



MINOR BASKET III – BUSINESS MANAGEMENT

Sl.No.	Course Code	Course Name	Semester of Study
1	23HSL2MA	Financial Management	S3
2	23HSL2MB	Entrepreneurship Development and Small Business Enterprise	S4
3	23HSL3MA	Marketing Management	S5
4	23HSL3MB	Human Resource Management	S6
5	23HSL4MA	Mini Project	S7



Course Code	Course Name	Category	L	T	P	J	Credit	Year of introduction
23HSL2MA	FINANCIAL MANAGEMENT	MINOR	3	0	0	0	3	2023

i) COURSE OVERVIEW

The objective of this course is to enable the students to understand the fundamentals of financial management in the context of a corporate entity. It attempts to acquaint them with different dimensions of financial management with a focus on the application of the relevant tools and techniques of financial decision making aimed at shareholder's wealth maximization.

ii) COURSE OUTCOMES

After the completion of the course, the student will be able to:

CO1	Explain basic concepts of financial management and their application in investment, financing, and dividend decisions.	Understand
CO2	Analyze the ratios from the perspective of investors, lenders.	Analyze
CO3	Determine the effectiveness and efficiency of organization's operating and cash cycles	Evaluate
CO4	Analyze the key finance type related to companies, investors and the interaction between them in the capital markets	Analyze
CO5	Examine the profitability and financial position of an entity by analyzing the ratios from the perspective of investors, lenders, suppliers and managers	Analyze

iii) SYLLABUS

Introduction to Financial Management Meaning, Objectives, Scope of Financial Management, Sources of Finance, Introduction to Financial Markets

Financial Analysis and Planning Financial Ratio Analysis, Fund Flow Analysis, Cash Flow Analysis

Working Capital Management Working Capital Management - Financing of Working Capital, Inventory Management, Management of Receivables, Determinant of Credit Policy, Evaluation of Credit Policy, Cash Management

Cost of Capital, Capital Structure Theories, Dividend Decisions and Leverage Analysis Meaning of Cost of Capital – Computation of Cost of Capital, Capital Structure Theories, Dividend Policy, Leverage Analysis, EBIT - EPS Indifference Point/Level

Capital Budgeting - Investment Decision Capital Budgeting, Need of Capital Budgeting Decision, Significance of Capital Budgeting Decisions, Process of Capital Budgeting, Control for Capital Expenditure, Investment Criterion - Methods of Appraisal

**iv) REFERENCES**

4. Khan MY, Jain PK, BASIC FINANCIAL MANAGEMENT, Tata McGraw Hill, Delhi, 2005
5. Chandra, Prasanna, FINANCIAL MANAGEMENT, Tata McGraw Hill, Delhi.
6. Bhabatosh Banerjee, FUNDAMENTALS OF FINANCIAL MANAGEMENT, PHI, Delhi, 2010
7. Chandra Bose D, FUNDAMENTALS OF FINANCIAL MANAGEMENT, PHI, Delhi, 2010

v) COURSE PLAN

Module	Contents	No. of hours
I	Introduction to Financial Management Meaning, Objectives, Scope of Financial Management, Sources of Finance, Introduction to Financial Markets	7
II	Financial Analysis and Planning Financial Ratio Analysis, Fund Flow Analysis, Cash Flow Analysis	8
III	Working Capital Management Working Capital Management - Financing of Working Capital, Inventory Management, Management of Receivables, Determinant of Credit Policy, Evaluation of Credit Policy, Cash Management	10
IV	Cost of Capital, Capital Structure Theories, Dividend Decisions and Leverage Analysis Meaning of Cost of Capital – Computation of Cost of Capital, Capital Structure Theories, Dividend Policy, Leverage Analysis, EBIT - EPS Indifference Point/Level	10
V	Capital Budgeting - Investment Decision Capital Budgeting, Need of Capital Budgeting Decision, Significance of Capital Budgeting Decisions, Process of Capital Budgeting, Control for Capital Expenditure, Investment Criterion - Methods of Appraisal	10
	Total	45

**vi) ASSESSMENT PATTERN**

Continuous Assessment: End Semester Examination – 40 : 60

Continuous Assessment		
Attendance	:	5 marks
Assignments	:	15 marks
Assessment through Tests	:	20 marks
Total Continuous Assessment	:	40 marks
End Semester Examination	:	60 marks
TOTAL	:	100 marks

vii) CONTINUOUS ASSESSMENT TEST

- No. of tests: 02
- Maximum Marks: 40
- Test Duration: 1 ½ hours
- Topics: 2 ½ modules

viii) END SEMESTER EXAMINATION

- Maximum Marks: 60
- Exam Duration: 3 hours



Course Code	Course Name	Category	L	T	P	J	Credit	Year of introduction
23HSL2MB	ENTREPRENEURSHIP DEVELOPMENT AND SMALL BUSINESS ENTERPRISE	MINOR	3	0	0	0	3	2023

i) COURSE OVERVIEW

This course is to create awareness about entrepreneurship among students. The more focus is given on creativity and innovation. Learners will explore entrepreneurial skills and management function of a company with special reference to SME sector.

