are listed in the regulations. offering Although these courses can be completed in any of the 4 semesters, students are advised to spread the courses as advised in credit distribution in clause 3.7.2. Credits will be determined based on the number of hours of the certification course.
- iv. Capstone Projects – Total 12 credits:** Students shall earn 12 credits on from three capstone projects during 1st, 2nd and 3rd semesters. These three capstone projects will make students to work on their idea and convert it into business model. These are required to be completed by students under the guidance of mentors

at CIIC or nominated by CIIC. A faculty member shall be part of the reviews and evaluations.

- v. **Action Learning Segments – Total 34 credits (14+20):** Students shall go through one action learning segment during the 2nd Semester and another one during the 4th semester and a total of 34 credits shall be earned on successful completion. Action Learning segments shall be planned, implemented, reviewed and evaluated by Crescent Innovation and Incubation Council(CIIC). A faculty supervisor from CSB shall be part of the reviews and evaluations.

Action Learning I is a Startup Residency Programme/Internship in a startup/business or incubator for 8 weeks. A detailed report of the work carried out during internship program should be submitted.

Action Learning II will focus on completion of minimum requirements towards establishing a venture such as business plan, project report, venture registration process and funding application process over a period of a semester. Action Learning II will include 40 hours of mentoring and 240 hours of practical work spread across 12 weeks of internship in a startup/business or incubator. This should be carried out under the joint guidance of expert mentor (An executive from Startup/Company/Incubator) and a faculty supervisor.

Diary of activities is an integral component of action learning/internship program and it has to be submitted to the supervisors along with the internship report. The diary will be monitored by the supervisors on weekly basis. Additionally, it should be presented to the evaluation panel during the viva-voce examination. Action Learning should be carried out only in one organization for the complete period.

- vi. **Project Specific Course (Elective) – Total 2 credits:** In Third semester, students shall go through a course relevant to their business project. They will be given a set of courses from which they can select any one course, which helps them in their business project. Students shall attend taught classes for 10 hours and shall undergo relevant fieldwork/research/internship for 20 hours as required for the course. Evaluation of the course is based on presentations and report submissions as decided by the course faculty.

3.7.2. Credit Distribution (semester wise) as below.

Year	Semester	Courses (Core)	Courses (Electives)	Skill Certification Programme *	Capstone Projects	Action Learning Segment	Total
1 st year	1 st Semester	18	-	3	3	-	24
	2 nd Semester	2	6	4	3	14	29
2 nd year	3 rd Semester	-	18	4	6	-	28
	4 th Semester	-	-	3	-	20	23
Total		20	24**	14	12	34	104

* Suggested distribution across semesters

** includes 2 credits for project specific courses

3.8 ONLINE / SELF STUDY COURSES

Students are permitted to undergo department approved online/ self study courses not exceeding a total of eight credits with the recommendation of the Head of the Department / Dean of School and with the prior approval of Dean Academic Affairs during his/ her period of study. In case of credits earned through online mode ratified by the respective Board of Studies, the credits may be transferred following the due approval procedures. The students shall undergo self study courses on their own with the mentoring of a member of the faculty. The online/ self study courses can be considered in lieu of courses in 3rd semester.

4.0 CLASS ADVISOR AND FACULTY ADVISOR**4.1 Class Advisor**

A faculty member will be nominated by the HOD as Class Advisor for the whole class (total intake).

He/she is responsible for maintaining the academic, curricular and co-curricular records of all students throughout their period of study.

4.2 Faculty Advisor

To help the students in planning their courses of study and for general counseling on the academic programme, the Head of the Department of the students will attach a certain number of students to a faculty member of the department who shall function as Faculty Advisor for the students throughout their period of study. Such Faculty Advisor shall

offer advice to the students on academic and personal matters and guide the students in taking up courses for registration and enrolment every semester.

4.3 Mentor

Each student shall be assigned a mentor who is an industry expert in the area of the start-up venture. He or she shall coach the assigned student on every aspect of the growth of start-up.

5.0 CLASS COMMITTEE

5.1 Every class of the MBA IEV Programme will have a Class Committee constituted by the Head of the Department as follows:

- i. Teachers of all courses of the programme
- ii. One senior faculty preferably not offering courses for the class, as Chairperson.
- iii. Four student representatives (male and female) of each class nominated by the Head of the Department in consultation with the relevant faculty advisors
- iv. All faculty advisors and the class advisors.
- v. Head of the Department

5.2 The Class Committee shall be constituted by the respective Head of the Department of the students.

5.3 The basic responsibilities of the Class Committee are to review periodically the progress of the classes to discuss problems concerning curriculum and syllabi and the conduct of classes. The type of assessment for the course will be decided by the teacher in consultation with the Class Committee and will be announced to the students at the beginning of the semester. Each Class Committee will communicate its recommendations to the Head of the Department and Dean (Academic Affairs).

5.4 The class committee shall meet at least three times during the semester. The first meeting will be held within two weeks from the date of commencement of classes, in which the nature of continuous assessment for various courses and the weightages for each component of assessment will be decided for the first and second assessment. The second meeting will be held within a week after the date of the first assessment report, to review the students' performance and for follow up action.

5.5 During these two meetings the student members representing the entire class, shall meaningfully interact and express opinions and suggestions to improve the effectiveness of the teaching-learning process.

5.6 The third meeting of the class committee, excluding the student

members, shall meet within 5 days from the last day of the semester end examination to analyze the performance of the students in all the components of assessments and decide their grades in each course. The grades for a common course shall be decided by the concerned course committee and shall be presented to the class committee(s) by the concerned course coordinator.

6.0 REGISTRATION AND ENROLMENT

6.1 The students of first semester shall register and enroll at the time of admission by paying the prescribed fees. For the subsequent semesters registration for the courses shall be done by the student one week before the last working day of the previous semester.

6.2 From the second year onwards, all students shall pay the prescribed fees for the year on a specific day at the beginning of the semester confirming the registered courses. Late enrolment along with a late fee will be permitted up to two weeks from the date of commencement of classes. If a student does not enroll, his/her name will be removed from rolls.

7.0 COURSE CHANGE / WITHDRAWAL

7.1 CHANGE OF A COURSE

A student can change an enrolled course within 10 working days from the commencement of the course, with the approval of the Dean (Academic Affairs), on the recommendation of the Head of the Department / Dean of School of the student.

7.2 WITHDRAWAL FROM A COURSE

A student can withdraw from an enrolled course at any time before the first assessment for genuine reasons, with the approval of the Dean (Academic Affairs), on the recommendation of the Head of the Department / Dean of School of the student.

8.0 TEMPORARY BREAK OF STUDY FROM PROGRAMME

A student may be permitted by the Dean (Academic Affairs) to avail temporary break of study from the programme up to a maximum of 2 semester for reasons of start-up related work or ill health or other valid grounds. A student can avail the break of study before the start of first assessment of the ongoing semester. However the total duration for completion of the programme shall not exceed the prescribed maximum number of semesters (vide clause 3.1). If any student is debarred for want of attendance or suspended due to any act of indiscipline, it will not be considered as break of study. A student who has availed break

of study has to rejoin in the same semester only.

9.0 DISCIPLINE

- 9.1** Every student is required to observe discipline and decorous behavior both inside and outside the campus and not to indulge in any activity, which will tend to bring down the prestige of the Institution.
- 9.2** Any act of indiscipline of a student reported to the Head of the Institution will be referred to a Discipline and Welfare Committee for taking appropriate action.

10.0 ATTENDANCE

- 10.1** A student shall earn 100% attendance in the contact periods of every course, subject to a maximum relaxation of 25% (for genuine reasons such as medical grounds, representing for the institution in approved events, etc.) to become eligible to appear for the semester end examination in that course, failing which the student shall be awarded "I" grade in that course. The courses in which the student is awarded "I" grade, shall register and redo the course when it is offered next.
- 10.2** The faculty member of each course shall cumulate the attendance details for the semester and furnish the names of the students who have not earned the required attendance in that course to the Class Advisor. The Class Advisor will consolidate and furnish the list of students who have earned less than 75% attendance, in various courses, to the Dean (Academic Affairs) through the Head of the Department / Dean of School. Thereupon, the Dean (Academic Affairs) shall announce the names of such students prevented from writing the semester end examination in each course.
- 10.3** A student who has obtained 'I' grade in all the courses in a semester is not permitted to move to next higher semester. Such student shall redo all the courses of the semester in the subsequent academic year. However he / she is permitted to redo the courses awarded with 'I' grade / arrear in previous semesters. They shall also be permitted to write arrear examinations by paying the prescribed fee.
- 10.4** A student shall register to redo a core course wherein "I" or "W" grade is awarded. If the student is awarded, "I" or "W" grade in an elective course either the same elective course may be repeated or a new elective course may be chosen with the approval of Head of the Department / Dean of School.

11.0 ASSESSMENTS AND EXAMINATIONS

- 11.1** For courses which are lecture-based, one mid-term examination will be conducted during the semester. The assessments may be a combination of tests and assignments. The assessment procedure as decided in the Class Committee will be announced to the students right from the beginning of the semester by the course teacher. For project specific course, the assessment will be based on presentations and report submissions as decided by the course faculty and there shall be no end semester examination.
- 11.2** There shall be one examination of three hours duration, at the end of the semester for lecture-based courses
- 11.3** For the Skill Certification courses, the assessment shall be based on the provisions for continuous assessment and final evaluation by certification issuing institution and/or university, depending on the duration of the course/programme.
- 11.4** For the capstone projects, the assessment shall be based on the quality of the continuous work of the candidate followed by the presentation during the viva-voce exam.
- 11.5** For the Action Learning Segments, the assessment shall be based on the progress of startup residency, start-up plan to the readiness of its commercial launch.

12.0 WEIGHTAGES

- 12.1** The following shall be the weightages for different courses:

i) Lecture-based courses

Mid – term examination	and	
Other assessment components		60%
Semester-end examination		40%

ii) Skill Certifications

Completion of Certification		100%
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- 1) Students who take certification courses from BSACIST or CIIC or institutions of international / national repute or UGC recognized MOOC courses such as NPTEL /SWAYAM shall be assigned as per the grades stated in the respective certificate/mark statement.
- When the certificate awarded by the above institutions does not provide any grade/percentage:
80% weightage for participation/completion certificate and 20% weightage for Oral viva or Class contribution, if an internal observer can participate.

- 2) Students who take certification courses in institutions other than BSACIST or CIIC or institutions of international/national repute or UGC recognized institutions, the grading shall be given as follows:
- a) Where the institute provides percentage/grading.
 - 70% of weightage for certifying institutions' evaluation
 - 30% weightage for final evaluation by BSACIST through Report*
 - b) Where the institute doesn't provide percentage or grading
 - 50% weightage for participation/completion certificate
 - 30% weightage for final evaluation by BSACIST through Report*
 - 20% weightage for Oral viva or Class contribution, if an internal observer can participate.

Note: * The format and required content of the Programme Report under item ii) 2) a) and b) above shall be provided by the HOD/Dean

iii) Capstone Projects

Continuous Assessment:

Periodic reviews 50%

Final Assessment: 50%

Evaluation of Project Report 20%

Viva-Voce Examination 30%

IV) Action Learning Segments

Continuous Progress 60%

Final evaluation 40%

V) Project Specific Course

Continuous Assessment 100%

Research/field work reports &

Other components 70%

Comprehensive Viva-Voce 30 %

12.2 Appearing for semester end examination for each course (Theory and Practical) is mandatory and a student should secure a minimum of 40% marks in semester end examination for the successful completion of the

course.

12.3 The markings for all tests, tutorial, assignments (if any), laboratory work and examinations will be on absolute basis. The final percentage of marks is calculated in each course as per the weightages given in clause 14.1.

12.4 For the first attempt of the arrear theory examination, the internal assessment marks scored for a course during first appearance will be used for grading along with the marks scored in the arrear examination. From the subsequent appearance onwards, full weightage shall be assigned to the marks scored in the semester end examination and the internal assessment marks secured during the course of study shall be ignored.

13.0 SUBSTITUTE EXAMINATION

13.1 A student who has missed, for genuine reasons, the mid-term examination may be permitted to write a substitute examination paying the prescribed substitute examination fees. However, permission to take up a substitute examination will be given under exceptional circumstances, such as accidents, admission to a hospital due to illness, etc. by a committee constituted by the Head of the Department for that purpose. However, there is no Substitute Examination for Semester End examination.

13.2 A student who misses any continuous assessment test in a course shall apply for substitute exam in the prescribed form to the Head of the Department Dean of School within a week from the date of missed assessment test. However, the Substitute Examination will be conducted after the last working day of the semester and before Semester End Examination .

14.0 PASSING AND DECLARATION OF RESULTS AND GRADE SHEET

14.1 All assessments of a course will be made on absolute marks basis. However, the Class Committee without the student members shall meet within 5 days after the semester-end examination and analyze the performance of students in all assessments of a course and award letter grades. The letter grades and the corresponding grade points are as follows:

Letter grade	Grade points
S	10
A	9

B	8
C	7
D	6
E	5
U	0
W	0
I	0

“U” denotes unsuccessful in the course.

“W” denotes withdrawal from the course.

“I” denotes inadequate attendance and hence prevention from semester- end examination

- 14.2** A student is considered to have completed a course successfully if he / she secure five grade points or higher. A letter grade ‘U’ in any course implies being unsuccessful in that course.
- 14.3** A course successfully completed cannot be repeated for any reason.
- 14.4** The grades are finalized by the class committee as per clause 14.1. After awarding of grades, shall be signed by the Chairman of the Class Committee and Head of the Department/Dean of Schools and it shall be declared by the Controller of Examinations.
- 14.5** Within one week from the date of declaration of result, a student can apply for revaluation of his / her semester-end theory examination answer scripts of one or more courses, on payment of the prescribed fee, through proper application to the Controller of Examination. Subsequently the Head of the Department/ Dean of School offered the course shall constitute a revaluation committee consisting of Chairman of the Class Committee as Convener, the faculty member of the course and a senior member of faculty knowledgeable in that course. The committee shall meet within a week to revalue the answer scripts and submit its report to the Controller of Examinations for consideration and decision.
- 14.6** After results are declared grade sheets shall be issued to each student, which will contain the following details: The list of courses enrolled during the semester including redo courses, if any, and the grade scored, the Grade Point Average (GPA) for the semester and the Cumulative Grade Point Average (CGPA) of all the courses enrolled from first semester onwards. GPA is the ratio of the sum of the products

of the number of credits of courses registered and the grade points corresponding to the grades scored in those courses, taken for all the courses, to the sum of the number of credits of all the courses in the semester. If C_i is the number of credits assigned for the i^{th} course and GPI is the Grade Point in the i^{th} course

$$GPA = \frac{\sum_{i=1}^n (C_i)(GPI)}{\sum_{i=1}^n C_i}$$

Where n = number of courses

At the end of each mark statements in every semester until the IVth semester the GPA shall be displayed.

