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	Information System in Supply Chain Management	S6
5	23HSJ4MA	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, McGragor'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, Herjburg's theory, McGragor'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**

	Total	**45**

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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
23HSL3MA	MARKETING MANAGEMENT	MINOR	3	0	0	0	3	2023

i) COURSE OVERVIEW

The objective of this course is to enable the students to Demonstrate strong conceptual knowledge in the functional area of marketing management and its application.

ii) COURSE OUTCOMES

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

CO1	Explain the basic concepts, and techniques of marketing management.	Understand
CO2	Develop unique marketing mixes and selling propositions for specific products	Apply
CO3	Apply the Value Based Pricing Framework to formulate pricing decisions.	Apply
CO4	Develop written sales plans and professional interactive presentations	Apply
CO5	Examine the overall role advertising plays in the business world.	Analyse

iii) SYLLABUS

Introduction to Marketing and Marketing Management Marketing Concepts – Marketing Process Marketing mix - Marketing environment. - Consumer Markets and buying behaviour - Market segmentation and targeting and positioning.

Product Decisions Concept of a Product - Product mix decisions - Brand Decision – New Product Development – Sources of New Product idea - Steps in Product Development - Product Life Cycle strategies- Stages in Product Life Cycle,

Price Decisions Pricing objectives - Pricing policies and constraints - Different pricing method - new product pricing, Product Mix pricing strategies and Price adjustment strategy.

Channel Decision Nature of Marketing Channels –. Types of Channel flows – Channel functions - Functions of Distribution Channel – Structure and Design of Marketing Channels -Channel co-operation, conflict and competition – Retailers and wholesalers.

Promotion Decision Promotion mix - Advertising Decision, Advertising objectives - Advertising and Sales Promotion – Developing Advertising Programme – Role of Media in Advertising – Advertisement effectiveness - - Sales Force Decision.

iv) a) REFERENCES

1. K.S. Chandrasekar, MARKETING MANAGEMENT TEXT AND CASES, Tata McGraw-Hill Publication, New Delhi.2012

2. Govindarajan, Marketing Management Concepts, Cases, Challenges and Trends, Prentice Hall of India, New Delhi. 2009.
3. Philip Kotler, Marketing Management- Analysis Planning and Control, Prentice Hall of India, New Delhi,
4. Ramaswamy V S & Namakumari S., Marketing Management Planning, Sage Publications India Pvt Ltd 2018
5. Marketing Management: Implementation and Control, Macmillan Business Books, New Delhi 2002

v) COURSE PLAN

Module	Contents	No. of hours
I	Introduction to Marketing and Marketing Management Marketing Concepts – Marketing Process Marketing mix - Marketing environment. - Consumer Markets and buying behaviour - Market segmentation and targeting and positioning.	**7**
II	Product Decisions Concept of a Product - Product mix decisions - Brand Decision – New Product Development – Sources of New Product idea - Steps in Product Development - Product Life Cycle strategies- Stages in Product Life Cycle,	**9**
III	Price Decisions Pricing objectives - Pricing policies and constraints - Different pricing method - New product pricing, Product Mix pricing strategies and Price adjustment strategy.	**9**
IV	Channel Decision Nature of Marketing Channels –. Types of Channel flows – Channel functions - Functions of Distribution Channel – Structure and Design of Marketing Channels -Channel co-operation, conflict and competition – Retailers and wholesalers.	**10**
V	Promotion Decision Promotion mix - Advertising Decision, Advertising objectives - Advertising and Sales Promotion – Developing Advertising Programme – Role of Media in Advertising – Advertisement effectiveness - - Sales Force Decision	**10**
	Total	**45**

vi) ASSESSMENT PATTERN

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End Semester Examination	:	**60 marks**
TOTAL	:	**100 marks**

vii) CONTINUOUS ASSESSMENT TEST

- No. of tests: 02
- Maximum Marks: 30
- 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
23HSL3MB	INFORMATION SYSTEM IN SUPPLY CHAIN MANAGEMENT	Minor	3	0	0	0	3	2023

i) COURSE OVERVIEW: The objective of this course is to enable the students to understand and appraise the technological developments effecting supply chain

ii) COURSE OUTCOMES

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

CO 1	Explain the role of IT in supply chain	Understand
CO 2	Outline the future of IT in supply chain	Understand
CO3	Analyse the various techniques to promote the development of innovation in supply chain.	Analyse
CO4	Analyse the competitive advantages of supply chain with the different models for effective performance	Analyse
CO5	Develop a supply chain information system	Apply

iii) SYLLABUS

The role of IT in Supply Chain, Uses of IT in inventories, Transportation & facilities within a Supply Chain. The Supply Chain IT frame work-macro-Processes
The future of IT in the Supply Chain, Internal Supply Chain management, Supply Relationship Management, The Transaction Management Foundation Data mining –Methods application area in Supply Chain
Goals of Supply Chain Information Technology, Standardization, information Technology infrastructure Presentation Devises, Communication Devices. Data base, System architecture.
The Supply Chain IT in Practice, Integrating Supply Chain Information Technology, Stage of Development, Implementation of ERP & DSS. Structure of DSS. Selection of Supply Chain DSS. Supply Chain Master Planning.
Supply Chain Information System Design – Planning, Capacity, Performance requirement' manufacturing requirement, Operation, Transportation, Inventory Development, E-Business – Role in Supply chain, Framework, Impact on Cost.

