

BC - 602: ENTREPRENEURSHIP DEVELOPMENT

Objective: To provide exposure to the students to the concept and process of entrepreneurship, and industrial growth so as to prepare them to set-up their own small enterprises.

UNIT – I: Entrepreneurship

Entrepreneur, Entrepreneurship and Enterprise – Importance and relevance of the entrepreneur – Factors influencing entrepreneurship – Pros and Cons of being an entrepreneur – Women entrepreneurs, problems and promotion – Types of Entrepreneurs – Characteristics of a successful entrepreneur – Competence requirement for entrepreneurs – Awareness of self competency and its development; Entrepreneur and enterprise life cycle, Profile of some successful Entrepreneurs; Social responsibilities of an entrepreneur.

UNIT – II: Micro Small and Medium Enterprises

Micro, Small and Medium Enterprises / Ancillary industries / Cottage Industries – definition, meaning, product range, capital investment, ownership patterns; Importance and role played by MSMEs in the development of the Indian economy. Policies governing MSMEs: Small Industrial Policy 1991, MSMED ACT 2006, Industrial Policy for North-East.

Problems faced by MSMEs and the steps taken to solve the problems; Meaning and definition of a sick industry – Causes of industrial sickness; Preventive and remedial measures for small industrial sickness;

UNIT – III: Starting a Small Enterprise

Business opportunity, scanning the environment for opportunities, evaluation of alternatives and selection based on personal competencies.

Steps involved in starting a business venture – location, clearances and permits required, formalities, licensing and registration procedures; Assessment of the market for the proposed project; Importance of financial, technical and social feasibility of the project.

UNIT – IV: Preparing the Business Plan (BP)

Business Plan - Importance, Who prepares it? – Typical BP format. Financial, marketing, human resource, social and technical aspects of BP. Preparation of BP – Common pitfalls to be avoided in preparation of a BP

UNIT – V: Institutions supporting MSMEs

Financial assistance through SFC's, NSIC, SIDBI, Commercial Banks, MIDC; Non financial assistance from DIC, SIDO, MSME(DI), IIE, EDII, KVIC; Financial incentives for MSMEs and Tax Concessions, Assistance for obtaining raw material, machinery, land and building and technical assistance; Industrial estates – role and types; Entrepreneurship Development Program.

Books (Latest Edition):

- Bharusali, *Entrepreneurship Development in Manufacturing Industries*, Himalaya Publishing House, Mumbai.
- Desai, V, *Management of Small Scale Industry*, Himalaya Publishing House, Mumbai.
- Desai, V, *Problems & Prospects of Small Scale Industry*, Himalaya Publishing House, Mumbai.
- Greene, *Entrepreneurship*, Cengage, New Delhi.
- Khanka, SS, *Entrepreneurial Development*, S Chand & Co., New Delhi.
- Kuratko, *Entrepreneurship in the New Millennium*, Cengage, New Delhi.
- Mali, DD, *Entrepreneurship Development in North East India*, IIE, Guwahati.

- *Morris, Entrepreneurship & Innovations in Corporations, Cengage, New Delhi*
- *Neeta, B, Entrepreneurship & Small Industry, Himalaya Publishing House, Mumbai.*

BC – 603: DIRECT & INDIRECT TAXES

Objective: *The objective of the course is to enable the students to compute direct taxes as per the Income Tax Act. Also it aims to impart basics of Goods and Services Act.*

UNIT – I: Basic Concepts

Basic Concepts and Definitions: Income, Agricultural Income, Gross Total Income, Total Income, Person, Firm, Assessee, Assessment Year, Previous Year, Tax liability, Tax Avoidance, Tax Evasion and Tax Planning, Capital and Revenue, PAN and TAN. Residential Status and Incidence of Tax, Incomes Exempt from Tax u/s. 10.

UNIT – II: Heads of Income - I

Income from Salaries; Income from house property;

UNIT – III: Heads of Income - II

Profits and gains of business or profession; Capital gains; and Income from other sources.

UNIT – IV: Deductions and Computations

Deductions from GTI under Chapter – VI for Individuals; Rebates and Reliefs; Computation of Total Income for Individuals and Firms (Simple problems for firms); Computation of Tax liability for individuals.

UNIT – V: Basics of GST

Rationale for GST; Structure of GST (SGST, CGST, UTGST, & IGST); GST Council, GST Network, Important terms and definitions: Meaning and Scope of Supply, Composite and Mixed Supplies, Zero Rated Supply, Registration under CGST / SGST Act, Avoidance of dual control, Maintenance of Accounts and Records, Tax Invoice, Credit Notes and Debit Notes, E – Way Bill, Composition Scheme.

Time and Value of Supply of Goods and / or Services, Principles for determining the place of supply of goods and services, Various Exemptions under GST.