The Cumulative Grade Point Average (CGPA) shall be calculated in a similar manner, considering all the courses enrolled from first semester.

The Cumulative Grade Point Average CGPA

"I" and "W" grades will be excluded for calculating GPA.

"U", "I" and "W" grades will be excluded for calculating CGPA.

The formula for the conversion of CGPA to equivalent percentage of marks shall be as follows:

Percentage Equivalent of Marks = CGPA X 10

The CGPA obtained by the candidate shall be displayed in the from the second semester mark statements until the final semester mark statement

14.7 After successful completion of the programme, the Degree will be awarded with the following classifications based on CGPA.

Classification	CGPA
First Class with Distinction	8.50 and above and passing all the courses in first appearance and completing the programme within the Prescribed period of 4 semesters
First Class	6.50 and above and completing the programme within a maximum of 4 semesters
Second Class	Others

However, to be eligible for First Class with Distinction, a student should not have obtained 'U' or 'I' grade in any course during his/her study and should have completed the U.G. programme within a minimum period (except break of study). To be eligible for First Class, a student should have passed the examination in all the courses within the specified minimum number of semesters reckoned from

his/her commencement of study. For this purpose, the authorized break of study will not be counted. The students who do not satisfy the above two conditions will be classified as second class. For the purpose of classification, the CGPA will be rounded to two decimal places. For the purpose of comparison of performance of students and ranking, CGPA will be considered up to three decimal places.

15.0 COURSE REPETITION AND ARREARS EXAMINATION

15.1 A student should register to re-do a core course wherein "I" or "W" grade is awarded. If the student is awarded "I" or "W" grade in an elective course either the same elective course may be repeated or a new elective course may be taken.

15.2 A student who is awarded "U" grade in a course shall write the semester-end examination as arrear examination, at the end of the next semester, along with the regular examinations of next semester courses.

15.3 A student who is awarded "U" grade in a course will have the option of either to write semester end arrear examination at the end of the subsequent semesters, or to redo the course whenever the course is offered. Marks earned during the redo period in the continuous assessment for the course, will be used for grading along with the marks earned in the end-semester (re-do) examination.

16.0 SUPPLEMENTARY EXAMINATION

Final Year students can apply for supplementary examination for a maximum of two courses thus providing an opportunity to complete their degree programme. Likewise students with fewer credits can also apply for supplementary examination for a maximum of two courses to enable them to earn minimum credits to move to higher semester. The students can apply for supplementary examination within three weeks of the declaration of results.

17.0 ELIGIBILITY FOR THE AWARD OF THE MASTER DEGREE

17.1 A student shall be declared to be eligible for the award of MBA IEV degree provided the student has:

- i) successfully completed all the required courses specified in the programme curriculum and earned the number of credits prescribed for the specialization, within a maximum period of 8 semesters from the date of admission, including break of study
- ii) no dues to the Institution, Library, Hostels
- iii) no disciplinary action pending against him/her.

- 17.2** The award of the degree must have been approved by the Institute.
- 17.3** Upon successful completion of 2 years, and after satisfying the items stated in 18.1, the candidate shall be awarded the of 'MBA in Innovation, Entrepreneurship & Venture Development'.
- 17.4** However, the Institute/Incubation council shall issue a certificate of completion to student who wishes to discontinue the program after successful completion of 1st year only.

18.0 POWER TO MODIFY

Notwithstanding all that has been stated above, the Academic Council has the right to modify the above regulations from time to time.

**B.S. ABDUR RAHMAN CRESCENT INSTITUTE OF SCIENCE AND
TECHNOLOGY**

**MBA - INNOVATION, ENTREPRENEURSHIP AND VENTURE
DEVELOPMENT**

CURRICULUM & SYLLABI - REGULATIONS 2021

SEMESTER I

Sl.No.	Course Group	Course Code	Course Title	L	T	P	C
1	CC	IEV 6101	Entrepreneurial and Managerial Thinking	3	1	0	4
2	CC	IEV 6102	Entrepreneurial Eco System	2	1	0	3
3	CC	IEV 6103	Innovation Management and Design Thinking	3	1	0	4
4	CC	IEV 6104	Economic Perspectives for Entrepreneurs	2	1	0	3
5	CC	IEV 6105	Research orientation	2	0	0	2
6	CC	IEV 6106	Creating Business Values	2	0	0	2
	SKC		Skill Certification*				3
Capstone Project							
7	PROJ	IEV 6108	Idea Generation and Proof of concept	0	0	6	3
Credits							24

SEMESTER II

Sl. No.	Course Group	Course Code	Course Title	L	T	P	C
1	PEC		Professional Elective Courses	-	-	-	6
2	CC	IEV 6202	Essentials of Business Plan	1	1	0	2
4	AL	IEV 6205	Action Learning I	0	0	25	14
5	SKC		Skill certification*				4
Capstone Project							
6	PROJ	IEV 6206	Formulation of business plan and development of proto type	0	0	6	3
Credits							29

SEMESTER III

Sl. No.	Course Group	Course Code	Course Title	L	T	P	C
1	PEC		Professional Elective Courses	-	-	-	16
2	PSC		Project Specific course	1	0	2	2
3	SKC		Skill certification*				4
Capstone Project							
4	PROJ	IEV 6307	Development of Business Model	0	0	12	6
Credits							28

SEMESTER IV

Sl. No.	Course Group	Course Code	Course Title	L	T	P	C
1	SKC		Skill certification*				3
2	AL	IEV 6402	Action Learning II	2	2	20	20
Credits							23

* Skill certifications can be earned flexibly across 4 semesters

Overall Total Credits – 104

Abbreviations:

- CC – Core Course
- PEC – Professional Elective Course
- SKC – Skill Certifications
- PROJ- Capstone Projects
- AL – Action Learning
- PSC- Project Specific Course

LIST OF PROFESSIONAL ELECTIVE COURSES

S.No.	Course Group	Subject Code	Course Name	L	T	P	C
1	PEC	IEV 6201	Feasibility Analysis	3	1	0	4
2	PEC	IEV 6203	Business Plan validation	1	1	0	2
3	PEC	IEV 6204	Operations Management	3	1	0	4
4	PEC	IEV 6207	Managing Disruptive Technologies	3	1	0	4
5	PEC	IEV 6208	Strategic Management	2	0	0	2
6	PEC	IEV 6209	International Trade and Economic Environment	2	0	0	2
7	PEC	IEV 6210	Management Information System	2	0	0	2
8	PEC	IEV 6301	Entrepreneurial Leadership	2	0	0	2
9	PEC	IEV 6302	Venture Growth & Technology	2	0	0	2
10	PEC	IEV 6303	People Management	2	0	0	2
11	PEC	IEV 6304	Entrepreneurial Marketing & Sales Strategy	3	1	0	4
12	PEC	IEV 6305	Business Structure	2	0	0	2
13	PEC	IEV 6306	Entrepreneurial Finance and Venture Funding	3	1	0	4
14	PEC	IEV 6308	Business-to-Business Marketing	2	0	0	2
15	PEC	IEV 6309	Financial Technology	2	0	0	2
16	PEC	IEV 6310	E-Commerce technology	2	0	0	2
17	PEC	IEV 6311	Service Operations Management	2	0	0	2
18	PEC	IEV 6312	Managing Family Business	3	0	1	4
19	PEC	IEV 6313	Sustainability Management	2	0	0	2

LIST OF SKILL CERTIFICATION TOPICS

Course content will be provided by the organization that offers the certification and hence only the courses are listed in the regulations.

S.No.	Subject Code	Skill certification topics
1	IEVY 001	Design Thinking & Business Communication
2	IEVY 002	Foundations of Business Analytics
3	IEVY 003	Business Communication
4	IEVY 004	Design Thinking
5	IEVY 005	Business Simulations
6	IEVY 006	Introductory Entrepreneurship
7	IEVY 007	Foundations of Entrepreneurship
8	IEVY 008	Foundations of Accounting
9	IEVY 009	Negotiation
10	IEVY 010	Digital Marketing
11	IEVY 011	IPR (Intellectual Property Rights)
12	IEVY 012	Logistics & Supply chain management
13	IEVY 013	Financial Business modeling
14	IEVY 014	Social Enterprise Management
15	IEVY 015	Innovation and Entrepreneurship
16	IEVY 016	Advanced Excel
17	IEVY 017	Business Analytics Models
18	IEVY 018	Sustainability Management
19	IEVY 019	Alternative Investments
20	IEVY 020	Business Strategy
21	IEVY 021	Leadership
22	IEVY 022	Global Business
23	IEVY 023	Financial Management
24	IEVY 024	Family Business Management
25	IEVY 025	Disruptive Strategy
26	IEVY 026	Artificial Intelligence
27	IEVY 027	Machine Learning

LIST OF PROJECT SPECIFIC COURSES

S.No.	Course Group	Subject Code	Course Name	L	T	P	C
1	PSC	IEVY 051	Consumer Behaviour	1	0	2	2
2	PSC	IEVY 052	Product and Brand Management	1	0	2	2
3	PSC	IEVY 055	Security analysis and Portfolio Management	1	0	2	2
4	PSC	IEVY 056	Talent Acquisition and Retention	1	0	2	2
5	PSC	IEVY 059	Food and AgriTech Business	1	0	2	2

IEV 6101	ENTREPRENEURIAL AND	L T P C
SDG: 8	MANAGERIAL THINKING	3 1 0 4

COURSE OBJECTIVES:

COB1: To understand the history and growth of entrepreneurship and management

COB2: To introduce the fundamental concepts of Entrepreneurship and Management

COB3: To instil Entrepreneurial and Managerial Thinking

COB4: To understand the relationship between Entrepreneurship and Management

COB5: To Develop Entrepreneurial and Managerial skills

MODULE I	ENTREPRENEURIAL	THINKING	2+1
	PROCESS		

Theories of Entrepreneurship - Relationship between entrepreneurial and strategic thinking – Role of creativity and innovation – What it requires to be an entrepreneur? – Essentials of entrepreneurship - How should an entrepreneur think? Business acumen – Types of entrepreneurs - cycle of entrepreneurship - incubation – start up - scale up – Impact of entrepreneurs on nation building & society

MODULE II	MANAGEMENT THINKING PROCESS	6+2
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Theories of management – Resource based - Why management? Fundamental of Management - Process of Planning - Organizing – Staffing – Decision making –Directing – Communication - Control.– Issues in Line and staff authority/relationship - Departmentation – span of control, Centralization and Decentralization - Delegation -. Directing: Motivation Theories– managers vs leaders – Issues in communication and Management by Objectives: Management by Exception - Manufacturing vs services – strategic management – 3 P's of management – profit – people - planet - goals – vision – mission

MODULE III	FUNCTIONAL MANAGEMENT - 1	10+3
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Functions of management – Financial Management – Fundamentals of Finance – Finance for non – finance managers - Financial Accounting and financial management – Financial documents – Financial ratios – difference between managerial accounting , cost accounting. – Role of Finance –

management through the theories

CO2: Understand the fundamental elements of entrepreneurship and management

CO3: Understand the relationship between entrepreneurship, management principles and functional management

CO4: Learn how to identify issues in an organisation

CO5: Learn to think as an entrepreneur

Board of Studies (BoS) :

1st BoS of MBA IEV held on 07.07.2021

Academic Council:

17th Academic Council held on
15.07.2021

	PO1	PO2	PO3	PO4	PO5	PO6	PO6	PO6
CO1	H	H	L	L	H	L	L	L
CO2	H	H	L	L	H	L	L	L
CO3	H	H	L	L	M	H	H	H
CO4	H	H	L	L	H	L	L	L
CO5	H	H	L	L	H	H	H	H

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 8 : Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.

Statement : The holistic understanding of entrepreneurship leads to create an opportunity to start a new venture.

IEV 6102	ENTREPRENEURIAL ECO SYSTEM	L	T	P	C
SDG 8		3	0	0	3

COURSE OBJECTIVES:

COB1: To understand the Domains of entrepreneurial Eco system

COB2: To Map the Indian entrepreneurial eco system

COB3: To understand the role played by various agencies

COB4: To know the Government policies and various schemes of the central and state government

COB5: To identify the barriers to entrepreneurship

MODULE I ENTREPRENEURIAL ECO SYSTEM 3

Policy – Finance – Culture – Supports – Human Capital – Markets

MODULE II INDIAN ENTREPRENEURIAL ECO SYSTEM 3

Evolution – Structure and Role of Indian Entrepreneurial Eco System - Mapping the Indian Entrepreneurial Eco system of the above dimensions - Infrastructure Physical connectivity – Electronic Connectivity – Knowledge Connectivity – Economic Connectivity

MODULE III SUPPORT SERVICES 9

Factors influencing the entrepreneurship environment - Government and State policies – Family – Social – Technology – Finance- Cultural – Various benefits – schemes of Govt. and non. Govt. Institutions – Incubations - insolvency code - ease of doing business

MODULE IV INSTITUTIONAL SUPPORT 8

How Bangalore, Hyderabad and Chennai have developed the entrepreneurial eco system - Industrial Estates – Govt and Non Govt institutions to promote Entrepreneurship – TiE – NEN – COWE

MODULE V CASES 7

Cases of successful startup – Falling out – start up standing up after falling down - analysis - understand the reason for success as well as performance below expectation

L – 30; T – 0; TOTAL HOURS - 30

TEXT BOOKS:

1. Jayshree Suresh, "Entrepreneurial Development". Margham Publisher, 2022
2. Mathew J.Manimala, Kishinchand Poornima Wasdani (Eds) "Entrepreneurial Eco System: Perspectives from Emerging Economies", Springer www.ebook3000.com (2015) .
3. Balasubramanya M H, Entrepreneurial Eco Systems for Tech start ups in India: Evolution, Structure and Role,, SE GRUTER (2021)
4. Victor W.Hwang, Greg Horowitz,, "The Rainforest: The secret to Building the next Silicon Valley) Regenwald, Los Altos, USA (2012)

REFERENCES:

1. Raj Shankar, "Entrepreneurship Theory & Practice", Vijay Nicole Imprints,(2012)
2. Ben Spigel, "Entrepreneurial Eco System, Theory Practice and Future Adlibris
3. Tom Eisenmann, Why Start Up Fail: A new roadmap for entrepreneurial success, Currency (2021)

COURSE OUTCOMES:

CO1: Understand the fundamental elements of entrepreneurial eco system

CO2: Learn to Map the Indian Entrepreneurial eco system

CO3: Awareness about the support systems to entrepreneurship

CO4: Learn how to succeed as an entrepreneur

CO5: Awareness about the resources available

Board of Studies (BoS) :

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	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H	H	L	L	H	L	L
CO2	H	H	L	L	H	L	L
CO3	H	H	L	L	M	H	H
CO4	H	H	L	L	H	L	L
CO5	H	H	L	L	H	H	H

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 8 : Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.

