

Aurora'sPGCollege (MBA)
Autonomous
Ramanthapur, Hyderabad-13

MASTEROFBUSINESSADMINISTRATION



AURORA'S PG COLLEGE(MBA)
(Autonomous)
Ramanthapur, Hyderabad-500 013
www.apgcr.ac.in

MBA SEMESTER-WISE PROGRAM STRUCTURE

S No	Course Code	Title of the Course	Hours Per Week			Credits	Weightage for Examinations		Total
			L	T	P		CIE	SEE	
I YEAR I SEMESTER									
COURSES									
1	CC1	Management and Organisational Behaviour	4	0	0	4	40	60	100
2	CC2	Accounting and Finance	4	0	0	4	40	60	100
3	CC3	Managerial Economics	4	0	0	4	40	60	100
4	CC4	Business Laws	4	0	0	4	40	60	100
5	CC5	Business Statistics	4	0	0	4	40	60	100
6	CC6	Entrepreneurship	4	0	0	4	40	60	100
		CREDITS FOR CORE PROGRAM	24	0	0	24	240	360	600
RESEARCH EDUCATION									
7	RE1	Hot House	0	0	2	1			
EXTERNAL CERTIFICATIONS									
8	IT1	IT Certification-1 (Advanced Excel)	0	0	2	1			
9	LC1	English Language Certification (CEFR - B1)	0	0	2	1			
		TOTAL	0	0	6	3			
		TOTAL SEMESTER I CREDITS	24	0	6	27			



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S No	Course Code	Title of the Course	Hours Per Week			Credits	Weightage for Examinations		Total
			L	T	P		CIE	SEE	
I YEAR II SEMESTER									
COURSES									
1	CC7	Operations Research	4	0	0	4	40	60	100
2	CC8	Marketing Management	4	0	0	4	40	60	100
3	CC9	Financial Management	4	0	0	4	40	60	100
4	CC10	Human Resource Management	4	0	0	4	40	60	100
5	CC11	Business Analytics	3	0	2	4	40	60	100
6	CC12	Business Research Methods	4	0	0	4	40	60	100
7	CC13	Corporate Strategy	3	0	0	3	40	60	100
		CREDITS FOR CORE PROGRAM	26	0	2	27	280	420	700
RESEARCH EDUCATION									
8	RE2	Research and Publication Ethics	1	0	1	1	25	25	50
EXTERNAL CERTIFICATIONS									
9	IT2	IT Certification 2	0	0	2	1			
10	FL2	CEFR - B2	0	0	2	1			
		TOTAL	1	0	5	3			
During Summer Vacation									
11	PR1	Industry Internship	0	0	6	4			
		TOTAL	0	0	6	4			
		TOTAL SEMESTER II CREDITS	27	0	13	34	305	445	750


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S No	Course Code	Title of the Course	Hours Per Week			Credits	Weightage for Examinations		Total Marks
			L	T	P		CIE	SEE	

II YEAR III SEMESTER

COURSES

1	NFE1	Elective - 1	2	0	0	2	40	60	100
2	NFE2	Elective - 2	2	0	0	2	40	60	100
3	EAE1	Elective - 1	2	0	0	2	40	60	100
4	FE1	Stream 1 Elective - 1	4	0	0	4	40	60	100
5	FE2	Stream 1 Elective - 2	4	0	0	4	40	60	100
6	FE3	Stream 2 Elective - 1	4	0	0	4	40	60	100
7	FE4	Stream 2 Elective - 2	4	0	0	4	40	60	100

CREDITS FOR CORE PROGRAM

22 0 0 22 280 420 700

RESEARCH EDUCATION

8	RE3	Conference/Seminar Participation	0	0	0	1			
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EXTERNAL CERTIFICATIONS

9	LC3	CEFR - C1	0	0	4	2			
10	PC1	Professional Certification 1	0	0	6	3			

TOTAL

0 0 10 6

TOTAL SEMESTER III CREDITS

22 0 10 28

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S No	Course Code	Title of the Course	Hours Per Week			Credits	Weightage for Examinations		Total Marks
			L	T	P		CIE	SEE	
II YEAR IV SEMESTER									
COURSES									
1	EAE2	Elective - 2	3	0	0	3	40	60	100
2	FE5	Stream 1 Elective - 3	4	0	0	4	40	60	100
3	FE6	Stream 1 Elective - 4	4	0	0	4	40	60	100
4	FE7	Stream 2 Elective - 3	4	0	0	4	40	60	100
5	FE8	Stream 2 Elective -4	4	0	0	4	40	60	100
6	PR2	Project	0	0	16	8			
CREDITS FOR CORE PROGRAM			19	0	16	27	200	300	500
RESEARCH EDUCATION									
7	RE4	Conference/ Seminar Presentation/Publication	0	0	0	1			
EXTERNAL CERTIFICATIONS									
8	PC2	Professional Certification-2	0	0	6	3			
TOTAL			0	0	0	4			
TOTAL SEMESTER IV CREDITS			19	0	16	31			
Total Credits for the Core Program						104			
Total Credits for the Entire Program						120			

1. CC-Core Course
2. NFE - Non Functional Elective
3. FE - Functional Elective
4. EAE - Emerging Area Elective
5. LC - Language Certification
6. PC - Professional Certification
7. PR - Project/ Internship
8. RE - Research Education
9. L-Lecture
- 10.T-Tutorial
- 11.P-Practical
- 12.CIE-Continuous Internal Evaluation
- 13.SEE-Semester End Examinations



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Appendix-1
LIST OF ELECTIVES UNDER VARIOUS CATEGORIES

SNo	Streams of Electives*	Courses
1	Non Functional Electives	<p>International Business</p> <ol style="list-style-type: none"> 1. International Business 2. International Trade Laws <p>Retail Management</p> <ol style="list-style-type: none"> 1. Supply Chain Management 2. E-retailing
2	Functional Electives	<p>Finance</p> <ol style="list-style-type: none"> 1. Investment Management 2. Financial Services 3. International Finance 4. Financial Risk Management <p>Marketing</p> <ol style="list-style-type: none"> 1. Consumer Behaviour 2. Advertising and Sales Management 3. Product and Brand Management 4. Services Marketing <p>HR</p> <ol style="list-style-type: none"> 1. Performance Management 2. Organisational change and development 3. Compensation Management 4. Talent and Knowledge Management <p>Business Analytics</p> <ol style="list-style-type: none"> 1. Descriptive Analytics 2. Predictive Analytics 3. Data Mining and Visualisation 4. Business Forecasting <p>Entrepreneurship</p> <ol style="list-style-type: none"> 1. Innovation and Technology Management 2. Venture Capital Management 3. Small and Medium Enterprises 4. Family Business Management
3	Emerging Area Electives	<p>Sports Management</p> <ol style="list-style-type: none"> 1. Sports Event Management 2. Sports Facilities Management <p>Infrastructure Management</p> <ol style="list-style-type: none"> 1. Construction Management 2. Materials Management

* Students have to choose a single stream of elective in non-functional and emerging areas and two streams in functional electives and continue with the same streams till the completion of the course

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Semester - I

Course Code	Course Title	L	T	P	HPW	Credits
CC1	Management and Organizational Behaviour	4	0	0	4	4

Course Objectives:

1. To give students a basic understanding of the processes, functions, and typologies of management.
2. To educate students on organizational structure and design, covering both fundamental and sophisticated models, and help them understand how these factors affect an organization's efficacy.
3. To emphasize the role of personality traits and perception in organization's performance.
4. To develop critical thinking abilities for assessing organizational problems in the real world and coming up with workable answers.
5. To comprehend the idea of organizational citizenship behavior (OCB) and the role it plays in promoting a positive workplace environment.