ii) COURSE OUTCOMES

After the completion of the course, the student will be able to:

CO1	Explain basic concepts and theories of entrepreneurship	Understand
CO2	Build business plans by using the procedure for setting up enterprises.	Apply
CO3	Analyze environmental set up relating to small industry and small business.	Analyze
CO4	Analyze the stages of the entrepreneurial process and the resources needed for the successful development of entrepreneurial ventures.	Analyze
CO5	Develop project proposal	Apply

iii) SYLLABUS

Entrepreneurial Perspectives: Evolution, Concept of Entrepreneurship, Types of Entrepreneurs, Entrepreneurial Competencies, Capacity Building for Entrepreneurs. Entrepreneurial Training Methods; Entrepreneurial Motivations; Models for Entrepreneurial Development, The process of Entrepreneurial Development. Barriers to entrepreneurship. Maslow's theory, Herjburg's theory, McGrigor's Theory, McClelland's Need – Achievement Theory, Culture & Society, Values / Ethics, Risk taking behaviour

New Venture Creation: Introduction, Mobility of Entrepreneurs, Models for Opportunity Evaluation; Business plans Purpose, Contents, Presenting Business Plan, Procedure for setting up Enterprises, Central Level - Startup and State level - T Hub, Other Institutions initiatives.

Management of MSMEs and Sick Enterprises Challenges of MSMEs, Preventing Sickness in Enterprises – Specific Management Problems; Industrial Sickness; Industrial Sickness in India – Symptoms, process and Rehabilitation of Sick Units

Strategic perspectives in Entrepreneurship Strategic Growth in Entrepreneurship, The Valuation Challenge in Entrepreneurship, The Final Harvest of New Ventures, Technology, Business Incubation, India way – Entrepreneurship; Women Entrepreneurs – Strategies to develop Women Entrepreneurs, Institutions supporting Women Entrepreneurship in India.



Project Report Introduction. Idea Selection. Selection of the Product / Service. Aspects of a Project. Phases of a Project. Project Report. Contents of a Project Report. Proforma of a Suggested Project Report for a manufacturing Organization

iv) a) TEXTBOOKS

1. Entrepreneurship Development and Small Business Enterprises, Poornima M. Charantimath, 2e, Pearson, 2014.
2. Entrepreneurship, A South – Asian Perspective, D.F.Kuratko and T.V.Rao, 3e, Cengage, 2012.

b) REFERENCES

1. Entrepreneurship, Arya Kumar, 4 e, Pearson 2015. The Dynamics of Entrepreneurial Development and Management, Vasant Desai, Himalaya Publishing House, 2015.

v) COURSE PLAN

Module	Contents	No. of hours
I	Entrepreneurial Perspectives: Evolution, Concept of Entrepreneurship, Types of Entrepreneurs, Entrepreneurial Competencies, Capacity Building for Entrepreneurs. Entrepreneurial Training Methods; Entrepreneurial Motivations; Models for Entrepreneurial Development, The process of Entrepreneurial Development. Barriers to entrepreneurship. Maslow's theory, Herzberg's theory, McGregor's Theory, McClelland's Need – Achievement Theory, Culture & Society, Values / Ethics, Risk taking behaviour	10
II	New Venture Creation: Introduction, Mobility of Entrepreneurs, Models for Opportunity Evaluation; Business plans Purpose, Contents, Presenting Business Plan, Procedure for setting up Enterprises, Central Level - Startup and State level - T Hub, Other Institutions initiatives.	7
III	Management of MSMEs and Sick Enterprises Challenges of MSMEs, Preventing Sickness in Enterprises – Specific Management Problems; Industrial Sickness; Industrial Sickness in India – Symptoms, process and Rehabilitation of Sick Units	8
IV	Strategic perspectives in Entrepreneurship Strategic Growth in Entrepreneurship, The Valuation Challenge in Entrepreneurship, The Final Harvest of New Ventures, Technology, Business Incubation, India way – Entrepreneurship; Women Entrepreneurs – Strategies to develop Women Entrepreneurs, Institutions supporting Women Entrepreneurship in India	10
V	Project Report Introduction. Idea Selection. Selection of the Product / Service. Aspects of a Project. Phases of a Project. Project Report. Contents of a Project Report. Proforma of a Suggested Project Report for a manufacturing Organization	10



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