Statement : The holistic understanding of entrepreneurship leads to creating an opportunity to start a new venture.

IEV 6103	INNOVATION MANAGEMENT AND	L	T	P	C
SDG 4	DESIGN THINKING	3	1	0	4

COURSE OBJECTIVES:

COB1: To understand the innovation management and design thinking

COB2: To apply design thinking for innovation

COB3: To understand the role played by innovation in entrepreneurship

COB4: To be aware of the design thinking process, tools and techniques

COB5: To understand the economics of innovation

MODULE I INNOVATION MANAGEMENT 5 +1

What is innovation? Differentiate between invention, discovery and innovation – Different types of innovations – innovation process – relationship between research – creativity - innovation – design thinking and entrepreneurship – Need for innovation

MODULE II DESIGN THINKING 5 +2

What is design Thinking ? –Need for Design thinking - Design thinking process - observe– define - divergence –convergence - communication

MODULE III TOOLS AND TECHNIQUES FOR IDEA GENERATION 10

Market research – problem identification – experiences – foreign trips - design mind – design space – design frameworks - Execution of design – technology design - reverse engineering- Effectuation theory

MODULE IV DARK SIDE OF INNOVATION AND DESIGN THINKING 5+2

Economics of innovation – imitation vs innovations – Harsh realities of Innovation – IPR

MODULE V HOW TO INNOVATE IN 90 DAYS ? 5 +5

Applications in real situation

L – 30; T -10 : TOTAL HOURS – 40

TEXT BOOKS:

1. Peter Drucker, "Innovation and Entrepreneurship", Harper Collins, (2006).
2. Jayshree Suresh, "Entrepreneurial Development". Margham Publisher, Revised edition (In Press)
3. Rekha Shetty, "Innovate : 90 days" , Penguin , (2010)
4. Pradip N. Khandwalla,, "Lifelong Creativity : an unending Quest", TMH (2004)
5. Victor W.Hwang, Greg Horowitz,, "The Rainforest: The secret to Building the next Silicon Valley) Regenwald, Los Altos, USA (2012)

REFERENCES:

1. Harsh Mariwala,& Ram Charan, " Harsh Realities – The Making of Marico", Penguin, Random House (India), (2021)
2. Tom Eisenmann, Why Start Up Fail: A new roadmap for entrepreneurial success, Currency (2021)

COURSE OUTCOMES:

CO1: Understand the fundamental elements of innovation and design thinking

CO2: Relate creativity and innovation

CO3: Learn how to create Eco system for creativity and innovation

CO4: Identify the Dark side of creativity, innovation and design thinking

CO5: Learn to apply the tools to create innovative ideas.

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	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H	H	L	L	H	L	L
CO2	H	H	L	L	H	L	L
CO3	H	H	L	L	M	H	H
CO4	H	H	L	L	H	L	L
CO5	H	H	L	L	H	H	H

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 4 : Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

Statement : Opportunities for growth is ensured by meeting corporate expectations leading to an inclusive quality education thereby promoting lifelong learning opportunities.

IEV 6104	ECONOMIC PERSPECTIVES FOR	L	T	P	C
SDG 12	ENTREPRENEURS	2	1	0	3

COURSE OBJECTIVES:

COB1:To understand the concepts of entrepreneurial Economics

COB2:To develop business acumen

COB3:To develop managerial skills

COB4:To be aware of the Limitations of economics

COB5:To integrate with other functional areas of management

MODULE I FUNDAMENTAL CONCEPTS OF 5+1
ENTREPRENEURIAL ECONOMICS

Introduction –Why Economics? – Economic indicators – GDP – International Trade – Export – Import – Export led economic growth - Market structures- Monopoly – Duopoly – Competition - Development Economics – optimization – maximization – minimization – Time Value for money

MODULE II MACRO ECONOMIC SYSTEM 5+1

Assessment of Indian Economy - Application of Demand - Supply - Elasticity - Environmental impact on Business - Impact of budget on business - CAPEX - Revenue Expenditure - Taxation - evaluation methods

MODULE III MICRO ECONOMICS 5+2

Cost benefit Analysis - Marginal benefits and marginal costs - Opportunity Cost - Pricing- Break even – Unit economics – Cost – Price – unit analysis

MODULE IV INTEGRATION WITH FUNCTIONAL 5+1
MANAGEMENT

Limitations of economics Marketing – Human Resources – Finance – Operations

MODULE V CASES 0+5

L –20; T -10; TOTAL HOURS – 30

TEXT BOOKS:

1. Gupta G S , Managerial Economics, Tata McGaw Hill Education , 2017
2. Gupta G S, Macro Economics: Theory and Applications, Tata McGraw Hill Education, 2004

REFERENCES:

1. Alexander Taborrok (Ed.), Entrepreneurial Economics: Bright Ideas from Dismal Science, Oxford University Press, 2002.
2. Simon c. Parker, The Economics of Entrepreneurship, Cambridge University Press, 2009

COURSE OUTCOMES:

CO1 Understand the fundamental elements of entrepreneurial economics

CO2: Learn to apply the economic concepts

CO3: Awareness about the Limitations of Economics

CO4: Learn Unit Economics

CO5: Integrate with other functional areas of management

Board of Studies (BoS) :

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07.07.2021

Academic Council:

17th Academic Council held on 15.07.2021

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H	H	L	L	H	L	L
CO2	H	H	L	L	H	L	L
CO3	H	H	L	L	M	H	L
CO4	H	H	L	L	H	L	L
CO5	H	H	L	L	H	H	L

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 12 : Ensure sustainable consumption and production patterns.

The understanding of the theories and concepts of managerial economics enables individuals towards the economical production, distribution and consumption of goods and services in an economy.

IEV 6105	RESEARCH ORIENTATION	L	T	P	C
SDG: 4		2	0	0	2

COURSE OBJECTIVES:

COB1:To understand the role and importance of research in entrepreneurship

COB2:To get exposed to the different research methods

COB3:To apply the research tools

COB4:To develop research orientation

COB5:To be aware of problems and challenges of research

MODULE I ROLE AND IMPORTANCE OF 5
RESEARCH IN ENTREPRENEURSHIP

Introduction -What is research? Relevance of research in entrepreneurship - stages in which research is required in entrepreneurship - research design- research process situations

MODULE II RESEARCH ON SELF 5

Meditation – introspection – identification of purpose – goal setting – To understand self – SWOT Analysis - Goal setting

MODULE III SOURCES OF DATA 8

Bio Mimicry - mind mapping - Sources of data – primary secondary – problem identification – hypothesis - questionnaire – interviews – data collection – data analysis – interpretation of data – decisions and actions – opportunity analysis

MODULE IV DARK SIDE OF ENTREPRENEURSHIP 2

Cost benefit of research – risk in research

L –20; TOTAL HOURS –20

TEXT BOOK:

1. Deepak Chawla & Nina Sondhi, Research Methodology: Concepts and Cases, 2nd edition Vikas Publishing, 2015

REFERENCES:

1. Eric Ries, “The Lean Start up : Innovation Creates Radically Successful Businesses Portfolio”, 2011

2. Mac Gruber & Sharon Tal," Where to Play? : 3 steps for discovering your most valuable market opportunity", FT Publishing International, 2017

3. Malcom Gladwell, "Outliers",

COURSE OUTCOMES:

CO1 Understand the fundamental elements of research

CO2: : Learn to apply the research in entrepreneurship

CO3: Research orientation as an essential for entrepreneurs

CO4: Awareness about the dark side of research

CO5: Learn to apply tool for opportunity analysis

Board of Studies (BoS) :

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17th Academic Council held on
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	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H	H	L	L	H	L	L
CO2	H	H	L	L	H	L	L
CO3	H	H	L	L	M	H	L
CO4	H	H	L	L	H	L	L
CO5	H	H	L	L	H	H	L

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 4 : Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

Statement : Opportunities for growth is ensured by meeting corporate expectations leading to an inclusive quality education thereby promoting lifelong learning opportunities.

IEV 6106	CREATING BUSINESS VALUES	L	T	P	C
SDG: 4		2	0	0	2

COURSE OBJECTIVES:

COB1: To get exposed to the different business values in startup stage

COB2: To measure the business values

COB3: To create and implement Business Values

COB4: To identify the Challenges in Implementation and delivery of business values

COB5: To Understand the values from business stakeholders' perspectives

MODULE I INTRODUCTION 5

Role and importance of values in business - Values for whom? Different stakeholders in business

MODULE II VALUE CREATION 5

Different approaches for value creation – market – R & D – strategic approach - Blue ocean – red ocean - value analysis - valuation - economic, financial, market and human capital

MODULE III VALUE MEASUREMENT – IMPLEMENTATION 5

Cost -Time – Value –benefits – tools – Balance Score Card– Brand value – build culture to encourage value creation

MODULE IV CASES 5

Apple – TATA – TVS – Murugappa Group

L –20; TOTAL HOURS –20

TEXT BOOKS:

1. Michael A Hitt, 'Creating Value', Blackwell Publishers, 2002
2. Peter Thiel, Zero to One, Penguin Random House, 2014
3. Steven Fisher & Ja-Nae'Duane, "The startup Equation": A visual guidebook for Building your Startup, Indian Edition, Mc Graw Hill Education, 2016
4. Alexander Osterwalder, Yves Pigneur, Greg Bernarda, Alan Smith, "Value Proposition Design: How to create products and services customers want, Wiley, 2015

5. Harry M, Jansen Kraemer J.R., "From Values to Action". Wiley, Jossey-Bass, 2011

REFERENCES:

1. Gupta , G.P., Srinivasan M.S, (Eds.)" Management by Consciousness ", Auro Publications, 2014
2. Saumita Banerjee, "In the Arena: Unleash your entrepreneurial spirit: Make your Idea a Roaring Success", 2021 Ben Spigel, "Entrepreneurial Eco System, Theory Practice and Future Adlibris

COURSE OUTCOMES:

- CO1:** Understand the concept of value
CO2: Learn the relationship between cost, value and time
CO3: How to implement the values
CO4: Values from different stakeholders view point
CO5: Application of relevant tools in value creation

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07.07.2021

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17th Academic Council held on
15.07.2021

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H	H	L	L	H	L	L
CO2	H	H	L	L	H	L	L
CO3	H	H	L	L	M	H	L
CO4	H	H	L	L	H	L	L
CO5	H	H	L	L	H	H	L

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 4 : Empower students with knowledge and skills and act as a force for sustainable development

Statement : Providing inputs related to the elements of product strategies for Customer Value and satisfaction.

COURSE OUTCOMES:**CO1:** Learning to transform an idea into business**CO2:** Prepare and present a business plan**CO3:** Mastering forecasting and forming assumptions**CO4:** Learning to pitch ideas to stakeholder**CO5:** Limitations of a business plan**Board of Studies (BoS) :**1st BoS of MBA IEV held on
07.07.2021**Academic Council:**17th Academic Council held on
15.07.2021

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H	H	L	L	H	L	L
CO2	H	H	L	L	H	L	L
CO3	H	H	L	L	M	H	L
CO4	H	H	L	L	H	L	L
CO5	H	H	L	L	H	H	L

Note: L - Low Correlation M - Medium Correlation H - High CorrelationSDG 4 : Empower students with knowledge and skills and acts as a force for
Effective planningStatement : Providing inputs related to the elements of strategies and tools
for business plan

PROFESSIONAL ELECTIVE COURSES

IEV 6201	FEASIBILITY ANALYSIS	L	T	P	C
SDG 9		3	1	0	4

COURSE OBJECTIVES:

COB1: To understand What & Why of feasibility.

COB2: To introduce the different dimensions of feasibility

COB3: To differentiate between business plan, feasibility and business plan validation

COB4: To run the check before preparation of business plan

COB5: To apply the feasibility analysis to the business idea

MODULE I FEASIBILITY ANALYSIS 2+1

What & Why of feasibility – Various dimensions / types of feasibility – capability to plan, deliver & operate – acceptability – legal -market -Long term / life cycle – technical feasibility – economic viability – sustainability – time frame - Relationship between business plan and validation

MODULE II MARKETING FEASIBILITY PROCESS 10+3

Demand -Supply estimation – forecasting – analysis – Types of Demand – Market size -What is new product ? New product introduction process – PLC – Adoption process - the market share – market research – STP - Location of customers – Reachability to customers - Economic indicators - competitive analysis - pricing strategies

MODULE III FINANCIAL FEASIBILITY PROCESS 10+3

Fundamentals of Finance - Financial Accounting and financial management – Financial documents – Financial ratios – difference between managerial accounting & cost accounting. – Role of Finance – Issues in finance - working capital estimation – Investment - Risk analysis

MODULE IV TECHNICAL - OPERATIONS, HUMAN RESOURCES AND LEGAL FEASIBILITY 6+2

Buy or Make decisions – How much to produce? - Attracting and retention of talents – Training - Legal side of the business

MODULE V BUSINESS IDEA ANALYSIS 2+1

Business Idea Case discussions - Darker side of feasibility -

L – 30; T – 10; TOTAL HOURS – 40

TEXT BOOKS:

1. Jeffrey A. Timmons & Stephen Spinelli, "New Venture Creation- Entrepreneurship for the 21st century", TMH, (2009) Latest Edition Rajeev Roy, "Entrepreneurship", Oxford Higher Education, 3rd Edition, 2020
2. Jayshree Suresh, Entrepreneurial Development, Margham Publishers, 2022
3. Saeed Al-Muhorrani, Economic Feasibility: Study: Preparation & Analysis, Academic Publication & Outreach Department, Sultan Qaboos University, 2019

REFERENCES:

1. T.V. Rao, Donald F. Kuratko, "Entrepreneurship: A South Asian Perspective", Cengage Publishers, 2012
2. Sam McLeod, Feasibilities studies for novel and complex projects: Principles synthesized through an integration review, Project Leadership & Society, Volume 2, December 2021, 100022, Elsevier

COURSE OUTCOMES:

- CO1:** Analysis of the business ideas
CO2: Estimation & Forecasting
CO3: Arriving at Feasible solution
CO4: Reiterate the need for feasibility analysis
CO5: To know the Dark sides of feasibility

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	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H	H	L	L	H	L	L
CO2	H	H	L	L	H	L	L
CO3	H	H	L	L	M	H	L
CO4	H	H	L	L	H	L	L
CO5	H	H	L	L	H	H	L

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG No. 9 : Industry, Innovation & Infrastructure

Statement : This course focuses on financial feasibility which is essential for the sustainable startups.