Learning Outcomes:

CO1: Understand the fundamental principles and functions of management.

CO2: Analyze basic and advanced models of organizational design.

CO3: Explore transactional analysis, the Johari Window, and the genesis of attitudes in mentoring.

CO4: Demonstrate knowledge of trait and behavioral approaches to leadership and explore

concepts like group cohesion and ethical leadership in conflict resolution.

CO5: Explore behavioral entropy in learning organizations and the use of key performance

Indicators in behavioral metrics for effective organizations.

DETAILED SYLLABUS

Module- 1:

Management Philosophy and Approaches: Definitions, Nature and Scope of Management, Objectives and significance of OB, Management Principles, Functions and Typology.

Module- 2:

3D Model of Managerial Approach, Management thought-Classical, Human Relations, Systems and Contingency Approaches.

Module- 3:

Hawthorne's Experiments, Contributions of Henry Fayol, F. W. Taylor and Peter Drucker, Global Perspectives, Contemporary Trends in Management.

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Module- 4:

Organizational Design, Structure and Decision Making: Basic and advanced Models of Organizational Designs, Main Approaches to Organization Structure.

Module- 5:

Decision making under Bounded Rationality, Certainty, Uncertainty, Risk, Conflict, Decision-making processes during crises, Open and Closed Decision-making Models, QWL and Quality Circles, Emerging Organizational Architectures.

Module- 6:

Organizational Behavior: Personality Traits, Big5 personality traits, MBTI, the Process of Perception and Attribution, Kelly's personal construct Theory.

Module- 7:

Cognitive Dissonance, Classical, Operant and Reinforcement Conditioning, Transactional Analysis, Johari Window, Attitudinal Genesis in Mentoring.

Module- 8:

Motivation: Content and Process Theories, The importance of emotional intelligence in organizational behavior.

Module- 9:

Group Dynamics and Leadership: Group Dynamics & Team Building, Group cohesion, Kurt Lewin contribution.

Module-10:

Conflict Resolution models, Work life balance, Trait and Behavioral Approaches to Leadership, Managerial Grid, Path - Goal Theory.

Module- 11:

Vroom's Decision Tree Approach to Leadership, Hersey and Blanchard Model, Ethical Dilemmas in Leadership.

Module- 12:

Emerging aspects of OB: Organization culture and Organization climate, Stress Management and Counseling, Management of change and Organization development.

Module-13:

Communication Process, Organizational Citizenship Behaviour, Organizational Behaviour Modification.

Module-14:

Behavioural Entropy in Learning Organization, Key Performance Indicators in Behavioural Metrics.

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Module- 15:

Behavioural Metrics in Effective Organization, Challenges of Organizations in the Post Globalized Era

Suggested Readings:

1. Lauriel J Mullins, 2010, Management and Organisational Behaviour, Pearson.
2. Aswathappa K. "Organizational Behaviour (Text, Cases and Games)", 2020, Himalaya Publication.
3. Paul Hersey, Kenneth H. Blanchard, Dewey F. Johnson (2002), Management of Organisational Behaviour (8th Ed.), Pearson.
4. Harold Koontz and Heinz Weihrich, Essentials of Management, TMH.
5. Prasad I. M, Principles and Practice of Management, Sultan Chand & Sons, New Delhi.
6. Stephen P. Robbins, "Organizational Behaviour", Prentice Hall.
7. Fred Luthans, "Organizational Behaviour", Mc Graw Hill International Edition.
8. Uday Pareek, Understanding Organisational Behaviour, Oxford University Press
9. P. C. Tripathi, P. N. Reddy, Principles of Management, Tata McGraw-Hill Publishing Company Limited, New Delhi.
10. Robbins & Judge, Organisational Behaviour, Prentice Hall of India.

Journal References:

1. Cranston, N., Ehrlich, L. C., & Kimber, M. (2014). Managing ethical dilemmas. In Handbook of Ethical Educational Leadership (pp. 229-245).
Doi:https://scholar.google.com/scholar?hl=en&as_sdt=0%2C5&q=ethical+dilemmas+on+leadership+on+articles&btnG=#d=gs_qabs&t=1704713324470&u=%23p%3DhHIGxPoxuEZeJ
2. Devi, S., Nayak, M. M., & Patnaik, S. (2020). Decision-making models and tools: A critical study. International Journal of Management and Decision Making, 19(2), 176.
Doi:https://www.researchgate.net/publication/342752949_Decision-making_models_and_tools_a_critical_study
3. Haque, M. F., Haque, M. A., & Islam, M. S. (2014). Motivational Theories - A Critical Analysis. Authors: Mohammad Faizul Haque, Dhaka University of Engineering & Technology; Mohammad Aminul Haque, Boston Architectural College; Md Shamimul Islam, BRAC University.
Doi:https://www.researchgate.net/publication/306255973_Motivational_Theories_-_A_Critical_Analysis
4. Kalliath, T., & Brough, P. (2008). Work life balance: A review of the meaning of the balance construct. Journal of Management & Organization, 14(3), 323-327.
Doi:https://scholar.google.com/scholar?hl=en&as_sdt=0%2C5&q=work+life+balance+on+articles&btnG=#d=gs_qabs&t=1704713236219&u=%23p%3DTCVT_wzSKUJ
5. Khushk, A., Zengtian, Z., Hui, Y., & Atamba, C. (2022, January 8). Understanding Group Dynamics: Theories, Practices, and Future Directions. Malaysian E Commerce Journal (MECJ). Doi: <https://journals.indexcopernicus.com/api/file/viewByFileId/1659225>

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6. Kumaranayake, R. (2017). Review of the Studies on Personality Traits. *University of Kelaniya*.
Doi: https://www.researchgate.net/publication/329773642_Review_of_the_studies_on_personality_Traits
7. Lautman, M. R., & Pauwels, K. (2013). Identifying Metrics That Matter: What Are the Real Key Performance Indicators (KPIs) That Drive Consumer Behavior? *NIM Marketing Intelligence Review*, 5(2), 46-52.
Doi: https://scholar.google.com/scholar?hl=en&as_sdt=0%2C5&q=key+performance+indicators+in+behaviour+metrics+articles+&btnG=#d=gs_qabs&t=1704713464561&u=%23p%3D-_Wv1z-ljiEJ
8. Mathews, J. J. (1983). The communication process in clinical settings. *Social Science & Medicine*, 17(18), 1371-1378.
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9. Philip, J. (2022). A perspective on embracing emerging technologies research for organizational behavior. *Organization Management Journal*, 19(3), 88-98.
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10. Vos, J., & van Rijn, B. (2021). The evidence-based conceptual model of transactional analysis: A focused review of the research literature. *Transactional Analysis Journal*, 51(2), 160-201.
Doi: https://scholar.google.com/scholar?hl=en&as_sdt=0%2C5&q=transactional+analysis+articles&btnG=#d=gs_qabs&t=1704712570699&u=%23p%3DI1bqav4K2gD8J
1. https://youtu.be/V1RQG1nB4Kg?si=hJzO0eX8kK_li14G
2. <https://youtu.be/JyLez4xZ16Q?si=M-mAJ0RlgJBgwgY->