Books (Latest Edition):

1. For Direct Taxes:

- Ahuja, Girish & Gupta, Ravi, *Systematic approach to Income Tax*, Sahitya Bhawan Agra.
- Chandra, Mahesh, & Shukla, DC, *Income Tax Law & Practice*, Pragati Publications, Delhi.
- Mehrotra, HC, *Income Tax Law & Accounts*; Sahitya Bhawan, Agra.
- Pagare, Dinker, *Income Tax Law & Practice*, Sultan Chand & Sons, New Delhi.
- Singhania, VK, *Students' Guide to Income Tax*, Taxmann, New Delhi.

2. For Indirect Taxes:

- Datey, VS: *GST Ready Reckoner*, Taxmann Publication, New Delhi
- Goel, Pankaj: *GST Ready Referencer*, Commercial Law Publisher (India) P Ltd, Delhi.
- Gupta, SS: *GST – How to meet your obligations*, Taxmann Publications, New Delhi
- Koolwal, Ashish & Ritu: *GST*, Commercial Law Publisher (India) P Ltd, Delhi
- Rastogi, Abhishek: *Professionals Guide to GST – Ideation to Reality*, LexisNexis, Gurgaon

3. Reference Books:

- *Income Tax Act*
- *Income Tax Rules*
- *The Central Goods and Services Tax Act*
- *The Integrated Goods and Services Tax Act*
- *The State Goods and Services Tax Act*
- *The Union Territory Goods and Services Tax Act*

BC – 604: SMALL ENTERPRISE MANAGEMENT

Objective: To provide the students with concepts and skills in the areas of functional management in a small enterprise.

UNIT - I: Financial Management

Financial Management Functions, Sources of financing- short term and long term, Cost of capital and Capital structure, Operating and Financial leverages, Working capital- concept and determination of working capital need, Management of working capital- Cash, Debtors and Creditors, Financial planning for growth - Venture capital

UNIT - II: Human Resource Management

Management Functions and Principles, Decision Making , Concepts Significance of Human Resources, Organisational Structure, Recruitment and Selection, Training and Development and Team building, Career Planning, Performance Appraisal and Promotion, Wage and Salary Administration, Work Motivating and Incentive Schemes, Laws relating to Factory and Industrial Relation, Laws relating to contract.

UNIT - III: Production

Nature and scope of production management, Production process analysis, Production planning and control, Plant location and layout, Plant maintenance, Methods improvement and work simplification, Work measurement and production standards, Quality control, Economic Batch quantity, Material management – Purchase, Store and issue control.

UNIT - IV: Marketing Management

Marketing management – Concept; Functions and Significance, Understanding market and consumer behaviour, Demand and Sales forecasting, Market segmentation, Product concept, Policy and strategy, Product life cycle -strategic implications, Price Management, Advertisement and Sales Promotion, Marketing channel distribution management, Management of Sales Force, Marketing of Services, Franchising and Retail marketing, e:marketing.

UNIT - V: Management of Accounts

Need for recording transactions immediately, Basic Principles Accounting, Books of Accounts, Cash book maintenance, Preparation of Profit & Loss Accounts and Balance Sheet, Reading Balance Sheets, Accounting Ratios and their interpretation.

Books (Latest Edition):

- Desai, Vasant, *Small Organisation & Management*, Himalaya Publishing House, Mumbai.
- Gupta, & Radhaswami, *Financial Accounting*, Sultan Chand & Sons, New Delhi.
- Kapoor, ND, *Business Laws*, Sultan Chand, New Delhi.
- Khanka, SS, *Entrepreneurial Development*, S. Chand & Co., New Delhi.
- Kotler, & Armstrong, *Principles of Marketing*, PHI, New Delhi.
- Longenecker, *Managing Small Business*, Cengage, New Delhi.
- Pandey, IM, *Financial Management*, Vikas Publishing House, New Delhi.

BC – 605: INSURANCE MANAGEMENT

Objective: To expose students to the different aspects of basic insurance management principles.

UNIT – I: Introduction

Indian Insurance Industry: Structure, Growth and Development of Insurance Organisations in India; Functions of Insurance Organisations; Insurance and Economic Development.

UNIT – II: Principles of Actuarial science

General Understanding to Mortality Tables and Construction of Mortality Tables; Insurance Premium - General Considerations; Methods of Valuation, Data for Valuation; Computation of Premium, Benefits and Surrender Value; Special Reserves and Adjustments; Surplus and Distribution.

UNIT – III: Pricing, Underwriting and Settlement

Insurance Pricing: Marketing Concept, Marketing of Insurance Products, Distribution Channels; Reinsurance - Basic Concept; Underwriting Practice and Procedures, Types and Classification of Hazards; Settlement of Claims, its Procedures, different ways of Settlement of Claims,

UNIT – IV: Management of Funds and investment

Sources of Fund; Factors affecting Premium Collection; Share Capital and Other Sources; Investment: Types and Norms; Statutory Requirements for Investment in Different Sectors.