IEV 6203	BUSINESS PLAN VALIDATION	L	T	P	C
SDG: 4		2	0	0	2

COURSE OBJECTIVES:

COB1: To understand the role and importance of validation of business plan in entrepreneurship

COB2: To get external validation from different stake holders

COB3: To get the business plan tested in the field

COB4: To identify the changes to be made before launch

COB5: To move from business idea to commercialization

MODULE I INTRODUCTION 5

Role and importance of business plan validation - What to be validated? Who will validate? How to validate?

MODULE II RESEARCH 5

Acceptance of the product attribute - concept benefits – technical - finance - forecasting

MODULE III TESTING 10

Prototype – product development - Getting ready to go to market

MODULE IV DARK SIDE OF VALIDATION 5

Case study analysis of start up

L –20; TOTAL HOURS –20

TEXT BOOKS:

1. Jeffrey A. Timmons & Stephen Spinelli, “ New Venture Creation- Entrepreneurship for the 21st century”, TMH, (2012) Latest Edition

REFERENCES:

1. Joe Goerbert, articles.bplans.com, 6 business ideas validation tactics to improve your business planning.
2. Stevenlmke, How to validate a business idea before you start, Stevebizblog
3. Quickbooks Resource Centre, 5 ways to evaluate your business plan

COURSE OUTCOMES:

CO1: Learn how to validate the business plan

CO2: Learn to apply the concepts

CO3: Transforming a business idea to plan to ready for Market

CO4: Learn to ready for commercialization

CO5: Dark side of the validation

Board of Studies (BoS) :

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07.07.2021

Academic Council:

17th Academic Council held on 15.07.2021

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H	H	L	L	H	L	L
CO2	H	H	L	L	H	L	L
CO3	H	H	L	L	M	H	L
CO4	H	H	L	L	H	L	L
CO5	H	H	L	L	H	H	L

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 4 : Empower students with knowledge and skills and act as a force for sustainable development

Statement : Providing inputs related to the tools, techniques and processes for business plan validation.

IEV 6204	OPERATIONS MANAGEMENT	L	T	P	C
SDG 12		3	1	0	4

COURSE OBJECTIVES:

COB1: To learn the concepts of operations management and related contemporary issues

COB2: To learn to forecast demand, design capacity and take location and layout decisions.

COB3: To gain insight into design of product, process and work Systems

COB4: To learn to manage materials and control inventory in an Organization

COB5: To learn to schedule and complete projects in a business Environment

MODULE I INTRODUCTION TO OPERATIONS MANAGEMENT 6+2

Operations Management – nature, importance, evolution, differences between goods and services, system perspective, functions and sub-functions, challenges, recent trends; Operations strategy - building operations strategies on competitive priorities; Measuring productivity and methods to improve productivity.

MODULE II DEMAND FORECASTING, CAPACITY AND FACILITY DESIGN 6+2

Demand – types, patterns - demand forecasting – objectives and types, overview of qualitative and quantitative methods; Capacity Planning – types, considerations, approaches; Overview of MRP, MRP II and ERP.

Facility Location – factors to be considered, location models; Facility Layout – principles, types, planning tools and techniques.

MODULE III DESIGN OF PRODUCT, PROCESS AND WORK SYSTEMS 6+2

Product Design – influencing factors, approaches, legal, ethical and environmental issues. Process – planning, selection, major decisions. Work Study – method study and motion study, work measurement.

MODULE IV MATERIALS MANAGEMENT 6+2

Materials Management - Objectives - Sub-functions – Sourcing - Purchasing – Storekeeping – Role - Importance; Types of Inventory - Need for Inventory - Inventory Costs - Economic Order Quantity (EOQ) - Basic Inventory Models

– Reorder level - Safety Stock.

MODULE V PROJECT MANAGEMENT

6+2

Project Management – Network construction - PERT - CPM - Computation of project completion time – Critical path - Floats – Resource Allocation – Gantt Charts.

L – 30; T – 10; TOTAL HOURS – 40

TEXT BOOKS:

1. Gaither Norman, “Operations Management: Concepts, Techniques & Applications”, Cengage Learning, 9th Edition, New Delhi, 2002.
2. Richard B. Chase, Ravi Shankar, F. Robert Jacobs, Nicholas J. Aquilano, “Operations and Supply Management”, Tata McGraw Hill, 12th Edition, New Delhi, 2010.

REFERENCES:

1. Aswathappa, K., Shridhara Bhat, K., “Production and Operations Management”, Himalaya Publishing House, 2nd Edition, New Delhi, 2011. (ISBN 13: 9789350971888)
2. William J Stevenson, “Operations Management”, Tata McGraw Hill, 12th Edition, New Delhi, 2009. (ISBN: 9788131756218)
3. Chary S. N., “Production and Operations Management”, Tata McGraw Hill, 3rd Edition, New Delhi, 2008. (ISBN: 9781259051234)
4. Pannerselvam R., “Production and Operations Management”, Prentice Hall India, 3rd Edition, New Delhi, 2012. (ISBN: 9788120345553).

COURSE OUTCOMES:

CO1: Appreciate basic operation management concepts

CO2: Forecast demand to design capacity and make better location and layout decisions

CO3: Design product, process and work systems

CO4: Manage materials flow and control inventory in an organization

CO5: Schedule and complete projects in the shortest possible time

Board of Studies (BoS) :

1st BoS of MBA IEV held on
07.07.2021

Academic Council:

17th Academic Council held on
15.07.2021

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H	L	M	M	H	H	L
CO2	H	H	M	M	H	H	L
CO3	H	H	M		H	H	L
CO4	H	H	M		H	M	L
CO5	H	H	M		H	M	L

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 12 : Ensure sustainable consumption and production patterns

Statement: The holistic understanding of the concepts of operations management leads to the production of goods and services for the mankind without adversely affecting the environment.

IEV 6207	MANAGING DISRUPTIVE	L	T	P	C
SDG:9	TECHNOLOGIES	3	1	0	4

COURSE OBJECTIVES:

COB1: To comprehend the disruptive technological changes

COB2: To study the different types of disruptive changes

COB3: To evaluate the disruptive changes

COB4: To measure the disruptive implications on organizations

COB5: To manage the disruptive changes

MODULE I : INTRODUCTION 3+2

Meaning and importance of disruption, technology trends-a historical review, forces driving changes in lifestyle

MODULE II DISRUPTIVE CHANGES 7+2

Financial Market Change (Block chain, Crypto currencies, Cloud Computing, Internet of Things, and Mobile Computing), Technological Change (Scams, Smart phone technology), Knowledge mobility, Employee Change (knowledge and skills changes, Attitude Changes of Millennials), and work life balance changes.

MODULE III LEADERSHIP SKILLS 8+2

Leadership fundamentals, Trust, Communication, Innovation and Transformational leadership.

MODULE IV ORGANIZATIONAL IMPLICATIONS 6+2

Organization structure and process, Market Dynamics, Staff Requirements, Customer Services.

MODULE V NAVIGATING DISRUPTIONS 6+2

Understanding Change Factors, Maintaining Disruption Register, Strategic Decision Making, Governance and Ethics, Cultural change.

L – 30; T – 10: TOTAL HOURS-40

TEXTBOOKS:

1. Mathew Donald (2019), 'Leading and Managing Change in the Age of Disruption and Artificial Intelligence', Emerald Publishing, ISBN: 978-1-78756-367-4 (Online)

REFERENCES:

1. P. Armstrong (2017), 'Disruptive Technologies: Understand, Evaluate, R

espond', KoganPagePublishers.

2. Joilto,&JeffHowe(2016), 'Whiplash:How to Survive Our Faster
3. Future', Grand General Publishing, ISBN-10, 1455544590.
4. BobShafto(2019), 'How to Manage Disruptive Change: Adoption/ Leadership/ Vision/ Technology/ Talent', Archway Publishing, ISBN-10:1480871257.
5. AndrewMcAfee&ErikBrynjolfsson(2017), 'Machine,Platform,Crowd: Harnessing Our Digital Future', W.W.Norton and company, ASIN:B01MAWT25.

COURSE OUTCOMES:

CO1: To forecast the disruptive technological changes

CO2: To understand the different types of disruptive changes

CO3: To apply appropriate leadership skills to manage disruptions

CO4: To measure the disruptive implications on organizations

CO5: To take strategic decisions to manage the disruptive changes

Board of Studies (BoS) :

1st BoS of MBA IEV held on 07.07.2021

Academic Council:

17th Academic Council held on 15.07.2021

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1						L	
CO2	H						
CO3				M			
CO4			H				
CO5							M

Note: L -Low Correlation M-Medium Correlation H- HighCorrelation

SDG No. 9 & Industry, Innovation, & Infrastructure

Statement : Disruption is the greatest threat as well as the biggest opportunity for any business. Managers who proactively predict the potential risks and leverage it will be able to survive and grow their businesses, Meanwhile, those who do not perceive the profound impact of the disruption might result in disastrous consequences. This course will highlight the disruptive technology changes and help managers to strategize their business to adapt to the dynamic changing business environment

IEV 6208	STRATEGIC MANAGEMENT	L	T	P	C
SDG: 4		2	0	0	2

COURSE OBJECTIVES:

COB1: Impart conceptual knowledge of strategies, process and management of strategies

COB2: Lay the basics of environmental appraisal through environmental, industry and competitive analysis

COB3: Learn different types and levels of strategies

COB4: understand the various factors influencing the choice of Strategies

COB5: Provide various approaches and strategies for implementation and control

MODULE I INTRODUCING STRATEGY, GOVERNANCE & SUSTAINABILITY 4

Strategy – Nature - Definition - levels of strategy - Process of strategic management – Strategic Intent- Vision – Mission –Leadership, Corporate governance; Sustainability – Dimensions and Strategies.

MODULE II ENVIRONMENT, SCENARIOS AND NEW NORMAL 4

External environment scanning (ETOP- PEST Analysis) - Industry analysis - Competition analysis - Appraisal of internal environment (SWOT analysis & audit, TOWS matrix) - Competitive advantage- core competency
Scenarios - definition- need- types of scenarios; Scenario analysis tools - Steps for performing Scenario analysis- its uses and drawbacks-Scenario planning.

Impact of Pandemic situations- New normal- Strategic perspective.

MODULE III STRATEGY FORMULATION 4

Levels and choices in strategy – Generic Strategies- Grand strategies - Stability strategies - Expansion strategies - Retrenchment strategies - Combination strategies - Business level strategies. M.Porter’s approach for Globalization.

MODULE IV STRATEGY ANALYSIS AND CHOICE 4

Process of making choice - Subjective factors influencing choice - Pyramid of strategy implementation - Procedural implementation – Economic contribution and resource allocation , Business portfolio analysis: BCG, GE; Multi business strategies and practices; strategies for Not for profit organization.

MODULE V IMPLEMENTATION & CONTROL**4**

Various approaches to implementation of strategy - Change Management Strategies-Matching organization structure with strategy - 7S model for implementation; strategic evaluation; Strategic control process - Du Pont's control model - Balanced score card.

L – 20; TOTAL HOURS – 20**TEXT BOOKS:**

1. John A. Pearce II, Richard B. Robinson, Jr., Amita Mital ,”Strategic Management”, McGraw Hill India, 14th Edition, 2018.

REFERENCES:

1. Thomas L. Wheelen and J. David hunger, “Concepts in strategic management and Business policy toward global sustainability”, Pearson education, 13th Edition, 2013.
2. Azhar Kazmi, “Business Policy & Strategic Management”, Tata McGraw Hill, 3rd Edition, 2008.
3. L. M. Prasad, “Strategic Management”, Sultan Chand & Sons, 2008.
4. Michael E. Porter, “Competitive Strategy: Techniques for Analyzing Industries and Competitors”, Simon, New Edition, 2010.

COURSE OUTCOMES:

- CO1:** Define and explain various terminologies associated with strategic management
- CO2:** Analyze the environments to identify the core competencies of the Firm
- CO3:** Appraise the resources and capabilities of the firm to confer sustainable competitive advantage and formulate strategies
- CO4:** Exhibit the ability to think critically with relevance to various situations and formulate strategic decisions through real world scenarios
- CO5:** Develop the ability to identify strategic issues and design appropriate course of action

Board of Studies (BoS) :

1st BoS of MBA IEV held on
07.07.2021

Academic Council:

17th Academic Council held on
15.07.2021

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H		M		H	H	
CO2	H	H			H	M	
CO3	H		H		H	H	
CO4	H		H		H	M	
CO5	L		H		H		H

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 4 : To empower students with knowledge, skills and values on strategic formulation and implementation.

Statement: Provides holistic way of imparting knowledge, skills and values to achieve the sustainable organizational goals and objectives through formulation and implementation of suitable strategies.

IEV 6209	INTERNATIONAL TRADE AND	L	T	P	C
SDG: 8	ECONOMIC ENVIRONMENT	2	0	0	2

COURSE OBJECTIVES:

COB1: Learn the concept of international trade

COB2: Understanding the various facets of the international economic environment

COB3: Gain knowledge theories - practices - trade policies and agreements and their critical evaluation with respect to developing countries

COB4: Draw implication and impact of changing economic Environment - economic geography - Globalization - FOREX fluctuation and imbalances in BOP.