Case Studies:

1. https://bdpad.files.wordpress.com/2015/05/fred-luthans-organizational-behavior--an-evidence-based-approach-twelfth-edition-mcgraw-hill_irwin-2010.pdf
2. <http://cws.cengage.co.uk/colekelly7/students/Video%20Cases/Chapter%2044%20-%20Video%20Case%20Study%20118.pdf>
3. https://tashfeen.pbworks.com/f/Organizational_Behaviour.pdf
4. https://www.homeworkempire.com/wp-content/uploads/edd/2017/11/20171007043214organizational_behavior_and_man_john_ivancevich.pdf
5. <https://www.pearsoncanada.ca/media/highered-showcase/multi-product-showcase/langton-preface.pdf>
6. <https://www.pearsonhighered.com/assets/samplechapter/0/2/7/3/0273757342.pdf>
7. <https://www.diva-portal.org/smash/get/diva2:328290/FULLTEXT01.pdf>
8. <https://www.intrafocus.com/2023/11/kpi-case-studies-in-action-success-and-failure/>
9. <https://shapirocommunications.com/wp-content/uploads/2017/10/business-assoc-case-study.pdf>
10. http://tailieuso.udn.vn/bitstream/TTHL_125/8983/1/

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Course Code	Course Title	L	T	P	HPW	Credits
CC2	Accounting and Finance	4	0	0	4	4

Course Objectives:

1. To understand basic accounting concepts, conventions and accounting cycle.
2. To learn preparation of financial statements, differentiate capital and revenue expenditure, various methods of depreciation methods.
3. To enable students to analyze the financial statements using financial ratios and common size statements.
4. To equip students with preparing the cash flow statements with practical exercise.
5. To develop students' abilities to understand cost concepts, BEP and CVP analysis.

Learning Outcomes:

CO1: Students will gain a comprehensive understanding of financial accounting, including accounting concepts, double-entry accounting, and the application of accounting concepts and conventions.

CO2: Students will be proficient in differentiating between capital and revenue expenditures, applying various depreciation methods, and accurately preparing and presenting financial statements.

CO3: Students will acquire the ability to perform financial statement analysis using ratio analysis understanding the rationale, utility, and classifications of ratios.

CO4: Students will develop the skills to understand the advantages and utility of the cash flow statement, and they will be capable of preparing a cash flow statement, including solving numerical problems.

CO5: Students will be able to apply CVP analysis concepts, including break-even point, contribution margin, and margin of safety, and use these concepts for managerial decision-making.

DETAILED SYLLABUS

Module - 1:

Introduction to Financial Accounting: Financial Accounting; Accounting concepts and conventions, their implications on accounting system – Double Entry Accounting System, Types of Accounts – Primary and Secondary Record.

Module - 2:

Preparation of Journal, Ledger Posting Balancing and Preparation of Trial Balance (Including Numerical Problems).

Module - 3:

Accounting Equation: Static and Dynamic view - Accounting standards – their rationale and growing importance in global accounting environment, International

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Financial Reporting Standards (IFRS), Integration of accounting software like Tally.

Module - 4:

Preparation of Final Statements: Distinction between capital and revenue expenditure; Depreciation concept and methods. Valuation of Inventories.

Module - 5:

Preparation and presentation of financial statements: Trading, Profit and loss account, Balance Sheet with adjustments for closing stock, outstanding expenses, accrued income, prepaid expenses, advance income, depreciation, loss/profit on sale, bad debts and provision for bad debts (Including Numerical Problems).

Module - 6:

Provisions of the Indian Companies Act regarding preparation and presentation of financial statements; Corporate Accounting - preparation and presentation, external auditor's report, the report of the Board of Directors, and voluntary disclosures statements.

Module - 7:

Preparation of Final Statements: Financial Statement analysis – Ratio analysis – Rationale and utility of ratio analysis – classification of ratios.

Module - 8:

Ratio Analysis: Calculation and interpretation of ratios-liquidity ratios, activity/turn over ratios, Profitability ratios, leverage, and structural ratios (Including Numerical Problems) Ratio Analysis-Advantages and disadvantages.

Module - 9:

Financial statement analysis :Common size statement analysis, Comparative statements, and Trend analysis.

Module - 10:

Cash-Flow Statement: Cash-Flow Statement – Advantages and Utility of Cash flow statement.

Module - 11:

Cash flow statement :Preparation of Cash flow statement (Including Numerical problems).

Module -12:

Funds Flow Analysis :Funds Flow Analysis (simple problems), Tax planning – Tax Avoidance – Tax evasion.

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2019-2020

Module - 13:

Cost concepts: Cost concepts – Classification of Costs – preparation of cost sheet.

Module -14:

Variance Analysis: Variance Analysis – Material Variances – Labour Variances (Simple Problems Related to Material and Labour Variances Only). Standard Costing.

Module - 15:

Transfer Pricing: Methods of Transfer Pricing, Recent developments in Transfer Pricing the field of accounting.

Suggested Readings:

1. Shah Pares, "Financial Accounting for Management", Oxford university press
2. S. N Maheshwari Financial and Management accounting, "Sultan Chand & sons"
3. Shukla & Grewal, Advanced Accounts, Vikas Publishers
4. Shashi K. Gupta & R.K Sharma, Management Accounting Principals
5. Bhattacharyya Asish K, Financial Accounting for Business Managers, PHI
6. Ambarish Gupta, Financial Accounting for Management - An Analytical Perspective, Pearsoneducation
7. Jawaharlal and Seema Srivastava, "Financial Accounting: Principles and Practice,", S.Chand
8. S.P. Jain and K. L. Narang, "Cost Accounting, Principles and Methods", Kalyani Publishers, Ludhiana
9. Publishers, Ludhiana
10. Maheshwari, Basic Accounting, S. Chand Publication, New Delhi.