iv) REFERENCES

1. David Simchi-Levi et al, Designing and Managing the Supply Chain –Concepts, Strategies, and Case Studies, McGraw Hill International Edition 2022
2. N. Chandrasekaran, Supply Chain Management, Oxford University Press, New Delhi 2010
3. Donald J Bowersox et al, Supply Chain Logistics Management, McGrawe hIll Education (India) Pvt. Ltd.New Delhi 2009

v) COURSE PLAN

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Module	Contents	No. of hours
I	The role of IT in Supply Chain, Uses of IT in inventories, Transportation & facilities within a Supply Chain. The Supply Chain IT frame work-macro Processes	9
II	The future of IT in the Supply Chain, Internal Supply Chain management, Supply. Relationship Management, The Transaction Management Foundation Data mining –Methods, application area in Supply Chain..	8
III	Goals of Supply Chain Information Technology, Standardization, information Technology infrastructure Presentation Devises, Communication Devices. Data base, System architecture	8
IV	The Supply Chain IT in Practice, Integrating Supply Chain Information Technology, Stage of Development, Implementation of ERP & DSS. Structure of DSS. Selection of Supply Chain DSS. Supply Chain Master Planning.	10
V	Supply Chain Information System Design – Planning, Capacity, Performance requirement' manufacturing requirement, Operation, Transportation, Inventory Development, E-Business – Role in Supply chain, Framework, Impact on Cost.).	10
	Total	**45**

ix) 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**

x) CONTINUOUS ASSESSMENT TEST

- No. of tests: 02
- Maximum Marks: 30
- Test Duration: 1 ½ hours
- Topics: 2 ½ modules

xi) END SEMESTER EXAMINATION

- Maximum Marks: 60
- Exam Duration: 3 hours

Course Code	Course Name	Category	L	T	P	J	Credit	Year of introduction
23HSJ4MA	**MINIPROJECT**	VAC	0	0	6	0	3	2023

i) COURSE OVERVIEW

The course encourages students to **apply the concepts, methods, and tools** learned to solve **real-world or socially relevant problems.** The course also emphasizes **innovation, and critical thinking**, encouraging students to explore new ideas and technologies. The mini project topic selected will be assigned to a group of three/four students, under the guidance of a supervisor. This is expected to provide a good initiation for the student(s) in R&D work. It helps students develop skills in teamwork, project planning, technical documentation, and communication.

iii) COURSE OUTCOMES

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

CO 1	Identify real life engineering problems that are socially relevant, technically feasible and economically viable.	Apply
CO 2	Design proper scientific methodology to successfully complete the project	Apply
CO 3	Develop solutions to socially relevant practical problems by applying suitable scientific tools	Apply
CO 4	Evaluate the performance of the developed solution using suitable data analysis, validation techniques, and engineering judgement.	Evaluate
CO 5	Prepare a technical report and present the project outcomes effectively using appropriate engineering and communication tools	Apply
CO6	Build the culture of working effectively in a team, upholding professional and ethical responsibilities	Apply

ii) COURSE PLAN

In this course, each group consisting of three/four members is expected to identify a topic of interest in consultation with Faculty-in-charge of mini project, review the literature and gather information pertaining to the chosen topic, state the objectives and develop a methodology to achieve the objectives. Execute experimental procedure, design/fabrication or develop codes/programs or conduct case studies to achieve the objectives. Demonstrate the novelty of the project through the results and outcomes.

The progress of the mini project is evaluated based on a minimum of two reviews. The review committee may be constituted by the Head of the Department. A project report is submitted by each student at the end of the semester.

ASSESSMENT PATTERN

The final evaluation will be conducted as an internal evaluation based on the level of objectives achieved, the report and a viva-voce examination, conducted by a 3-member committee appointed by Head of the Department offering minor. The committee members shall be HoD or a senior faculty member, Mini project coordinator and project supervisor. The Committee will evaluate the level of completion and demonstration of functionality/specifications, presentation, oral examination, working knowledge and involvement. The progress of the mini project is evaluated through a minimum of TWO reviews. At the time of the 1st review, students are expected to propose a methodology to achieve the objectives after completing a thorough literature study of the existing systems under their chosen area. In the 2nd review students are expected to highlight the implementation details of the proposed solution.

Mark Distribution:

Total: 100 marks (Minimum required to pass: 50 Marks).

- Project progress evaluation by guide : 20 Marks.
- Two interim evaluations by the Evaluation Committee : 30 Marks (15 marks for each evaluation).
- Final evaluation by the Final Evaluation committee : 30 Marks
- Quality of the report evaluated by the evaluation committee: 20 Marks