COB5: Know the importance of Globalization - FOREX fluctuation and imbalances in BOP

MODULE I GLOBALIZATION AND INTERNATIONAL 4
TRADE

Globalization - International Trade - Benefits and Advantages - Economic Geography and Changing Composition of International Trade - Specialization as the Basis for Trade - Theory of Absolute Advantage and Comparative Advantage — Heckscher - Ohlin Theory of Trade - Production Possibilities - Pattern of Trade - Welfare and Terms of Trade - International Pricing Strategies - Relationship Between Goods Prices and Factor Prices - Economies of Scale - Imperfect Competition and International Trade

MODULE II TRADE RESTRICTION, POLICIES AND 4
MULTILATERAL TRADE AGREEMENT

Free Trade Vs Protection - Methods of Protection - Tariff, Quota and Others - Types of Tariff and Quota - Problems with Protection - Retaliation - Inefficiency - The Effects of Government Policies on Trade - Effects of International Transfers of Income - Effects of Import Tariffs and Export Subsidies - Bilateral - Multilateral and Regional Trade Agreements - Pros & Cons and Examples - General Agreement on Trade and Tariffs (GATT) - The United Nations Conference on Trade and Development (UNCTAD) - The North American Free Trade Agreement (NAFTA) - DOHA Round of Trade Agreement - Trade Policies in Developing Countries

MODULE III MNCS AND INTERNATIONAL BUSINESS ENVIRONMENT 4

Nature and Components of International Business Environment - MNES (Multinational Enterprises) and Internationalization - Environmental Scanning for International Business - Modes of Entry - The Globalization of Trade - Finance and Resistance - Linkages Between International Labor and Capital Mobility - International Borrowing and Lending - FDI & Multinational Corporations and Outsourcing - Investor Rights - Labor Standards

MODULE IV INTERNATIONAL ECONOMIC ENVIRONMENT 4

Components and Characteristics of International Economic Environment - Transnational Economy - Trading Environment of International Business : an overview - The World Trading System and WTO: Rules and Trade Rounds - Regional Trading Arrangements - Changing World Economy - Impact on International Business - WTO & Developing Countries - Import Substituting Industrialization - Export Oriented Industrialization

MODULE V FOREIGN EXCHANGE AND BALANCE OF PAYMENT 4

Meaning - Constituents and Mechanism in/of Balance of Payment - Foreign Exchange - Reserve - Exchange Rate - Impact of Balance of Payment - Foreign Exchange - Reserve - Exchange Rate on International Business Meaning and Constituents of Foreign Exchange (FOREX) Reserve (Foreign Currency - Gold & SDRs) - Exchange Rate - Exchange Rate Determination - Appreciation - Depreciation - Devaluation - Floating versus Fixed Exchange Rate - Advantages and Disadvantages - Exchange Rate in Practice - Adjustable Peg - Managed Flexibility (Dirty Floating) - Exchange Rate Mechanism

L – 20 ;TOTAL HOURS – 40

TEXT BOOKS:

1. Francis Cheruilam, F. International Trade and Export Management, Himalaya Publishing House , 2018

REFERENCES:

1. Keegan, Global Marketing Management, Pearson Education, New Delhi, 2012
2. Onkrist& Shaw: International Marketing - Analysis Strategy, Prentice Hall of India

COURSE OUTCOMES:

CO1: Meet the challenges in of international marketing environment posed in their jobs

CO2: Identify different international market entry methods

CO3: Design appropriate products for international markets

CO4: Select ideal international distribution systems

CO5: Apply right pricing technique for international markets

Board of Studies (BoS) :

1st BoS of MBA IEV held on 07.07.2021

Academic Council:

17th Academic Council held on 15.07.2021

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	M	L	M	L	H	H	M
CO2	M	M	M	L	H	H	M
CO3	M	M	H	L	H	H	M
CO4	M	M	H	L	H	H	M
CO5	M	M	H	L	H	H	M

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 8 : Decent work and Economic growth

Understanding about Procedures and Documentation in international trade, which can help the business people deal with building economic environment resulting in inclusive economic growth of the country.

IEV 6210	MANAGEMENT INFORMATION	L	T	P	C
SDG: 9	SYSTEM	2	0	0	2

COURSE OBJECTIVES:

COB1: Learn the concept of IS and their functionality in a business enterprise

COB2: Know the need for an IS framework and its importance as a survival tool

COB3: Identify the changes taking place in the form and use of decision support system in business

COB4: Identify ethical issues regarding use of information technologies in business, security management strategies to ensure security of business applications

COB5: Familiarize with managing the workings of a digital firm

MODULE I INFORMATION SYSTEMS IN BUSINESS 4

Definition, Introduction to Information and Business Intelligence, Personal and Organizational Dimensions of Information – IT as A Key Resource in Business – Computer Hardware and Software - Categories of Computers by Size – Intellectual and Physical Interfaces – Porter’s Five Forces Model – The Value Chain – SCM, CRM and BI.

MODULE II INTERNET TECHNOLOGIES, DATABASE MANAGEMENT SYSTEM 4

Introduction to World Wide Web, Websites, Addresses and Pages – Using Web Browser Software – Search Engines – Internet Technologies – Communications Software – The Relational Database Model – Database Management System Tools – Data Warehouses – Data Mining – Ownership over Information – Clean Data Vs Dirty Data.

MODULE III ARTIFICIAL INTELLIGENCE AND DECISION SUPPORT SYSTEM 4

Decision Support System – Components of Decision Support System – Geographical Information Systems - Artificial Intelligence – Expert Systems – Neural Networks – Fuzzy Logic – Genetic Algorithms – Intelligent Agents – Multi-Agent Systems and Agent Based Modeling.

MODULE IV THREATS TO INTELLECTUAL PROPERTY AND COMPUTER CRIME 4

Introduction to Identity Theft – Guidelines for Ethical Computer System Usage – Intellectual Property Threats – Cyber Crime Laws and Security Guidelines – Precautions On Data Protection – Computer Crime – Computer Forensics – Methods of Hiding Data Recovery and Interpretation.

MODULE V EMERGING TRENDS IN TECHNOLOGY FOR MANAGEMENT 4

Introduction to SaaS - Cloud Computing - IT Personalization Management - VoIP - Automatic Speech Recognition - Virtual Reality - CAVE - Biometrics - Digital Cash - Wearable Technology — Multi — Sate CPU's — Holographic Storage Devices – RFID - Ethics and Privacy Concerns in IT

L – 20 ; TOTAL HOURS – 20

TEXT BOOKS:

1. Stephen Haag, Maeve Cummings, Amy Philips, 'Management Information Systems for the Information Age' McGraw Hill Education, 6th Indian edition, 2007.
2. Kenneth C. Laudon and Jane P. Laudon, 'Management Information Systems Managing the digital firm', Pearson Education Asia, 2007.

REFERENCES:

1. James A O'Brien, George M Marakas and Ramesh Behl, 'Management Information Systems' McGraw Hill Education, 10th Indian edition, 2013.
2. James AN O' Brien, 'Management Information Systems', Tata McGraw Hill, New Delhi, 2008

COURSE OUTCOMES:

CO1: Comprehend the latest technologies in IS (Information Systems) and relate their impact in organization

CO2: Start using the various IS tools for efficient management

CO3: Use the decision support systems and Gain advantage of utilizing them in business decision making

CO4: Improve on using cyber security measures to avoid data theft and detection

CO5: Utilize the recent developments in the field of system analysis, design and development such as agile development and use latest trends in digital enterprise management in business applications

Board of Studies (BoS) :

1st BoS of MBA IEV held on
07.07.2021

Academic Council:

17th Academic Council held on
15.07.2021

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	M	L	M	L	H	H	M
CO2	M	M	M	L	H	H	M
CO3	M	M	H	L	H	H	M
CO4	M	M	H	L	H	H	M
CO5	M	M	H	L	H	H	M

Note: L- Low Correlation M - Medium Correlation H -High Correlation

SDG 9 : Decent work and Economic growth

Understanding about Information systems can lead to integrated benefits among the business verticals and helps in informed decision making which results in overall economic growth of stakeholders

IEV 6301	ENTREPRENEURIAL	L	T	P	C
SDG: 8	LEADERSHIP	2	0	0	2

COURSE OBJECTIVES:

COB1: To understand the entrepreneurial leadership

COB2: To Map the Indian entrepreneurs leaders

COB3:Leadership styles

COB4:Perspectives of leadership

COB5: To identify the barriers to entrepreneurship leadership

MODULE I ENTREPRENEURIAL LEADERSHIP 5

Different types of leaders – religion – political – manager as a leader – entrepreneur as a leader – role and importance of leadership in startup stage. personality traits of an entrepreneur leadership - know self –know customers – change agent - Is entrepreneur leader? Integrating the concept of leadership with entrepreneurship – Becoming an entrepreneurial leader.

MODULE II INDIAN ENTREPRENEUR LEADERS 5

Dhirubhai Ambani – TATA – Azim Premji –Sunil Mittal – Baba Ramdev – Case studies of other entrepreneurs

MODULE III LEADERSHIP STYLES 5

Leadership theories - leadership styles - Autocratic – Democratic - build entrepreneurial culture

MODULE IV PERSPECTIVES OF LEADERSHIP 5

Physical – Managerial – Psychological – Cultural – Political – Spiritual-Who can lead? - How to lead? Problems and challenges – Effective leadership - Becoming a successful leader.

L – 20; TOTAL HOURS – 20

TEXT BOOKS:

1. Peter G. Northhole , “Leadership : Theory and Practice”, 2018 Sage
2. John C. Maxwell, “The Leadership Handbook”,2021. Harper Collins
3. Steve Radcliffe, “Leadership : Plain and simple”, 2020, Pearson Education

4. Stephen Covey, 7 Habits of Highly Effective people 1989, Free Press

REFERENCES:

1. Devdutt Pattanaik, (2016), "The Leadership Sutra", Alephi Book Company, India
2. Som Sekhar Bhattacharya, Sumi Jha, (2018), "Strategic leadership models and theories", emerald insight

COURSE OUTCOMES:

CO1: Entrepreneurial leadership qualities

CO2: Map the Indian Entrepreneurial leaders Lessons from leadership

CO3: Become an entrepreneur leader

CO4: Awareness about the dark side of leadership

Board of Studies (BoS) :

3rd BoS of MBA IEV held on
23.09.2022

Academic Council:

19th Academic Council held on
29.09.2022

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H	H	L	L	H	L	L
CO2	H	H	L	L	H	L	L
CO3	H	H	L	L	M	H	H
CO4	H	H	L	L	H	L	L
CO5	H	H	L	L	H	H	H

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 8 : Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.

Statement : The holistic understanding of entrepreneurship leads to creating an opportunity to start a new venture.

IEV 6302	VENTURE GROWTH AND	L	T	P	C
SDG 9	TECHNOLOGY	2	0	0	2

COURSE OBJECTIVES:

COB1: To understand the role and importance of technology in venture growth.

COB2: To get exposed to the different technologies

COB3: To apply the technology in new venture

COB4: To be aware of problems and challenges of technology

MODULE I INTRODUCTION 5

Role and importance of technology in entrepreneurship - Why technology ?
–Types technologies -opportunities in technology – life of technology - strategy for technology

MODULE II CHOICE OF TECHNOLOGY 5

Factors influencing the choice of technology - Technology- Identification – appropriate technology - Make or buy decisions - Cost and benefit analysis of alternative technologies -choice at the various stages of venture growth - start up - Growth planning - Scaling up – Technology and break even point

MODULE III TECHNOLOGY ADOPTION 5

Build and drive technology – problems and challenges in technology adoption – role of training – Standardization

MODULE IV DARK SIDE OF TECHNOLOGY 5

Cases of startup - PAGER .

L – 20; TOTAL HOURS – 20

TEXT BOOKS:

1. Simon C Parker, (2018), “ The Economics of Entrepreneurship”, 2nd Edition, Cambridge University Press,
2. Anil Sethi, (2016), “ From Science to Startup”, Springer
3. Jayshree Suresh, “Entrepreneurial Development”. Margham Publisher, 2022

REFERENCES:

1. Jeremy Dalton, (2021), “Reality Check: How immersive technologies can transform your business”, Kogan Press

COURSE OUTCOMES:**CO1:** Understand the fundamental elements of technology**CO2:** Learn to apply the relevant technology to business**CO3:** Appropriate technology at the venture growth stages**CO4:** Technology implementation problems and challenges**Board of Studies (BoS) :**

3rd BoS of MBA IEV held on

23.09.2022

Academic Council:19th Academic Council held on

29.09.2022

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H	H	L	L	H	L	L
CO2	H	H	L	L	H	L	L
CO3	H	H	L	L	M	H	L
CO4	H	H	L	L	H	L	L
CO5	H	H	L	L	H	H	L

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG9: Build resilient Infrastructure, promote inclusive and sustainable industrialization and foster innovation

Statement: Technology helps small-scale startups to grow, and expand to more markets

IEV 6303	PEOPLE MANAGEMENT	L	T	P	C
SDG 8		2	0	0	2

COURSE OBJECTIVES:**COB1:** To assess and understand the self**COB2:** To assess and understand others**COB3:** To set the SMART goals**COB4:** To delegate**COB5:** To be aware of problems and challenges of people management**MODULE I INTRODUCTION 4**

Role and importance of people management in startup phase- -Managing Self - Assessment of self - Delegation - Coaching and mentoring for improvement – Giving and receiving feedback – Building a team - Negotiation

MODULE II SELF MANAGEMENT 6

Knowing my Behavioral styles : DISC approach - Dominance - Influence - Steadiness - Conscientiousness - Knowing my communication styles : Passive – Assertive – Aggressive - Knowing my competency: managerial skills : technical – conceptual - interpersonal relationships – communication – decision making – problem solving – competency - EQ - Knowing my Delegation style – What ? When? How? - Barriers to Delegation – Direction - Task – responsibility – authority

MODULE III MANAGING OTHERS 5

Managing Others Identify, build and drive people -Internal – External - Employees – Group Dynamics -Partners – Customers – Financiers – Suppliers - Trust building - Relationship building – facing failures – emotions – dreams - Humane -CRM - Goal setting – SMART goals

MODULE IV DARK SIDE OF ENTREPRENEURSHIP 5

Problems and challenges of Talent acquisition - Entrepreneurial way of recruitment – interns – when to recruit – how to attract the talent? – keep them - motivate team – emotions during down time – people vs process

L – 20; T – 0; TOTAL HOURS – 20

TEXT BOOKS:

1. Stephen R. Covey, (1989), "The 7 habits of highly effective people", Free Press, USA

REFERENCES:

1. Danick H. Pink, (2009), "Drive", Riverhead Books, USA
2. Brene Brown, (2018), "Dare to Lead", Penguin Random House, USA
3. Stephen R. Covey, (2004), "The 8th habit :From Effectiveness to Greatness", Free Press, USA

COURSE OUTCOMES:

CO1: Awareness about self

CO2: Develop the people management skills

CO3: Learn to delegate

CO4: How to receive and give feedback

CO5: Learn to manage a team

Board of Studies (BoS) :

3rd BoS of MBA IEV held on
23.09.2022

Academic Council:

19th Academic Council held on
29.09.2022

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H	H	L	L	H	L	H
CO2	H	H	L	L	H	L	H
CO3	H	H	L	L	M	H	H
CO4	H	H	L	L	H	L	H
CO5	H	H	L	L	H	H	H

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.

Statement : The holistic knowledge of managing workforce and adopting acceptable HR practices would help to promote a sustainable, inclusive and economic growth for all.

IEV 6304	ENTREPRENEURIAL MARKETING	L	T	P	C
SDG 4	AND SALES STRATEGY	3	1	0	4

COURSE OBJECTIVES:

COB1: To know the marketing concepts in a startup venture

COB2: To know about segmentation, targeting and positioning

COB3: To know about the marketing mix elements

COB4: To develop sales strategy

COB5: To commercialize the business idea

MODULE I ENTREPRENEURIAL MARKETING 9+3

Entrepreneurial marketing process - Frugal marketing Role and importance of marketing in new venture development –Differentiate between marketing strategy and strategic marketing - Segmentation – targeting and positioning – Product line and product mix decisions - Product market fit – position – what is new.