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- 1) Liapis, K. J., & Kantianis, D. D. (2015). Depreciation methods and life-cycle costing (LCC) methodology. Procedia Economics and Finance, 19, 314-324. <https://www.sciencedirect.com/science/article/pii/S2212567115000325/pdf?md5=acf6360706f19e683e53cf908e045fef&pid=1-s2.0-S2212567115000325-main.pdf>
- 2) Osadchy, E. A., Akhmetshin, E. M., Amirova, E. F., Bochkareva, T. N., Gazizyanova, Y. Y., & Yumashev, A. V. (2018). Financial statements of a company as an information base for decision-making in a transforming economy. European Research Studies Journal, 21(2), 339-350. https://www.ersj.eu/dmdocuments/26.OSADCHY_ET_AL_XXI_2_18.pdf
- 3) Jafari Motlagh, A., & Ehtesham, A. (2013). Accounting: Cash Flow Statement. IOSR Journal of Business and Management (IOSR-JBM), 7(4), 109-116. <https://www.iosrjournals.org/iosr-jbm/papers/Vol7-issue4/M074109116.pdf>
- 4) Gupta, M., Mohan, L., Nigam, P., Sharma, R., & Gehlot, K. K. (2022). The Significance and Analysis of Funds Flow Statement in Business. IJCRT (International Journal of

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- 5) Cui, Q., Hastak, M., & Halpin, D. (2010). Systems analysis of project cash flow management strategies. *Construction Management and Economics*, 28(4), 361-376. <https://www.tandfonline.com/doi/abs/10.1080/01446191003702484>
- 6) Jaedicke, R. K., & Robichek, A. A. (1964). Cost-Volume-Profit Analysis Under Conditions of Uncertainty. *The Accounting Review*, 39(4), 917. <https://www.proquest.com/scholarly-journals/cost-volume-profit-analysis-under-conditions/docview/1301309703/sc-2>
- 7) Jones, S., Romano, C. A., & Smyrnios, K. X. (1995). An evaluation of the decision usefulness of cash flow statements. *Accounting and Business Research*, 25(98), 115. https://www.proquest.com/openview/c4aedbcb83bc8f16790fd040cce14e59/1?pq-origsite=scholar&cbl_47623
- 8) Alnasser, N., Shaban, O. S., & Al-Zubi, Z. (2014). The Effect of Using Break-Even-Point in Planning, Controlling, and Decision Making in the Industrial Jordanian Companies. *International Journal of Academic Research in Business and Social Sciences*, 4(5), 626. ISSN: 2222-6990. <https://pdfs.semanticscholar.org/d6be/64b7490989309864ecbe7da1e17d22e84245.pdf>
- 9) Kumar, S., Pandey, N., Lim, W. M., Chatterjee, A. N., & Pandey, N. (2021). What do we know about transfer pricing? *Journal of Business Research*, 134, 275-287. ISSN 0148-2963. <https://www.sciencedirect.com/science/article/abs/pii/S0148296321003702>
- 10) Peter, R. (2021). Overview on cost concepts. *International Journal of Accounting, Auditing and Taxation*, 8(2), 001. ISSN 2756-3634

Case Studies:

1. https://egrove.olemiss.edu/cgi/viewcontent.cgi?article=2174&context=hon_thesis
2. <https://core.ac.uk/download/pdf/159487844.pdf>
3. <https://casestudyhelp.com/sample-questions/accounting-case-study-question-answers/>
4. <https://corporatefinanceinstitute.com/resources/accounting/financial-statements-example-amazon-case-study/>
5. <https://mitsloan.mit.edu/teaching-resources-library/accounting-and-finance-case-studies>
6. https://egrove.olemiss.edu/cgi/viewcontent.cgi?article=1836&context=hon_thesis
7. <https://www.scribd.com/doc/119347247/Accounting-Concepts-Case-Study-and-Solution>
8. <https://www.methods.manchester.ac.uk/themes/case-studies/accounting-and-business-management>


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Course Code

CC3

Course Title

Managerial Economics

L	T	P	HPW	Credits
4	0	0	4	4

Course Objectives:

1. Introduce students to the fundamental concepts in managerial economics to understand the economic behavior of individuals for market analysis.
2. Develop an understanding of the broader business environment and the factors that influence firms operating within it.
3. Familiarize students with demand conditions and contemporary economic policies, enabling them to apply this knowledge to real-world business situations.
4. Equip students with the knowledge and skills to critically analyze data and make informed managerial decisions using economic principles.
5. Introduce students to key concepts and theories in managerial economics to enhance their problem-solving abilities in complex business scenarios.

Learning Outcomes:

CO1: At the end of this course, students should be able to analyze micro factors influencing the economic behavior of consumers.

CO2: Understand the nature of products and demand conditions to facilitate informed decision-making within a business context.

CO3: Assess opportunities and threats within a business context by applying economic concepts and principles.

CO4: Apply economic concepts to managerial functions and decision-making processes, allowing students to critically evaluate and improve business strategies.

CO5: Evaluate various market structures and their impact on business behavior and performance, leading to a comprehensive understanding of the competitive landscape and potential strategies for success.

DETAILED SYLLABUS

Module - 1:

Introduction to Managerial Economics, Nature of firm and objectives of firm, Nature and Scope of Managerial Economics, Relation with Other Subjects, Fundamental Concepts of Managerial Economics.

Module - 2:

Decision Making Process, Decision Making under Certainty, Uncertainty, and Risk, Role and Functions of Managerial Economist, Use of Econometric Models.

Module - 3:

Theory of Utility & Demand Utility, Marginal Utility, the Law of Marginal Utility, Consumer Surplus, Demand concepts and determinants of demand, Law of Demand.

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Module - 4:

Elasticity of Demand, Types of Elasticity, Measurement of Elasticity (Numerics), Demand estimation for firm and industry, Demand forecasting methods.

Module - 5:

Production & Cost Structure, Production function, Determinants of Production, Theories of Production: Law of variable proportions and Law of returns to Scale.

Module - 6:

Cost concepts, Types of costs, Short-Term and long-term cost curves, Economies and diseconomies of scale.

Module - 7:

Learning Curve, Iso quant curve and its types. Iso-cost Curve, Equilibrium and Break-Even Point Analysis (Numeric).

Module - 8:

Markets & Market Behavior, Classification of markets, Virtual markets, Perfect competition market, Imperfect competition markets.

Module - 9:

Determination Under Different Markets - Perfect competition market & Monopoly. Features of Monopoly and types of monopoly.

Module - 10:

Determination Under Different Markets - Monopolistic Competition Market, - Price Discrimination - Degrees of Price Discrimination. Oligopoly, Strategies of Oligopolists

Module - 11:

Agriculture Markets & Overview of Market Laws, Overview of Agriculture Market Committees (AMCs)-Objectives, Principles & its features.

Module - 12:

Macro Economics Overview, National Income, Concepts of National Income and Measurement of national income. Difficulties in measuring National Income


Module - 13:

Income, Employment and Investment, Keynesian theory of employment and investment.

Module - 14:

Business cycles - Meaning, Types of Business cycles, Characteristics of Business Cycles, Causes of Business Cycles and Phases of Business Cycles

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Module - 15:

Inflation: Definition, Types of inflation and Control techniques of inflation. Fiscal Policies, Budget and Current Budget.