UNIT – V: Risk Management

Basic Concept of Risk, Classifications of Risks, and Process of Risk Management; Types of Risk in Insurance Business; Insurable Risk - Factors that limit the Insurability Risk; Insolvency Risk; Identification and Evaluation of Risk – Risk Analysis; Risk Control – Loss Prevention and its Importance; Risk Retention and its Importance.

Books (Latest Edition):

- Gupta, PK, *Insurance & Risk Management*, Himalaya Publishing House, New Delhi.
- Harrington, & Niehaus, *Risk Management & Insurance*, TMG, New Delhi.
- Indian Institute of Banking & Finance, *Insurance Products*, Taxman, New Delhi
- Kothari, & Bahi, *Principles & Practice of Insurance*, SahityaBhavan, Agra.
- Kutty, SK, *Managing Life Insurance*, PHI, New Delhi
- Misra, MN, *Insurance Principles & Practices*, S Chand, New Delhi.
- Tripathy, & Pal, *Insurance Theory & Practice*, PHI, New Delhi.
- Vinayakam, Radhshyam, & Vasudevan, *Insurance: Principles & Practice*, S Chand & Co., New Delhi.

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UNIT - III: Pricing, Underwriting and Settlement

Insurance Pricing: Marketing Concept, Marketing of Insurance Products, Distribution Channels; Reinsurance - Basic Concept; Underwriting Practice and Procedures, Types and Classification of Hazards; Settlement of Claims, its Procedures, different ways of Settlement of Claims,

UNIT-IV: Management of Funds and investment

Sources of Fund; Factors affecting Premium Collection; Share Capital and Other Sources; Investment: Types and Norms; Statutory Requirements for Investment in Different Sectors.

UNIT-V: Risk Management

Basic Concept of Risk, Classifications of Risks, and Process of Risk Management; Types of Risk in Insurance Business; Insurable Risk - Factors that limit the Insurability Risk; Insolvency Risk; Identification and Evaluation of Risk – Risk Analysis; Risk Control – Loss Prevention and its Importance; Risk Retention and its Importance.

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- Tripathy, & Pal, *Insurance Theory & Practice*, PHI, New Delhi.
- Vinayakam, Radhshyam, & Vasudevan, *Insurance: Principles & Practice*, S Chand & Co., New Delhi.

BC – 606: SERVICES MARKETING

Objective: *To familiarise the students with different services and prepare them with requisite skills to manage.*

UNIT – I: Introduction

Understanding Services Phenomenon; Growth of Services Sector; Role of services in Economy; Concept, Characteristics and Classification of services; Marketing Mix in Service Marketing; Customer behaviour in Service Settings; Targeting Customers, Managing Relationships and building Loyalty

UNIT – II: Planning & Managing Service Delivery

Creating delivery systems, Cyberspace and time; Enhancing Value by Improving Quality and Productivity; Balancing Demand & Capacity; Managing customers reservations & waiting lists.

UNIT – III: Tourism and Travel Services

Tourism Marketing: Concept, Nature, Significance and Impact of Tourism; Market Segmentation, Marketing Mix

Hotel Industry: Evolution; Types of hotels; Hotel services; The Guest Cycle, Market Segmentation, Marketing Mix

Travel Services: Role of Travel Agencies; Tour Operations and Tour Operators.

UNIT – IV: Marketing of Banking & insurance services

Marketing of Insurance Services; Life Insurance – Whole life, Term Insurance, Endowment insurance, survivorship insurance; General insurance – Marine, Fire, Building and Motor insurances; Miscellaneous Insurance – Personal accident, Burglary & theft, Fidelity guarantee, Mediclaim

Marketing of Banking Services: Bank Marketing, Market Segmentation, Marketing Mix, Banking Services in India,

UNIT – V: Marketing of Financial services

Housing & Financial Intermediaries – Housing finance - issues, supply constraints, policy perspectives; Institutional links and private sector initiatives (Indian context);

Mutual Funds Marketing – Concept and scope of MF; Market evolution; Types of mutual fund services, Elements of MF marketing; Product design, pricing, promotion and distribution; customer service

Books (Latest Books):

- Shanker, R, *Services Marketing – The Indian Perspective*, Excel Books, New Delhi.
- Lovelock, Christopher, *Services Marketing – People, Technology, & Strategy*, Pearson Education, New Delhi,
- Shajahan, S, *Service Marketing - Concept, Practices & Cases*, Himalaya Publishing House, Mumbai.
- Venugopal, Vasanthi & Raghu, *Services Marketing*, Himalaya Publishing House, Mumbai.
- Hoffman, *Marketing of Services*, Cengage, New Delhi.