MODULE II MARKETING MIX ELEMENTS 3+1

Product – Price – Promotion – Place

MODULE III PRODUCT 3+1

What is product – service - Product attributes – Product benefits – different product categories

MODULE IV NEW PRODUCT DEVELOPMENT 6+2

New product development process - Adoption model – concept testing – product testing – test - marketing – launch in the market - Pricing alternatives – methods of pricing

MODULE V SALES AND DISTRIBUTION 9+3

Sales strategies and management – Cost of marketing – B to B – D to C – B to C – Global marketing– e business - Role of digital marketing in sales – push vs. pull –commission – sales force management – Franchise model – dark side of marketing.

L – 30;T -10; TOTAL HOURS – 40

TEXT BOOKS:

1. Kotler Philip, Keller Kavinlane , Koshy Abraham, JhaMithileshwar, (2018) , “Marketing Management: A South Asian Perspective”,

Pearson

2. Jayshree Suresh, "Entrepreneurial Development". Margham Publisher, 2022

REFERENCES:

1. Anil Ramesh, M., Priya Gover, Sabyasachi Das Gupta, (2019), "Start-Up Marketing strategies in India", Emerald Group Publishing
2. Dave Evans, (2012), "Social Marketing :An Hour a Day", 3rd Edition, John Wiley & Sons

COURSE OUTCOMES:

CO1: Differentiate between marketing in an established firm vs new firm.

CO2: Learn the application of marketing

CO3: Appropriate strategy to market a finished product

CO4: Learn to align the marketing elements tools for evaluation

CO5: Prevention of marketing failure

Board of Studies (BoS) :

3rd BoS of MBA IEV held on
23.09.2022

Academic Council:

19th Academic Council held on
29.09.2022

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H	H	L	L	H	L	L
CO2	H	H	L	L	H	L	L
CO3	H	H	L	L	M	H	H
CO4	H	H	L	L	H	L	L
CO5	H	H	L	L	H	H	H

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 4 : Empower students with knowledge and skills and acts as a force for sustainable development.

Statement : Providing inputs related to the elements of marketing mix and STP strategies for sustainable development of the environment for consumer behavior and satisfaction.

IEV 6305	BUSINESS STRUCTURE	L	T	P	C
SDG 9		2	0	0	2

COURSE OBJECTIVES:

COB1: To understand the role and importance of structures in new firms

COB2: To get exposed to different business structures

COB3: Use of criteria for selection of structure

COB4: To be aware of problems and challenges of structures

COB5: Registration of venture

MODULE I INTRODUCTION 2

What is business structure – Need for a structure - types of business structures – Structure and growth

MODULE II LEGAL & FINANCIAL STRUCTURE 8

Financial structure - Debt vs. equity - corporate governance – choice of advisors – Ownership structure - Legal : Sole Proprietorship, Partnership, Joint stock Company, Co- operative Societies - public - private – strategic venture management - Plain and simple, Join hands, Superior forms – LLP Limited Liability Partnerships.

MODULE III RELATIONSHIP WITH OTHER STRUCTURES 5

Relationship with other functional structures - marketing structure - managerial structure – organization structure

MODULE IV DARK SIDE OF STRUCTURE 5

Cases of start up

L – 20; TOTAL HOURS – 20

TEXT BOOKS:

1. Vijay Kumar Ivaturi, Meena Ganesh,(2020), “The Manual for Indian Startups: Tools to start and scaleup your new venture” , Penguin
2. Jayshree Suresh, “Entrepreneurial Development”. Margham Publisher, 2022

REFERENCES:

1. Pankaj Goyal, (2017), “Before you start up: How to prepare to make your Dream a Reality”, Finger Point Publishing

COURSE OUTCOMES:**CO1:** Understand the different aspects of business structures**CO2:** Learning to choose a business structure**CO3:** Relationship of structure with growth of venture**CO4:** Problem Awareness and Solution**CO 5:** Know the process for Registration of venture**Board of Studies (BoS) :**

3rd BoS of MBA IEV held on 23.09.2022

Academic Council:19th Academic Council held on
29.09.2022

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H	H	L	L	H	L	L
CO2	H	H	L	L	H	L	L
CO3	H	H	L	L	M	H	H
CO4	H	H	L	L	H	L	L
CO5	H	H	L	L	H	H	H

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG9: Build resilient Infrastructure, promote inclusive and sustainable industrialization and foster innovation

Statement: Establishing right business structure creates resilient and sustainable organization

IEV 6306	ENTREPRENEURIAL FINANCE AND	L	T	P	C
SDG 9	VENTURE FUNDING	3	1	0	4

COURSE OBJECTIVES:

COB1: To know the financial concepts in a startup venture

COB2: To know about the financial documents

COB3: To know about accounting, costing and management of finance

COB4: To get exposure to working capital management

COB5: To finance the new venture

MODULE I FINANCIAL ACCOUNTING AND DOCUMENTS 6+2

Financial Accounting - Balance Sheet – Profit & Loss Account- Cash flow – Ratio analysis

MODULE II COST BEHAVIOUR 8+3

Cost behavior - Management Accounting – cost analysis of decision making
- Target Costing – Cost control - Cost of capital – capital structure – debt vs. equity

MODULE III FUNCTIONAL MANAGEMENT 8+2

Working capital estimation – cash management – inventory & receivables management - Funding the working capital - present value

MODULE IV VENTURE CAPITAL DECISIONS 6+2

Estimation of fund requirement - Venture Capital – Right stage of business to borrow - From whom to borrow - IPO – Project

MODULE V VALUATION – GST 2+1

Valuation – GST – cost minimization – profit maximization – cost reduction – Risk Management

L – 30; T – 10; TOTAL HOURS – 40

TEXT BOOKS:

1. Robert N. Anthony, David F. Hawkins, Kenneth A. Merchant, Prakash Singh, (2019), "Accounting : Text & Cases", 13th edition, McGraw Hill.

REFERENCES:

1. Robert T. Kiyosaki & Sharon Lechter, (2000), "Rich dad poor dad", Warner Business Books, US
2. Dhruv Nath, Sushanto Mitra, (2009), "Funding your Startup", Penguin Portfolio
3. Sangeeta Shankaran Sumesh, (2021), "Where's Moolah? : Financial Growth Hacking for Business Profitability", Sage Publishers

COURSE OUTCOMES:

CO1: Differentiate between financing in an established firm vs new firm.

CO2: Learn the application of financial concepts in long- and short-term decisions

CO3: Learn to raise finance

CO4: Art of managing the working capital

CO5: Prevention of cash trap

Board of Studies (BoS) :

3rd BoS of MBA IEV held on
23.09.2022

Academic Council:

19th Academic Council held on
29.09.2022

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H	H	L	L	H	L	L
CO2	H	H	L	L	H	L	L
CO3	H	H	L	L	M	H	L
CO4	H	H	L	L	H	L	L
CO5	H	H	L	L	H	H	L

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG9: Build resilient Infrastructure, promote inclusive and sustainable industrialization and foster innovation

Statement: With proper financing, startups can become resilient and sustainable organizations

IEV 6308	BUSINESS- TO-BUSINESS	L	T	P	C
SDG:09	MARKETING	2	0	0	2

COURSE OBJECTIVES:

COB1: Get an overview of the various dimensions of industrial marketing

COB2: Learn the buying behavior of industrial organizations

COB3: Gain conceptual insight into segmentation, targeting and positioning from industrial perspective

COB4: Learn to formulate product and distribution strategies

COB5: Gain knowledge on designing the pricing and marketing Communications

MODULE I DIMENSIONS OF BUSINESS – TO - BUSINESS 4
MARKETING

Nature of B2B / Industrial Marketing - Definition - Business vs Consumer marketing- Types of business Customers - Characteristics of business markets-Classification of Industrial products-Industrial Marketing - Environment and Strategies

MODULE II ORGANISATIONAL BUYING AND BUYER 4
BEHAVIOUR

Nature of Industrial buying – Buy grid model: Buying situations, Buy Phases, Marketing strategies in various buying situations and phases– Buying centres: Buying centre roles-Webster and Wind model -Sheth model

MODULE III INDUSTRIAL MARKETING RESEARCH & S- T - 4
P STRATEGIES

Marketing research process – Comparison between business and consumer research business market Segmentation: Bases, Macro and Micro variables – Target marketing – Business product positioning.

MODULE IV INDUSTRIAL PRODUCT AND CHANNEL 4
DECISIONS

Developing Product Strategies — Business Product life cycle analysis and strategies -Stages of new product development - Industrial marketing channels-Choosing right distributor - Marketing logistics: Warehouse Location and functions, Modes of Physical distribution and Transportation

**MODULE V INDUSTRIAL MARKETING COMMUNICATION, 4
PRICING AND RECENT TRENDS IN B2B**

Training and Compensating industrial sales people - Industrial advertising media - Sales promotion methods and strategies - Industrial pricing: Factors influencing Pricing strategies and policies - Commercial terms and conditions in industrial markets – Ethical issues in B2B – Recent trends – Future of B2B Marketing

L– 20; Total Hours- 20

TEXTBOOKS:

1. Krishna K.Havaladar, "Industrial Marketing," Tata Mc Graw Hill, New Delhi, 2014.

REFERENCES:

1. Robert R. Reeder, Edward G. Brittle and Pretty H. Reedier, "Industrial Marketing - Analysis Planning and Control," Prentice Hall of India Limited, New Delhi, 2017.
2. Alexander Hill, et.al., "Industrial marketing", AITBS, 2014

COURSE OUTCOMES:

CO1: Recognize the characteristics of industrial consumers

CO2: Apply various models to understand organizational buying behaviour

CO3: Formulate Strategies for segmenting, targeting positioning Industrial products and

CO4: Choose the appropriate channel for distributing industrial products

CO5: Formulate appropriate pricing and promotional strategies for industrial Products

Board of Studies (BoS):

14th BoS of MBA IEV held on
17.02.2023

Academic Council:

20th Academic Council held
on 13.04.2023

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H			L	M	M	L
CO2	H	H		M	M	H	L
CO3	M	M	H	L	M	H	L
CO4	H	M	L	H	M	H	L
CO5	M	M	L	L	H	H	L

Note:L-Low Correlation M-Medium Correlation H-HighCorrelation

SDG9: Build resilient Infrastructure, promote inclusive and sustainable industrialization and foster innovation.

Statement: It aims to build resilient infrastructure, promote sustainable industrialization and foster innovation. Therefore industrialisation, innovation and investment in infrastructure can unleash dynamic and competitive economic forces that generate employment and income.

IEV 6309	FINANCIAL TECHNOLOGY	L	T	P	C
SDG:9		2	0	0	2

COURSE OBJECTIVES:

COB1: To understand the evolution of disruptive financial service Models

COB2: Acquire knowledge on digital payments and digital lending

COB3: To understand technology based investment consultancy

COB4: To gain exposure in crypto currencies and block chain technology

COB5: To gain knowledge on Regtech in India

MODULE I INTRODUCTION 4

Digital Transformation of the BFSI Sector– Emergence of FinTech Companies – Types of Fintech Companies– hubs - unicorns - BankTech- Fintech regulations in India

MODULE II DIGITAL PAYMENTS AND DIGITAL LENDING 4

Digital payments, Mobile apps and social payments, Peer-to-Peer Lending, Consumer Lending, Students Lending, Business Lending – next generation commerce–crowd funding-Muti-function Instruments

MODULE III TECH BASED WEALTH MANAGEMENT & INSURANCE 4

Wealth Tech- Financial Advising through Robotics, Artificial Intelligence using Big Data, and Internet of Things - InsurTech, Insurance Analytics, Fraud detection and risk prevention, Life insurance applications, Health insurance And other InsurTech applications

MODULE IV BLOCK CHAIN AND DISTRIBUTED LEDGER 4

Origin of Block chain Technology – Generations of Blockchains – Applications, Cryptography, Cryptocurrency - Major – Types – Advantages and Challenges – Asset Tokenization – Enterprise Block chains – Introduction to Decentralized Finance – Popular Blockchain Based Protocols – DeFi Lending and Borrowing Platforms – Decentralized Exchanges – Other Innovative Business

MODULE V FINTECH REGULATIONS REGTECH 4

Fin tech regulations in India, Success stories, and future trends Reg Tech Eco system of the BFSI Sector, Digitisation and Datafication of the Regulatory Framework, Impact of Technologies such as Blockchain and Alon Compliance, eID, KYC, AML applications

L– 20;TOTAL HOURS–20**TEXTBOOKS:**

1. Augustin Rubini, Fintechina Flash, Financial Technology Made Easy, Simtech Ltd, London, 2017 (Third Edition)

REFERENCES:

1. Richard Hayen, FinTech: The Impact and Influence of Financial Technology on Banking and the Finance Industry, Amazon Asia-Pacific Holding Private Ltd, 2018
2. Parag Y Arjunwadkar, FinTech: The Technology Driving Disruption in the Financial Services Industry, CRC Press Taylors & Francis, 2018
Niels Pedersen, Financial Technology: Case Studies in FinTech Innovation, Kogan Page, 2021.

COURSE OUTCOMES:

CO1: Introduce Fintech concepts and regulations

CO2: Acquire knowledge on digital payments and digital lending

CO3: Able to understand technology based investment consultancy and Insurance

CO4: Able to gain exposure in crypto currencies and blockchain

CO5: Gain knowledge on the Regtech

Board of Studies (BoS):

14th BoS of MBA IEV held on 17.02.2023

Academic Council:

20th Academic Council held on 13.04.2023

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	M	M	M				
CO2	M	M	M				
CO3	M	M	M				
CO4	M	M	M				
CO5	M	M	M				

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG9: Build resilient Infrastructure, promote inclusive and sustainable industrialization and foster innovation.

Statement: The students will be able to understand and apply technology in banking and financial services such as Paytm, Gpay etc.

IEV 6310	E-COMMERCE TECHNOLOGY	L	T	P	C
SDG:9		2	0	0	2

COURSE OBJECTIVES :

COB1: Understand the concept of electronic commerce and related technology

COB2: Develop business requirements for technological infrastructure support needed for e-commerce

COB3: Apply electronic and mobile commerce to conventional businesses

COB4: Comprehend use of e-payment systems infrastructure in electronic commerce and security

COB 5: Gain insight in global e-commerce security requirements

MODULE I INTRODUCTION 4

Overview of Electronic Commerce—Driving force of Electronic Commerce – benefits, limitations and impact of electronic commerce—Types of EC Business Models – General Framework – Growth of E-Commerce.