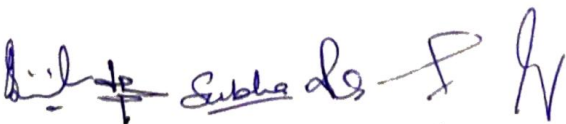
Suggested Readings:

1. Dominik Salvatore, "Managerial Economics", 4th Edition, 2007, Oxford University Press.
2. D. M. Mithani, "Managerial Economics", 8th Revised Edition 2017, Himalaya Publishing House.
3. D N Dwivedi, "Managerial Economics", 7th Edition 2008, Vikas Publishing.
4. H. Craig Petersen, W. Cris Lewis, Sudhir K. Jain, Managerial Economics, 4th Edition, 2007, Pearson Publication.
5. Joel Dean, "Managerial Economics", 13 Printing, 2001, Tata McGraw Hill.
6. R.L. Varshney, K.L. Maheshwari, "Managerial Economics", 8th Edition, 2018, Sultan Chand Publications.
7. P L Mehta, "Managerial Economics", 17th Edition 2011, S. Chand Publishing.
8. Adhikari, M. Managerial Economics, 1999, Khosla Publication House, New Delhi.
9. Artis M. J, Macro Economics, 1985, Oxford University Press, New Delhi.
10. Craig P.H and W Chris Lewis Managerial Economics, 15th Edition, 2011 Prentice Hill Ltd, New Delhi.

Journal References:

1. Petersen, H. C., & Lewis, W. C. (1999). Managerial Economics. Prentice-Hall.
Doi: https://digitalcommons.usu.edu/econ_facpubs/16/
2. Anderson, S. W. (2006). Managing Costs and Cost Structure throughout the Value Chain: Research on Strategic Cost Management. In C. S. Chapman, A. G. Hopwood, & M. D. Shields (Eds.), Handbooks of Management Accounting Research (Vol. 2, pp. 481-506). Elsevier
Doi: <https://www.sciencedirect.com/science/article/abs/pii/S1751324306020013>
3. Anthony, R. N. (1957). Cost Concepts for Control. *The Accounting Review*, 32(2), 229-234
Doi: <https://www.jstor.org/stable/241476>
4. Grosse, E. H., Glock, C. H., & Müller, S. (2015). Production economics and the learning curve: A meta-analysis. *International Journal of Production Economics*, 170(B), 401-412.
ISSN 0925-5273. Doi: <https://www.sciencedirect.com/science/article/abs/pii/S0925527315002297>
5. Dobni, C. B., & Luffman, G. (2000). Market orientation and market strategy profiling: an empirical test of environment-behaviour-action coalignment and its performance implications. *Management Decision*, 38(8), 523-533. ISSN 0025-1747.
Doi: <https://www.emerald.com/insight/content/doi/10.1108/00251740010378255/full/html>
6. Bain, J. S. (1949). A Note on Pricing in Monopoly and Oligopoly. *The American Economic Review*, 39(2), 448-464. Published by the American Economic Association.
Doi: <https://www.jstor.org/stable/1812742>
7. Chand, R. (2012). Development Policies and Agricultural Markets. *Economic and Political Weekly*, 47(52), 53-63. Published by Economic and Political Weekly.

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- Doi: <https://www.jstor.org/stable/41720551>.
8. Clarke, R., & Davies, S. W. (1982). Market Structure and Price-Cost Margins. *Economica*, 49(195), 277-287. Published by Wiley. Doi: <https://www.jstor.org/stable/2553628>
 9. Bayat, S., Qelich, W., & Amiri, H. (2023). Budget Deficit Financing and Macroeconomic Outcomes: New Evidence from a VARX Model for the Iranian Economy. *Vision: The Journal of Business Perspective*, 61. Doi: <https://www.journals.uchicago.edu/doi/abs/10.1086/654175>
 10. National Bureau of Economic Research. (1934, June 7). Bulletin 49. National Income, 1929-1932. Copyright 1934, National Bureau of Economic Research, Inc. Author: Simon Kuznets. Published by a Non-profit Membership Corporation for Impartial Studies in Economic and Social Science, 1819 Broadway, New York. Doi: <https://www.nber.org/system/files/chapters/c2258/c2258.pdf>

Case Studies:

1. <https://trp.org.in/wp-content/uploads/2015/12/AJMS-Vol.4-No.2-July-December-2015pp.1-5.pdf>
2. <https://trp.org.in/wp-content/uploads/2015/12/AJMS-Vol.4-No.2-July-December-2015pp.1-5.pdf>
3. <https://www.studocu.com/in/document/icfai-university-dehradun/managerial-economics/economics-for-managers-case-studies/35703873>
4. <https://apps.dtic.mil/sti/tr/pdf/AD0675346.pdf>
5. <https://hj.diva-portal.org/smash/get/diva2:1721863/FULLTEXT01.pdf>
6. <https://cdn2.hubspot.net/hubfs/2590004/Demand%20Forecasting%20Case%20Study.pdf>
7. <https://pubmed.ncbi.nlm.nih.gov/17493312/>
8. <https://www.scribd.com/document/193886848/A-Case-Study-in-Perfect-Competition>
9. <https://www.scribd.com/document/515920284/Oligopoly-in-India-A-Case-Study>
10. <https://core.ac.uk/download/pdf/144509578.pdf>

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Course Code
CC4

Course Title
Business Laws

L	T	P	HPW	Credits
4	0	0	4	4

Course Objectives:

1. To provide students with an understanding of legal frame work related to contract
2. To familiarize about the legal aspects regarding negotiable instruments
3. To equip students with the knowledge of the legal regulations about the company and its procedures
4. To familiarize students with consumer protection laws and mechanisms, enabling them to advocate for consumer rights and contribute to fair and ethical business practices.
5. To give an exposure to important commercial and international laws, the knowledge, that is essential for an understanding of the legal implications of the general activities of a modern business organization

Learning Outcomes:

- CO1: Identify and understand the various legal implications under the important labor laws in India
- CO2: Obtain knowledge on Indian Contracts Act
- CO3: Analyze the transactions covered under contract of sale.
- CO4: Apply legal procure knowledge on legal regulations of companies.
- CO5: Evaluate the importance of Consumer Protection Act

DETAILED SYLLABUS

Module -1:

The Indian Contract Act, 1872: Introduction to Contract Law, Significance of Business Laws - Definition of Contract and Agreement, Classification of Contracts

Module -2:

Essential Elements of a Valid Contract: Offer, Acceptance, Consideration, Capacity to Contract. Free Consent, Legality of Object, Understanding the legality aspect in contracts

Module -3:

Performance and Discharge of Contracts: Performance of Contract, Fulfillment of contractual obligations, Discharge of a Contract, Methods of contract termination, Remedies for breach of contract

Module -4:

Law relating to Special Contracts: Salient Features of Contract of Agency, Features and differences of Bailment and Pledge, Features and differences Indemnity and Guarantee

Module -5:

Sale of Goods Act: Definition of Sale of Goods, Distinction between Sale and agreement to sell -

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Conditions and Warranties, Negotiable Instruments Act: Negotiable Instruments Act: Definitions and distinctions (Promissory Note, Bill of Exchange, Cheques) Types of crossing

Module -6:
Limited Liability Partnership Act, 2008: Features of LLP, Incorporation by registration, designated members

Module -7:
Companies Act, 2013: Definition and Types of company, characteristics and classification of Companies

Module -8:
Formation of Company - Company Law in a Computerized environment: E-Filing-Memorandum of Association, Articles of Association and Prospectus

Module -9:
Shareholders and their meetings - Board meetings -Law relating to meetings and proceedings- Management of a Company - Qualifications, Appointment, Powers and legal position of Directors - Board - M.D and Chairman - Their powers.