MODULE II TECHNOLOGY INFRASTRUCTURE 4

Internet – Introduction to Key Technology Concepts: Intranet, WWW, Concepts of Search Engines, Intelligent Agents, Forums, Chats, Streaming Media, Cookies—Approach to Building E-Commerce Site: Software, Hardware, Tools.

MODULE III BUSINESS APPLICATIONS IN E-COMMERCE & M-COMMERCE 4

E-Marketplaces - Retailing in E-commerce - Market Research - Advertising in Ecommerce - Exchanges— Auctions - B2BE – Commerce - E-Procurement – E-Collaborations. Mobile Commerce- Characteristics of M-Commerce- Drivers of M-Commerce-Introduction to M-Commerce technology.

MODULE IV E-COMMERCE PAYMENTS AND SECURITY 4

E-Payment Systems – Principles of e-fund transfer, credit and debit card usage, E-check and unified payment systems - E-Billing presentment and payment –Security Threats: Malicious Code, Phishing, Hacking, Cyber vandalism, Credit card Fraud, Spoofing, DOS, Sniffing, Insider Jobs- Technology Solutions - Encryption: Symmetric Key, Public Key, Digital Signatures, Digital Envelops, Digital Certificates.

**MODULE V GLOBAL E-COMMERCE STRATEGY 4
AND SOCIAL NETWORKS**

Overview of electronic commerce strategies – electronic commerce for small and medium enterprises–relevance of social media –virtual communities – Impact of social networks, Weblogs, RSS, Podcasting, Wikis, Internet Telephony, Video Conferencing

L- 20;TOTAL HOURS– 20

TEXTBOOKS:

1. Laudon K.C.,&Traver C.G.,”E-commerce: Business, technology, society”,Pearson Education,13thedition,New Delhi,2018.
2. Turban E.,OutlandJ.,King,D.,LeeJ.K.,LiangT.P.,and Turban D. C.,”Electronic commerce 2012: Managerial and Social networks Perspectives”, Pearson, 7th edition,U.K,2011.

REFERENCES:

1. Gary P. Schneider,” Electronic commerce”, Course Technology Inc,12th edition,U.S.A,2016. (ISBN13:9781305867819)
2. Henry Chan, Raymond Lee, Tharam Dillon and Elizabeth Chang,” E-Commerce – fundamentals and Applications”, Wiley India Pvt. Ltd,1stedition.India,2011.(ISBN13:9788126514694)
3. P.T.Joseph,S.J,”E-commerce:AnIndianperspective.”,PHILearning Pvt.Ltd,6th edition,India,2019.(ISBN13: 9789389347272)

COURSEOUTCOMES:

CO1: Identifying EC business models based on various business needs.

CO2: Recognizing the technological requirements for developing an e-business platform.

CO3: Establishing business know hows of the various business applicationsof electronic and mobile commerce.

CO4: Categorize and classify the payment system and their use to relevant ecommerce companies

CO5: Synchronize e-commerce business models with current global e-Commerce strategy

Board ofStudies(BoS):

14thBoS of MBA IEV held on
17.02.2023

AcademicCouncil:

20th Academic Council held
on 13.04.2023

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H	M	H	H	M	L	M
CO2	M	M	M	M	H	H	H
CO3	M	H	M	M	H	M	M
CO4	M	H	H	H	M	M	L
CO5	H	H	H	H	M	H	M

Note: L - Low Correlation M - Medium Correlation H - HighCorrelation

SDG9: Build resilient Infrastructure,promote inclusive and sustainable industrialization and foster innovation

Statement: E-Commerce technology helps small-scale company to integrate into value chain and markets

IEV 6311	SERVICE OPERATIONS	L	T	P	C
SDG:12	MANAGEMENT	2	0	0	2

COURSE OBJECTIVES:

COB1:To gain knowledge on the role of services in an economy

COB2:To learn to design and develop new services based on market needs

COB3:To recognize the dimensions of service quality and its implications

COB4:To gain insight into various models applied in the management of service organizations

COB5:To learn to apply tools and techniques in service operations management

MODULE I INTRODUCTION 4

Services – Importance and role in economy – Distinctive characteristics- Nature of services - Service classification – Service Package - Service Strategy – Internet strategies –Service Environment.

MODULE II SERVICE DESIGN 4

New Service Development - Designing the Service delivery system - Service Blue-printing - Managing Service Experience - Front-office and Back-office Interface-Service scope-Implication for Service Design-Vehicle Routing and Scheduling

MODULE III SERVICE QUALITY 4

Service Quality - Dimensions- Gap Model – SERVQUAL instrument- Complaint management - Walk-through Audit - Service Recovery – Service Guarantees-Service Encounter-Service Feedback-Analysis and Enhancement.

MODULE IV SERVICE OPERATIONS 4

Service operational planning and control – Process Analysis-Process Simulation – Service Facility Location – Capacity Management in Services- Queuing models- Waiting Lines- Yield management.

MODULE V ANALYTICS IN SERVICE MANAGEMENT 4

Inventory Management in Services – Retail Discounting Model-News vendor Model – Productivity and Performance measurement –Data Envelopment Analysis (DEA) –Scoring System -Technology in Services.

L –20; TOTALHOURS–20**TEXTBOOKS:**

1. Fitz simmons, J,A.and Fitz simmons,M.J.,“Service Management: Operations, Strategy, Information Technology”,7thEdition,Tata McGrawHill, New Delhi, 2014.

REFERENCES:

1. Richard M.D., “Successful Service Operations Management”, 2ndEdition, Cengage Learning, NewDelhi, 2012. (ISBN 13:9788131517734)
2. Johnston,R. and Clark,G.,“Service Operations Management: Improving Service Delivery”, 4thEdition, Pearson Education, New Delhi,2012.(ISBN13:9780273740483)
3. Wright, J. N., Race, P., “The Management of Service Operations”, 2ndEdition, Cengage Learning, New Delhi,2004. (ISBN 13:9781844800513)

COURSE OUTCOMES:

CO1: Appreciate the role of services in an economy

CO2: Get equipped with theoretical knowledge for designing a new service

CO3: Measure and improve the quality of service delivery

CO4: Manage the operations of service organization with a strategic insight

CO5: Choose the right tools and techniques to measure the efficiency and effectiveness of service delivery

Board of Studies(BoS):

14thBoS of MBA IEV held on
17.02.2023

Academic Council:

20th Academic Council held on
13.04.2023

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	M	L	M	M	H	H	L
CO2	M	L	M	M	H	H	L
CO3	M	L	M	M	H	H	L
CO4	M	H	M	M	H	H	L
CO5	M	H	M	M	H	H	L

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG12 : Ensure sustainable consumption and production patterns

Statement: The understanding of the concepts of service operations management

Leads to the quality design and delivery of service to mankind with utmost efficiency.

IEV 6312	MANAGING FAMILY BUSINESS	L	T	P	C
SDG: 4		3	0	1	4

COURSE OBJECTIVES:

COB1: To learn the basics of family business and its dynamics

COB2: To develop best methods for managing a business

COB3: To manage conflicts in family business

COB4: To develop efficient succession plans

COB5: To analyse cases and provide solutions

MODULE I INTRODUCTION TO FAMILY BUSINESS 6+0+2

Family business — Basics and dynamics, □ Structural Management of the Family Business □ Family Complexity, Culture and Value Systems □ Business Complexity □ Effects of Complexity on the Family Business Structure. Women in Family Business

MODULE II METHODS OF MANAGEMENT - FAMILY BUSINESS 6+0+2

Professional Management of Family Business □ Non-family Managers □ Non-Executive Directors □ Professional Advisors & Consultants □ The role of balanced board of directors □ Family Constitution for better management - Family Governance in multigenerational family firms □ Change and adaptation in family business □ Trans-generational value creation □ Changing roles of family members

MODULE III MANAGING INTERPERSONAL DYNAMICS 6+0+2

Social Structure in family Business □ Interpersonal dynamics in family business □ Perceptions □ Types of conflicts □ Conflict dynamics and conflict management strategies

MODULE IV SUCCESSION PLANNING 6+0+2

Understanding Succession Planning □ Defining Objectives □ Choosing the Right Ownership Structure □ Promoting Stewardship □ Getting help from Board of Directors Management Succession: Management Succession Issues □ Employment of Family Members □ Grooming Family Managers to be Successors □ Assessing Family Member Managers □ Compensation for Family Members □ Managing Family Disagreements □ Integrating the Family Component in Business Planning

MODULE V CASE STUDIES IN FAMILY BUSINESS**6+0+2**

Discussion of Live cases of successful family business. □ Studying the succession planning undertaken by a corporate house / small business and bringing those learning to class via discussions

L – 30; P – 10; Total Hours – 40**TEXT BOOKS:**

1. Family Business in India: A National Asset that needs to Professionalize by Raju Swamy 2021, Notion Press.
2. FAMILY BUSINESS: Methods and Essentials of Building Business
3. Families by Mohanakrishnan Raman 2020, Notion Press.

REFERENCES:

List of Journals/Periodicals/Magazines/Newspapers, etc.

1. Family Business Review
2. Journal of Family Business Management
3. Journal of Family Business Strategy

COURSE OUTCOMES:

CO1: Recognize the basics of family business and its dynamics

CO2: Develop best management method in a family business operation

CO3: Successful management of conflicts in family business

CO4: Develop efficient succession plans

CO5: Case study analysis

Board of Studies(BoS):

14thBoS of MBA IEV held on
17.02.2023

Academic Council:

20th Academic Council held on
13.04.2023

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	L	M				L	
CO2	M	H				M	
CO3		M				L	
CO4	H	H				L	L
CO5	H	H				M	L

Note: L- Low Correlation M - Medium Correlation H - High Correlation

IEV 6313	SUSTAINABILITY MANAGEMENT	L	T	P	C
SDG: 09		2	0	0	2

COURSE OBJECTIVES:

COB1: To provide an understanding of Sustainable Development and its relevance to business management

COB2: To provide stakeholder sensitivity in managerial decisions

COB3: To familiarize the students on the various tools and methods that will enable business leaders to integrate Sustainable development in business decisions

COB4: To familiarize with Sustainability Development Goals

COB5 : To understand the relevance of Corporate Social Responsibility

MODULE I INTRODUCTION 4

Definition of sustainability - Sustainability for biological system, global environment- ancient civilisation and their sustainability -trends affecting sustainability - Millennium Development Goals - Sustainability Vs Sustainable Development

MODULE II INDIAN START-UPS & SUSTAINABILITY 4

Sustainability - economists, sociologists, ecologists, Economic, Social and Environmental sustainability - Environmental movements in India, Incorporating sustainability to businesses - Indian start-ups and sustainability

MODULE III SUSTAINABILITY & ESG 4

ESG :Environmental, Social, and Governance - Evolution of ESG - ESG factors the science of climate change - greenhouse gas effect - climate change- Renewable energy - Water and waste management- materiality's Risks and opportunities - stakeholders and company reporting - ESG and competitive advantage - ESG and investing trends.

MODULE IV ENVIRONMENTAL REGULATIONS 4

Measuring Sustainability -Voluntary Rating Systems for sustainability - Sustainability Development Goals (SDGs) - Sustainability reporting

MODULE V CORPORATE SOCIAL RESPONSIBILITY 4

SUSTAINABILITY tool - Corporate Social Responsibility - Importance of CSR to businesses - marketing – survival - sustainability reports

L- 20; TOTAL HOURS:20

TEXT BOOKS:

1. Robert Brinkmann, Introduction to Sustainability, John Wiley & Sons, 2016.

REFERENCES:

1. Mark-Anthony Camilleri, Corporate Sustainability, Social Responsibility and Environmental Management: An Introduction to Theory and Practice with Case Studies, Springer 2017

COURSE OUTCOMES:

CO1: Incorporating Sustainability perspective in all the business thoughts

CO2: Bring in the sustainability aspect in the business plans

CO3: Provide direction and develop business in the areas of sustainable Development

CO4: Incorporating sustainability as a marketing tool

CO5: Annexing sustainability as part of business operations

Board of Studies(BoS):

14thBoS of MBA IEV held on
17.02.2023

Academic Council:

20th Academic Council held on 13.04.2023

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1			M				
CO2			M				
CO3				H			

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 9 : Build resilient Infrastructure, promote inclusive and sustainable industrialization and foster innovation

Statement :

Develop quality, reliable, sustainable and resilient infrastructure, including regional and transborder infrastructure, to support economic development and human well-being.

LIST OF PROJECT SPECIFIC COURSES.

IEVY 051	CONSUMER BEHAVIOUR	L	T	P	C
SDG:12		1	0	2	2

COURSE OBJECTIVES:

COB1: Gain conceptual knowledge in consumer behavior and research

COB2: Get an insight into consumer behaviour in social and cultural Environments

COB3: Know the process and models of consumer decision making

COB4: To familiarize with post purchase behaviour of a consumer

MODULE I INTRODUCTION 4+0+2

Consumer behaviour—concepts—dimensions of consumer behaviours—
Application of consumer behaviour knowledge in marketing decisions—
approaches to the study of consumer behavior

MODULE II CONSUMER AS AN INDIVIDUAL 2+0+6

Consumer needs and motives – personality and consumer behavior –
consumer perception – learning – consumer attitudes – attitude formation
and change—lifestyle analysis.

MODULE III CONSUMERS IN THEIR SOCIAL & CULTURAL ENVIRONMENT 2+0+6

Group:types, reference group,opinion leader& applications to CB-Family &
family cycle- Family decision making – Influence of social class,culture and
sub-culture,cross cultural aspects on CB.

MODULE IV CONSUMER DECISION PROCESS & POST-PURCHASE BEHAVIOUR 2+0+6

Personal influence and opinion leadership – diffusion of innovations –
consumer decision making process – models of consumer decision
process—Consumer expectation and satisfaction—managing dissonance –
consumer loyalty—types of loyalty programmes.

L– 10; P- 20; TOTAL HOURS – 30

TEXT BOOKS:

1.Leon G.Schiffman, Leslie Lazar Kanuk, “Consumer Behaviour”, Pearson
Education, New Delhi, 2017.

REFERENCES:

1. David L.Loudon, Albert J Della Bitta, "Consumer Behaviour", McGrawHill,NewDelhi2002.
2. Jay D. Lindquist and M.Josephsirgy, "Shopper, buyer & consumer Behaviour, Theory and Marketing application", Biztantra Publication,NewDelhi2017.
3. ShethMittal, "Consumer Behaviour A Managerial Perspective",Thomson Asia(P)Ltd., Singapore, 2012
4. S.L.Gupta & Sumitra Pal, "Consumer Behaviouran Indian Perspective", Sultan Chand,New Delhi2015.
5. Henry Assael,Consumer behavior strategic approach Biztantra, New Delhi, 2014

COURSE OUTCOMES:

CO1:Analyze factors related to consumer behaviour and their purchase Decisions

CO2:Interpret the psychological behaviour of consumers as an individual using the models and theories

CO3:Relate social and cultural environments to the consumer buying Behavior

CO4:Apply the models of consumer decision making to identify the factors underlying consumer buying behaviour

Board ofStudies(BoS):

14thBoS ofMBA IEV held on 17.02.2023

AcademicCouncil:

20th Academic Council held on 13.04.2023

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	M		M	L		L	L
CO2	H		H		M	H	L
CO3	H		H	H	M	H	L
CO4	H	H	H	H		M	L

Note: L - Low Correlation M - Medium Correlation H - HighCorrelation

SDG No.12 Responsible consumption and production

Statement : Study the individual and social aspects of consumer behaviour and design appropriate products & services by targeting the right segments help in achieving responsible production & consumption to adapt to the dynamic changing business environment

Vitalization- Methods of Brand Valuation

L– 10; P - 20; TOTAL HOURS – 30

TEXTBOOKS:

1. Kevin Lane Keller, Ambi M.G. Parameswaran, Issac Jacob, "Strategic Brand Management", Pearson, 2015, Fourth Edition.

REFERENCES:

1. U.C. Mathur, "Product and Brand Management", ExcelBooks, 2010.
2. S. Ramesh Kumar, "Managing Indian Brands", Vikas publishing House(P) Ltd., 2016
3. Ramanuj Majumdar, "Product Management in India", Prentice Hall of India, 2002.
4. Tapan K Panda, "Product and Brand management", Oxford Press, New Delhi, 2016.

COURSE OUTCOMES:

CO1: Recognize the need for new product development

CO2: Identify the phases in designing and development of a product

CO3: Appreciate the need and importance of branding a product

CO4: Develop a new brand or reposition an existing brand from consumer perspective

CO5: Measure the impact of a brand on the product / organization performance

Board of Studies (BoS):

14th BoS of MBA IEV
held on 17.02.2023

Academic Council:

20th Academic Council held on
13.04.2023

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H	M	L	M	H	H	L
CO2	H	M	M	H	M	H	L
CO3	H	L	L	L	M	H	L
CO4	H	M	L	H	M	H	L
CO5	L	L	H	H	H	H	L

Note: L- Low Correlation M - Medium Correlation H- High Correlation

SDG No.12 Responsible consumption and production

Statement: Study the individual and social aspects of consumer behaviour and design appropriate products & services by targeting the right segments help in achieving responsible production & consumption

IEVY 055	SECURITY ANALYSIS AND	L	T	P	C
SDG:04	PORTFOLIO MANAGEMENT	1	0	2	2

COURSE OBJECTIVES:

COB1:To make an awareness on the different types of investment Instruments, return and risk

COB2:To sensitize about the stock market and stock market trading

COB3:To provide knowledge on the fundamental analysis of securities

COB4:To provide knowledge on the technical analysis of securities

COB5:To provide knowledge on portfolio management

MODULE I INVESTMENT SETTING 2+0+4

Financial and economic meaning of Investment— Characteristics and objectives of Investment –Types of Investment — Investment alternatives —Choice and Evaluation – Risk and return -Analysis of different types of Risks and Return—Measures of Return and Risk-Determinants of Required Rate of Return-Risk free rate and factors influencing the risk free rate– Risk Premium

MODULE II SECURITIES MARKET INFRASTRUCTURE 2+0+4

Stock Exchanges - Functions and Significance of StockExchanges- Operations and Trading Mechanism of Stock Exchanges -Settlement of Securities-Stock Market Indices- Risk Management-Surveillance Mechanism at Stock Exchanges-Straight through Processing-Demutualization ofStockExchanges

MODULE III FUNDAMENTAL ANALYSIS 2+0+4

Concept – Economic Analysis –Economic forecasting and stock Investment Decisions - Industry Analysis - Industry classification, Industry life cycle – Company Analysis – ValuationTechniques – Measuring Earnings— Forecasting Earnings – Graham and Dodds investor ratios.

MODULE IV TECHNICAL ANALYSIS 2+0+4

Technical Analysis – Charting methods – Market Indicators - Trend-Trend reversals – Patterns - Moving Average – Exponential moving Average – Oscillators – Market Indicators – Efficient Market theory - Different forms – Challenges to the Efficient Market Hypothesis-Dow JonesTheory-Elloit WaveTheory.

MODULE V PORTFOLIO MANAGEMENT**2+0+4**

Portfolio Management- Portfolio analysis–Portfolio Selection–Capital Asset Pricing model- Valuation and Validity— Portfolio Revision—Portfolio Evaluation–Mutual Funds.

L –10;P– 20;TOTALHOURS–30**TEXTBOOKS:**

1. Donald E.Fischer & Ronald J. Jordan,“Security Analysis and Portfolio Management” , 8th Edition, Prentice Hall of India (P)Ltd, 2011.

REFERENCES:

1. Prasanna Chandra, “Investment analysis and Portfolio Management”, Tata Mc Graw Hill,2017.
2. V.A. Avadhani, “Security Analysis and Portfolio Management” 10th Edition,Himalaya Publishing House,2011.
3. Cheng-Few Lee,Joseph Finnerty,John Lee, Alice C Lee, Donald Wort,“Security Analysis, Portfolio Management and Financial Derivatives”, World Scientific Publishing Company,2012.
4. S.Kevin,“Security Analysis and Portfolio Management”, PHI Learning Pvt. Ltd.,2015.

COURSEOUTCOMES:

CO1:To identify different types of investment instruments and trade in stock market.

CO2:To do fundamental analysis on the financial performance of firms.

CO3:To do technical analysis on the financial market instruments.

CO4:To test the market for its level of efficiency

CO5:To evaluate the performance of portfolio of investments.

Board of Studies(BoS):

14thBoS of MBA IEV held on
17.02.2023

Academic Council:

20th Academic Council held on
13.04.2023

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1		H		M		L	
CO2		H		M		L	
CO3		H		M		L	
CO4		H		M		L	
CO5		H		M		L	

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 4 : Quality Education

Statement: To promote sustained economic growth through entrepreneurship, full and productive employment, and decent work, for all.

IEVY 056	TALENT ACQUISITION AND	L	T	P	C
SDG:8	RETENTION	1	0	2	2

COURSE OBJECTIVES:

COB1:Examine the importance of Talent Acquisition in the Organization

COB2:Facilitate the students to identify the type of people an Organization wants to attract through various activities

COB3:Identify the best practices to reach the targeted employees

COB4:Provide the ways to engage and retain talent

COB5:Explore the various metrics used in acquiring & retaining the talent

**MODULE I INTRODUCTION TO TALENT ACQUISITION 2+0+4
& RETENTION**

Talent Acquisition: Definition, Need of Talent Acquisition, Key Process of Talent Acquisition – Benefits of Organizations from Recruiting Talent – Staffing Models and Strategy – Importance of Retention in Economy – Process of Retaining Talent Pool – Steps to Prevent High Turnover Rate – Importance of Maintaining a Competitive Hiring Advantage – Consequences of Failure in Managing Talent

MODULE II STAFFING ACTIVITIES 2+0+4

Talent Attraction Process – Recruitment Vs Selection – Person-Job- Fit & Person- Organization- Fit Analysis–Sources of Recruitment: External Recruitment, Internal Recruitment – Measures of Talent Acquisition – Reinventing Talent Acquisition – Artificial Intelligence (AI) in HR and Recruiting - Methods of Recruitment – Selection Methods: External Selection, Internal Selection –Internet Based Selection – Equality and Legal Issues – Legal Compliance in Talent Acquisition – Common Errors in Attracting Talent – Fishbowl Concept – On boarding – Blue Money and Green Money Turnover Calculations – Role of Employer Branding on Attracting and Retaining Talent

MODULE III OPTIMIZING TALENT 2+0+4

Halo Effect & Recency Effect in Talent Acquisition – Identification of High Potential Talent – Critical Success Factors to Create Talent – Mapping Business Strategies and Talent Acquisition Strategies – Corporate Restructuring: Business Process Re-engineering

MODULE IV ENGAGING AND GROWING TALENT**2+0+4**

Retention Management– Devising An Effective and Desirable Corporate Wellness Program–Importance of assessing Employee Engagement in Organizations – Best Practices of Employee Engagement and Improving Retention – Organizational Learning: Importance of Training in Enhancing Employee Loyalty – Managing Attrition in High Performing Teams– Surviving a Talent Crunch – Role of HR in Engaging Talent

MODULE V HR ANALYTICS IN TALENT ACQUISITION AND RETENTION**2+0+4**

HR Data & it's Impact in Business– Most Common Data Types & Purpose– Calculating Cost per Hire – Optimizing hiring cost – Quality of Hiring – Analysing measurement–Hiring manager satisfaction– Offer Acceptance Rate–Yield Ratio – Sourcing Channel Effectiveness – Employee Performance Metrics: Work Quality Metrics, Work Quantity Metrics, Work Efficiency Metrics, Organizational Performance Metrics – HR impact on Profitability: Revenue per employee, Return on Human Investment Ratio – Key Employee Retention Rate, Average Retention Period, Termination Rate, Total Termination Costs, Employee Retention Index

L–10; P–20; TOTAL HOURS–30**TEXTBOOKS:**

1. Collings, D.G., Mellahi, K. and Cascio, W.E. "The Oxford Handbook of Talent Management", Oxford University Press, 2019
2. Heneman, H.G. III, Judge, T.A. & Kammeyer-Muller, J.D. "Staffing Organizations", McGraw-Hill international edition, 9th edition, 2015.
3. Joshi, G. and Vohra, V. "Talent Management", Cengage Learning India, 2018
4. Lance A. Berger and Dorothy R. Berger, "The Talent Management Handbook, Creating a Sustainable Competitive Advantage by Selecting, Developing and Promoting the Best People", 2nd Edition, 2010

REFERENCES:

1. Doris Sims and Matthew Gay, "Building Tomorrow's Talent: A Practitioner's Guide to Talent Management and Succession Planning", Authorhouse, 2007.
2. Jean, M. Phillips, "Strategic Staffing", 3rd Edition; New Delhi: Pearson Education, 2015.

COURSE OUTCOMES:**CO1:**Recognize why and how companies benefit from recruiting talent.**CO2:**Explain the core staffing practices.**CO3:**Analyze the various strategies to identify high potential talent**CO4:**Examine the activities which contribute to engagement and retention**CO5:**Identify the metrics related to talent acquisition and retention**Board of Studies(BoS):**14thBoS of MBA IEV held on
17.02.2023**Academic Council:**20th Academic Council held on
13.04.2023

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H	H	H	H	H	H	H
CO2	H	L	H	H	H	H	H
CO3	H	H	H	M	H	H	H
CO4	H	H	H	H	H	H	H
CO5	H	H	H	H	H	H	H

Note:L -Low Correlation,M-Medium Correlation, H- HighCorrelation

SDG8: Promote sustained, inclusive and sustainable economic growth,full and productive employment and decent work for all

Statement : The holistic understanding of acquiring and retaining the talent in an organization would promote sustainable economic growth and productive employment.

IEVY 059	FOOD AND AGRITECH BUSINESS	L	T	P	C
SDG:9		1	0	2	2

COURSE OBJECTIVES:

COB1:To understand about the food processing industry & methods Used in food preservation.

COB2: To Know the Food Regulations followed in India.

COB3: To be aware of the usage of technologies in agriculture.

COB4:To understand the food labelling used by food industry.

COB5: To Know about the Food Retail Marketing and value and its effectiveness.

MODULE I INTRODUCTION TO FOOD PROCESSING 2+0+4

Food Processing—Scope and Importance of Food Processing.National and International Perspectives.Principles and Methods of Food Preservation.

MODULE II FOOD REGULATIONS 2+0+4

Food Regulations— Laws and Standards—Concept, Policy—FSSAI, HACCP, CODEX.Food Export Policy.

MODULE III AGRICULTURE TECHNOLOGY 2+0+4

Varietal Development— Remote Sensing— Soil Map Preparation— Drainage Maps— Monitoring Crop Health— Monitoring Water Stress— Nutrient Stress – Yield Forecasting – Post-Harvest Technology —Plant Tissue Culture Technology – Applications of Geospatial Technique in Agriculture.

MODULE IV FOOD LABELLING AND PACKAGING 2+0+4

Introduction — Importance of Food Labelling, Law of Food Labelling for Domestic and International Marketing of Food Products. Types of Packaging Materials — Advantages and Disadvantages of different types of Food Packaging Material, Recent trends in Food Packaging. Packaging Materials used for and Criteria for selection of Packaging Materials: Fruit products, Vegetable products, fish and fish products, meat and meat products, beverage carbonated, Milk and Milk products, tea, coffee, alcoholic beverages, confectionery—fat and oil, frozen products, bakery products, food grains, storage and handling packaging materials.

MODULE V FOOD RETAILING**2+0+4**

Value Chain in Food Retailing – Principal trends in food wholesaling and retailing and Food Wholesaling – Food Retailing – the changing nature of food stores – various retailing formats – competition and pricing in food retailing–market implications of new retail developments–value chain and value additions across the chain in food retail, food service marketing.

L– 10;P –20; TOTALHOURS–30**TEXTBOOKS:**

1. Diwase.S, “Indian Agriculture & Agri – Business Management” Scientific Publishers(India), 2014.

REFERENCES:

1. Bender.A.E., “Food Processing and Nutrition”, Academic Press, London.
2. Jelen.P, “Introduction to Food Processing”, Prentice Hall, Reston Virginia, USA.
3. Mathlouthi.M, “Food Packaging and Preservation, Blackie Academic & Professional.

COURSE OUTCOMES:

CO1: Complete understanding of Food processing techniques.

CO2: Thoroughly familiarized with Food Regulations.

CO3: Food labelling and packaging used by Food Industry.

CO4: Technology in agriculture to improve the crop yield.

CO5: Usage of the retail channel by the food industry to deliver the goods and Services to the ultimate consumers.

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17.02.2023

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13.04.2023

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	M	M	L	L	L	H	L
CO2	L	L	L	H	L	M	H
CO3	L	M	L	L	L	H	H
CO4	L	H	M	L	L	L	L
CO5	L	L	H	L	L	H	H

Note: L- Low Correlation M- Medium Correlation H - High Correlation

SDG9: Build innovation techniques to promote the Yield.

Statement: Functioning of the food industry operation & Process Inrelation to the agriculture products