Module -10:
Law of co-operatives Societies: Definition, features and formation and registration of Co-operative Societies, Types of Co-Operative Societies.

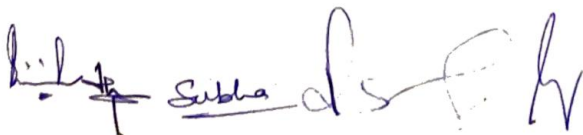
Module -11:
Consumer Protection Act 2019: Introduction to consumer protection law in India - Consumer councils - Redressal machinery -Rights of consumers - Consumer awareness. Competition Law, Land and Real Estate laws


Module -12:
IT Laws: Law of Industrial and Intellectual Property: Cyber Law: Types of Cyber Crimes, penalties and Adjudication, over view of Information Technology Act 2000- Digital Signatures and Electronic Governance

Module -13:
International Business Laws: Basics concepts relating to Law of Imports and Exports - Import Regulation; International and Comparative Commercial Arbitration.

Module 14:
Introduction to Goods and Service Tax, Basic Definitions of GST

Module 15:
Supply under GST and Valuation of Supply, Input Tax Credit under GST & Returns, Indirect Taxation (Only Theory)

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Suggested Books:

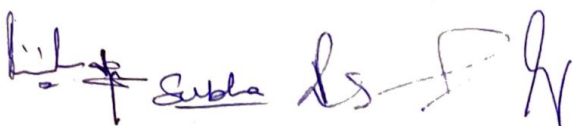
1. Bulchandani K.R. "Business Law", Himalaya publishing House
2. Aggarwal S.K. "Modern Business Law", Galgotia Publishing Company PVT Ltd
3. M.C. Kuchchal, Vivek Kuchchal, "Mercantile Law", Vikas Publishing House Pvt. Ltd.
4. Akhileshwar Pathak, "Legal Aspects of Business", Tata McGraw Hill.
5. K.R. Bulchandani, "Business Law for Management", HPH.
6. Sony Pellissery, Benjamin Davy, Harvey M. Jacobs, "Land Policies in India: Promises, Practices and Challenges", Springer Nature.
7. S.R. Myneni, "International Trade Law: International Business Law", Allahabad Law Agency
8. N.D. Kapoor, "Elements of Mercantile Law", Sultan Chand & Co.
9. Maheshwari, S. N., & Maheshwari, S. K. 2003, A Manual of Business Laws, Himalaya Publishing House Pvt. Ltd.
10. Business law, Sathish B, Matur (2010) Tata McGraw Hill.

Journal References:

1. International Journal of Law and Management
2. The journal of Legal Studies Journal of Indian Law
3. Supreme Court Cases
4. Indian Law Review
5. Journal of Corporate and Commercial Law (JCCL)
6. Indian Journal of Corporate and Business Law (IJCBL)
7. Indian Business Law Journal
8. Corporate Governance: An International Review
9. Journal of Corporate Governance and Corporate Social Responsibility
10. Harvard Business Law Review

Case Readings:

1. M.C. Mehta v. Union of India (1987)
2. State of Bihar v. Kameshwar Singh (1952)
3. Satyam Computer Services Ltd. Fraud Case (2009)
4. LIC of India v. Escorts Ltd. (1986)
5. Vodafone International Holdings B.V. v. Union of India (2012)
6. Cadbury India Ltd. v. Deputy Commissioner of Income Tax (1999)
7. McDonald's Corporation v. Steel & Morris (1997)
8. Pvt Ltd. Vs additional commissioner of income tax Delhi tribunal, (2023)
9. Landmark Cases under Company Law Salomon v Salomon & Co. Ltd
10. Cyrus Investments Pvt. Ltd. & Anr. v. Tata Sons Ltd. & Or



Course Code	Course Title	L	T	P	HPW	Credits
CC5	Business Statistics	4	0	0	4	4

Course Objectives:

1. To provide students with an understanding of the role of statistics in business and recognize how statistical analysis contributes to decision making.
2. To equip students with the knowledge of descriptive statistics for gaining knowledge of Business Analysis.
3. To enable students to comprehend the process of sampling and sampling distributions and hypothesis testing framework with small samples and large samples.
4. To familiarize students with the concepts related to Correlation, Regression and their relationship, applications of time series data.
5. To develop students' critical thinking and problem-solving skills.

Learning Outcomes:

CO1: Understand the Basic Statistics in building descriptive analytics.

CO2: Demonstrate knowledge of Hypothesis testing in estimation of future market changes and useful in decision making.

CO3: Apply statistical concepts and techniques to analyze business data accurately.

CO4: Apply critical thinking skills to identify and solve business problems using statistical analysis.

CO5: Apply Correlation and Regression techniques in planning and controlling business.

DETAILED SYLLABUS

Module - 1:

Introduction to Statistics - Overview, origin and development and Managerial Applications of statistics, Data collection, Editing, Classification, Tabulation, Diagrammatic and Graphical representation of data, Measures of Central Tendency, Dispersion, Skewness and Kurtosis.

Module - 2:


Introduction to Probability - Concepts and Definitions of Probability - Classical, Relative, frequency, subjective and axiomatic. Addition and Multiplication theorems.

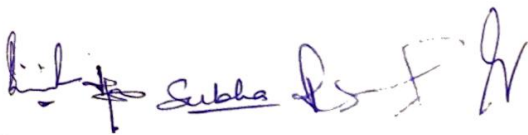
Module - 3:

Statistical independence, Marginal, Conditional and Joint Probabilities. Bayes' theorem and its applications.

Module - 4:

Probability Distribution - Random Variable (RV), Expectation and Variance of a RV. Probability distribution, function, properties, Continuous and Discrete Probability distribution functions.


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Module - 5:
Discrete Probability Distributions - Binomial Distribution, Properties, and applications, Poisson distribution, properties and applications.

Module - 6:
Continuous Probability Distributions: Normal Distribution, Standard Normal Distribution properties, applications and importance of Normal Distribution.

Module - 7:
Sampling Theory - The basics of sampling-Sampling Procedures-Random and Non-random methods- Sample size determination-Sampling distribution, Standard Error, Central Limit Theorem.

Module - 8:
Hypothesis Testing - Statistical Estimation, Point and Interval Estimation, Properties of a Good Estimator, confidential interval.

Module - 9:
Large Sample tests - Test for one and two proportions, Test for one and two means, Test for two S.D's.

Module - 10:
Small Sample Tests - t-Distribution -properties and applications, testing for one and two means, paired t-test.

Module - 11:
Analysis of Variance - One Way and Two ANOVA (with and without Interaction).

Module - 12:
Chi-square distribution - Test for a specified Population variance, Test for Goodness of fit, Test for Independence of Attributes.

Module - 13:
Correlation Analysis - Scatter diagram, Positive and negative correlation, limits for coefficient of correlation, Karl Pearson's coefficient of correlation, Spearman's Rank correlation, concept of multiple and partial Correlation.

Module - 14:
Regression Analysis - Concept, least square fit of a linear regression, two lines of regression, properties of regression coefficients.

Module - 15:

Time Series Analysis - Components, Models of Time Series-Additive, Multiplicative and Mixed models: Trend Analysis-Free hand curve, Semi averages, moving averages, Least Square methods.

Suggested Readings:

1. Gupta S. C., "Fundamentals of Statistics", 6th Edition, Himalaya Publishing House.
2. Levin R.I., Rubin S. David, "Statistics for Management", Pearson.
3. Sharma J. K., "Business Statistics", 2nd Edition, Pearson.
4. Hooda R. P., Statistics for Business and Economics, 3rd Edition, MacMillan Business Books.
5. Shenoy G.V., Srivastava U. K., & Sharma S. C., "Business Statistics", New Age International Publishers.
6. Keller, G., "Statistics for Management", Cengage Learning.
7. Arora P. N., & others, "Complete Statistical methods", S. Chand.
8. Beri, G. C., "Business Statistics", Tata McGraw-Hill.
9. Levine, David M and others, "Statistics for managers using MS. Excel", PHI.
10. John C. Lee, "Business and Financial Statistics Using MS-Excel", Cambridge.

Journal References:

1. Andrade C. (2020). Understanding the Difference Between Standard Deviation and Standard Error of the Mean and Knowing When to Use Which. *Indian Journal of Psychological Medicine*, 42(4), 409-410. Doi: 10.1177/0253717620933419
2. Das, J., Pathak, D., Hazarika, P.J. et al. (2023). A New Flexible Alpha Skew Normal Distribution. *Journal of Indian Society for Probability and Statistics*, 24, 485-507. Doi: <https://doi.org/10.1007/s41096-023-00163-8>
3. NTUMI, Simon. (2021). Reporting and Interpreting One-Way Analysis of Variance (ANOVA) Using a Data-Driven Example: A Practical Guide for Social Science Researchers. *Journal of Research in Educational Sciences*, 12(14), 38-47. ISSN 2068-8407. Doi: <https://doi.org/10.14505/jres.v12.14.04>
4. Richard G. Brereton (2014). The Normal Distribution. *Journal of Chemometrics*, 28(11), 789-792. Doi: <https://doi.org/10.1002/cem.2655>
5. Ricard Taylor, EDD, RDCS (1990). Interpretation of the Correlation Coefficient: A Basic Review. *Journal of Diagnostic Medical Sonography*, 6(1), 35-39. Doi: <https://journals.sagepub.com/doi/pdf/10.1177/875647939000600106>
6. Seema Amit Agarwal (2022). Use of Probability in Statistics: A Study. *International Journal of Creative Research Thoughts (IJCRT)*, 10(12), 10-16. ISSN: 2320-2882. Doi: <https://ijcrt.org/papers/IJCRT2212316.pdf>
7. Taherdoost, Hamed. (2016). Sampling Methods in Research Methodology; How to Choose a Sampling Technique for Research. *International Journal of Academic Research in Management*. 5(2), 18-27, Doi: 10.2139/ssrn.3205035.
8. Vinay Pandit (2017). A Study on Multiple Regression Analysis in Era of Demonetization. *International Journal of Advance Research and Innovative Ideas in Education*, 2(3), ISSN(O): 2395-4396.

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Doi:https://ijariic.com/AdminUploadPdf/A_Study_On_Multiple_Regression_Analysis_In_Era_Of_Demonetization_1542.pdf

9. Yang Y, Wu S, Datta S. (2023). Regression analysis of a future state entry time distribution conditional on a past state occupation in a progressive multistate model. *Statistical Methods in Medical Research*, 32(12) ISSN: 2285-2298. Doi:10.1177/09622802231206473
10. Zhao, Jing & Zhang, Fan & Zhao, Chao & Wu, Gang & Wang, Haitao & Cao, Xinyu. (2020). The Properties and Application of Poisson Distribution. *Journal of Physics: Conference Series*, 1550(3): 032109. Doi: 10.1088/1742-6596/1550/3/032109.

Case Studies:

1. <https://pages.stat.wisc.edu/~st571-1/07-normal-2.pdf>
2. <https://pages.stat.wisc.edu/~st571-1/07-normal-2.pdf>
3. <https://pages.stat.wisc.edu/~st571-1/07-normal-2.pdf>
4. <https://www.slideshare.net/adityapurohit007/case-study-on-statistics>
5. <http://www.sca.isr.umich.edu/>
6. <https://www.clickz.com/?s=case+study+on+business+statistics>
7. <https://www.turing.com/resources/data-science-case-studies#case-study-4:-urban-planning-and-smart-cities>
8. https://www.airweb.org/docs/default-source/documents-for-pages/reports-and-publications/case-study-applications-of-statistics-in-ir.pdf?sfvrsn=b4b4739_2
9. <https://www.etcases.com/case-categories/statistics-for-management-case-studies.html>
10. https://www.researchgate.net/publication/371831718_Manual_of_Managerial_Statistics_Case_study


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Course Code	Course Title	L	T	P	HPW	Credits
CC6	Entrepreneurship	4	0	0	4	4

Course Objectives:

1. To provide the students with knowledge on entrepreneurship evolution, types, trends, Indian economic impact, rural challenges, and career prospects.
2. To familiarize students with the factors that influence entrepreneurial growth, role of the government, motivational factors and their impact.
3. To equip students with entrepreneurial approach, industry analysis, and financial viability in order to provide students with the development skills.
4. To develop students with the knowledge and skills necessary to investigate the dynamics of social business ventures.
5. To enable students in understanding the business models and how to use the Business Model Canvas helpful to master the fundamentals of developing a business plan.

Learning Outcomes:

CO1: Understanding of entrepreneurship, contemporary trends, rural entrepreneurship challenges and traits, and fostering awareness about entrepreneurship as a viable career choice.

CO2: To examine the multifaceted factors affecting entrepreneurial growth, role of government initiatives and educational institutions, effectiveness of EDPs.

CO3: To analyze expertise in creative idea generation, and comprehensive feasibility analysis, enhancing entrepreneurial acumen in designing viable products/services.

CO4: To develop a deep understanding of social entrepreneurship, identifying opportunities, assessing contexts, and crafting innovative solutions, varied sectors and develop impactful social ventures.

CO5: Demonstrate knowledge of how to write thorough and investor-ready company plans to improve your strategic planning and communication skills as an entrepreneur.

DETAILED SYLLABUS

Module - 1:


Entrepreneur and Entrepreneurship, Understanding the Concept of Entrepreneurship, Evolution of Entrepreneurship, Characteristics of Entrepreneur, Types of Entrepreneurs

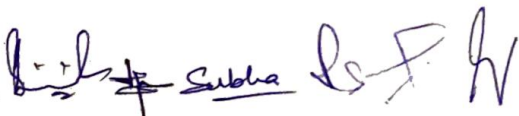
Module - 2:

Recent Trends in Entrepreneurship Development, Role of Entrepreneurship in Economic development in India, Entrepreneurial Traits, Entrepreneurship as Career Option

Module - 3:

Rural Entrepreneurship, Need for and Importance of Rural Entrepreneurship, Problems and


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Prospects of Rural Entrepreneurship

Module - 4:

Characteristics of Entrepreneurial Growth, Economic Environment, Economic, Non-Economic and Psychological factors

Module - 5:

Growth of Entrepreneurship in India, Role of Government in promotion of Entrepreneurship, Entrepreneurial Motivation, Role of Higher learning Institutes in Entrepreneurial capacity building, Importance of workshops

Module - 6:

Entrepreneurship Development Programs (EDPs), Need, Objectives, Designing course content and instruction, Evaluation of EDPs, Specific laws/policies governing small scale enterprises

Module - 7:

Concept Development and Assessment, Idea Generation strategies, Entrepreneurial Opportunity Recognition and Evaluation

Module - 8:

Design thinking for finding solutions, prototyping, idea evaluation, entrepreneurial outlook, Value proposition design, market and customer insights

Module - 9:

Product-Service Feasibility Analysis, financial feasibility analysis, Industry & competition analysis, environment analysis, Entrepreneurial opportunity evaluation techniques

Module - 10:

Writing A Business Plan, Meaning and significance of a business plan, components of a business plan

Module - 11:

Iterating the MVP, Digital Presence for Ventures, Guidelines for writing BP, Pre-requisites from the perspective of investor

Module - 12:

Business Models, Business Model Canvas, Tools and Techniques of developing Business Plans
Creating a business strategy

Module - 13:

Social Entrepreneurship, Social Business Ventures, Characteristics of Social Entrepreneurship
Differences between Business and Social entrepreneur

Module - 14:

Mindset and motivations of Entrepreneur, Qualities and Skills of Social Entrepreneur, The


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Timmons Model of the Entrepreneurship Process, The PCDO (The People, Context, Deal, and opportunity) frame work

Module - 15:

The Social Entrepreneurship Frame work; Sources of Social Entrepreneurship, Public Sector, Private Sector, Voluntary Sector, Developing best practices and ideas of New ventures.


Suggested Books:

1. Sangram Keshari Mohanty, "Fundamentals of Entrepreneurship", Prentice Hall of India Ltd.
2. Dr.S.S.Khanka, "Entrepreneurial Development", S.Chand & Company Ltd.
3. Vasanth Desai, Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House, Hyd.
4. S. S Khanka, Entrepreneurial Development, S. Chand Publishing House, New Delhi.
5. Vasnth Desai, Small Scale Industry and Entrepreneurship, Himalaya Publishing House, Hyd.
6. Sahay and A. Nirjar, Entrepreneurship, Excel Books.
7. David H Hott, Entrepreneurship and New Venture Creation, PHI New Delhi.
8. Johanna Mair, Jeffrey Robinson and Kai Hockerts "Social Entrepreneurship" Palgrave Macmillan.

Journal References:

1. **Entrepreneurship Theory and Practice (ETP)**: ETP is a leading scholarly journal in the field of entrepreneurship. It publishes research on the latest theories and practices related to entrepreneurship, as well as practical implications. **Entrepreneurship, Management, and Cognitive Reflection: A Preregistered Replication Study With Extensions**. Link: <https://journals.sagepub.com/doi/10.1177/10422587231211005>
2. **Small Business Economics (SBE)**: SBE publishes research on the economic aspects of entrepreneurship and small business. It covers areas such as financing, growth, and the economic impact of entrepreneurship. **Network-based principles of entrepreneurial ecosystems: a case study of a start-up network**. Link: <https://link.springer.com/article/10.1007/s11187-023-00738-6>
3. **Journal of Business Venturing (JBV)**: JBV publishes articles that advance the understanding of entrepreneurship and innovation in all its forms. It covers topics such as new venture creation, corporate entrepreneurship, and innovation management. **Social entrepreneurs concerned about Impact Drift. Evidence from contexts of persistent and pervasive need**. Link: <https://www.sciencedirect.com/science/article/abs/pii/S0883902623000563>
4. **Research Gate**: ResearchGate is a European commercial social networking site for



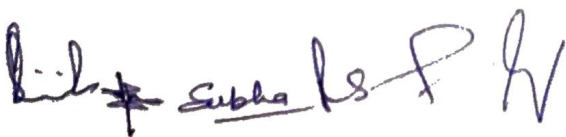

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scientists and researcher to share papers, ask and answer questions, and find collaborators. **Entrepreneurship and Regional Development: International entrepreneurship and the small business.** Link: https://www.researchgate.net/publication/247501492_International_entrepreneurship_and_the_small_business

5. **Academy of Management Perspectives:** Part of JSTOR digital library that provides access to more than 12 million journal articles in 75 disciplines. **Unicorns, Gazelles and other distractions on the way to understanding real entrepreneurship in the United States.** Link: <https://www.jstor.org/stable/26586052>
6. **IEEE Explore:** IEEE Xplore is a digital library and research database that provides access to a vast collection of scientific and technical content. It is particularly renowned for hosting a wide array of peer-reviewed journals, conference proceedings, and standards related to various fields of engineering, technology, and computer science. **Role of Indian Higher Education Institutions towards Aatmanirbhar India: Government Policies and Initiatives to promote Entrepreneurship and Innovation.** Link: <https://ieeexplore.ieee.org/document/9657261>
7. **Science Direct:** ScienceDirect is a website that provides access to a large bibliographic database of scientific and medical publications of the Dutch publisher Elsevier. It hosts over 18 million pieces of content from more than 4,000 academic journals and 30,000 e-books of this publisher. **Minimum Viable Product.** Link: <https://www.sciencedirect.com/topics/computer-science/minimum-viable-product>
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2. **Women empowerment through entrepreneurship: Case study of a social entrepreneurial intervention in rural India** - Emerald Insight. <https://www.emerald.com/insight/content/doi/10.1108/IJOA-03-2021-2659/full/html>
3. **Indian Startups: Challenges and Opportunities:** International Journal of Research in Engineering and Technology. <https://www.irjet.net/archives/V8/i3/IRJET-V8I359.pdf>




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4. Partners for Growth: Funding Global Entrepreneurship - Stanford Graduate School of Business Case. <https://www.gsb.stanford.edu/faculty-research/case-studies/partners-growth-funding-global-entrepreneurship>
5. Gram Vikas: What is the Essence of Social Entrepreneurship? - Harvard Business School Case (HBS). <https://www.hbsp.harvard.edu/product/INS268-PDF-ENG>
6. The Art of Social Entrepreneurship: Dakshina Chitra and Madras Crafts Foundation (MFC) in India Harvard Business School Case (HBS). <https://store.hbr.org/product/the-art-of-social-entrepreneurship-dakshina-chitra-and-madras-crafts-foundation-mfc-in-india/912005>
7. MERI Journal of Management and IT: Problems of Rural Entrepreneurs: <https://meri.edu.in/journal/wp-content/uploads/2018/05/Full-text-April-2017-issuecomplete-PDF.pdf>

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