

DEPARTMENT OF COMMERCE & BUSINESS STUDIES

Ph.D. COURSE WORK STRUCTURE (w.e.f. 2023-24)

Paper	Title	Credit	Lectures per week	Exam. (Marks)	Internal (Marks)	Total Marks
Paper: I	Research Methodology	4	4	75	25	100
Paper: II	Application of IT in Research	4	4	75	25	100
Paper: III	Strategic Business Management	4	4	75	25	100
Paper: IV	Publication Ethics	2	2	35	15	50
Paper: V	Research Specific Area (Any One)					
A: Accounts						
	Advance issues in Accounting	2	2	35	15	50
B: Finance						
	Advance issues in Finance	2	2	35	15	50
C: Marketing						
	Advance issues in Marketing	2	2	35	15	50
D: Human Resource & OB						
	Advance issues in Organizational Behaviour and Development	2	2	35	15	50
E: E-commerce						
	E-commerce and Digital Marketing	2	2	35	15	50
F: Entrepreneurship						
	Advance Issues in Entrepreneurship	2	2	35	15	50
Paper VI: Term Paper with Seminar Component		2	--	50	--	50
Total		18				



Ph.D. COURSE WORK

Paper- I: RESEARCH METHODOLOGY

04 Credits	Examination Duration: 3 Hours	Max. Marks: 100 (End Term Exam 75 + 25 Internal Assessment)
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Course Objective:

To enable students to understand the concept and significance of research in commerce and business studies, and develop insight into the identification of quantitative and qualitative research problems, tools, and learn the steps leading to the preparation of research proposals.

Methodology: Lectures, Tutorials, Assignments, and Presentations

Course Contents:

UNIT-I

Introduction to Research in commerce and business

Research Philosophies, Ontology, Epistemology, Issues and significance of Research – Quantitative, Qualitative, and Hybrid, Research process, criteria for good research, Identification and formulation of Research Problems, Approaches, and Triangulation Techniques, Research Models: Constructs and Variables, Moderations & Mediations, Research Design, Exploratory, Descriptive and Experimental Research Designs, Literature Review- Thematic/ Narrative/ SLR/ Meta-Analysis, Steps in Preparation of Research Proposal, Bias Removal techniques.

UNIT-II

Tools and Techniques for Data Collection

Scaling Techniques, Measurement and Scaling, Scale Characteristics, and Levels of Measurement, Reliability and Validity of research tools, Data Sources & Data collection, methods of data collection – observation/questionnaire/interview/case study, Sampling Techniques: Concept of Population and Sample, Non-Probability Sampling, Probability Sampling, Methods of Sampling, Sampling Errors, Instrument Development Techniques: Concept, types, preparation (Construction), characteristics, advantages, and limitations of the following tools: Questionnaire, Interview, Observation, Rating scale, Attitude scale, Check-list.

UNIT-III

Data Analysis I

Descriptive Statistics: Measures of Central Tendency, Measures of Variability, Measures of Relative Position and Correlation, **Inferential Statistics:** Point and Interval Estimates, Types of Hypotheses, Type I and Type II Errors, Level of Confidence, Level of Significance, **Parametric Techniques:** Z-test and T-test, One Way and Two Way ANOVA., **Non Parametric Techniques:** The Chi-Square Test, Spearman's rank Correlation test, Sign Test, The Mann-Whitney U Test, Kendal's W Test.



UNIT-IV

Data Analysis II

Hypotheses testing – concept and errors of hypotheses, formulation and testing of hypotheses, test of significance approach, parametric & non-parametric tests of difference, Regression Analysis, Factor Analysis, Time Series Analysis, and interpretation of data.

UNIT-V

Report Writing and Ethics in Research

General and Essential Considerations Format of Thesis/ Dissertation, Quotations, Footnotes, Bibliography, Table and illustrations, Style and Typing, Issues in report writing, Criteria for evaluating research report, Guidelines for the preparation of good research reports, ethics in research, ethical behavior of research, subjectivity, and objectivity of research.

Suggested Readings:

1. Donald R. Cooper and Pamela S. Schindler, Business Research Methods, Tata McGraw Hill, New Delhi
2. Panneerselvam, R., Research Methodology, PHI Learning Pvt. Ltd., New Delhi.
3. Naresh K. Malhotra and Satyabhushan Dash, Marketing Research: An Applied Orientation, Pearson.
4. Kothari, C.R., Research Methodology, New Age International (P) Ltd., Publishers, New Delhi.
5. Richard I. Levin and David S. Rubin, Statistics for Management, PHI, New Delhi.
6. William G. Zikmund, "Business Research Methods", Cengage Learning, New Delhi.



Ph.D. COURSE WORK

Paper II: APPLICATIONS OF IT IN RESEARCH

Credits 04	Duration of Exam.: 3 Hours	Max. Marks: 100 (End Term Exam: 75 + 25 Internal Assessment)
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Objective of the Course:

The primary objective of this course is to empower research scholars with advanced information technology tools essential for efficient scholarly research. The course is designed to enhance students' skills in accessing and evaluating academic literature, acquiring and managing research data, employing sophisticated data analysis techniques, and crafting comprehensive research reports. By the end of this course, participants will be proficient in leveraging IT resources to optimize their research processes and outputs.

Course contents

UNIT-I

Accessing Literature and Data:- Searching Scholarly Literature: Google Scholar, SRN, Shodh Ganga, ResearchGate, Scopus, Web of Science, JSTOR, Tools for Bibliometric Analysis—VOSviewer, Biblioshiny, Statistical and Financial Databases

UNIT-II

Data Preparation and Preliminary Analysis:- Application of spreadsheet software for preparing and cleaning data, Exploring data using spreadsheet software, Summarizing Data: Tables and charts, Descriptive and inferential statistics

UNIT-III

Specially Designed Software for Data Analysis: Open-source versus Proprietary, Software SPSS, Eviews, Stata, AMOS, SmartPLS, RStudio, Python, Exploring Data using R Studio, Basic Descriptive and Inferential Statistics Using RStudio

UNIT-IV

Multivariate Data Analysis:- Correlation and Regression Analysis, Exploratory Factor Analysis, Testing for Reliability and Validity, Confirmatory Factor Analysis, Structural Equation Modeling, Moderation and Mediation.



UNIT-V

Tools for Report Writing:- Word Processing Software, Reference Management, Software—Mendeley, Zutero Similarity Detection Tools—Turnitin, DrillBit Use of AI in research

Suggested Readings:

1. Pascall, R. G. (2023). Mastering Google Sheets: A step-by-step handbook for beginners to simplify data analysis, boost productivity, and unlock your full spreadsheet potential (1st ed.).
2. Mount, G. (2024). Modern Data Analytics in Excel (1st ed.). O'Reilly Media.
3. Wickham, H., & Golemund, G. (2024). R for Data Science (2nd ed.). Retrieved April 26, 2024, from <https://r4ds.hadley.nz/>
4. Kuhn, M., & Silge, J. (2023). Tidy Modeling with R (1st ed.). Retrieved April 26, 2024, from <https://www.tmwr.org/>
5. Field, A. (2017). Discovering statistics using IBM SPSS Statistics (5th ed.). SAGE Publications Limited.



Ph.D. COURSE WORK
Paper: III - STRATEGIC BUSINESS MANAGEMENT

04 Credits	Duration of Exam.: 3 Hours	Max. Marks: 100 (End Term Exam: 75 + 25 Internal Assessment)
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Course Objective:

The objective of this course program is to provide students with advanced knowledge and research skills in the field of strategic Business management. The program will cover key theories, methodologies, and practical applications to prepare students for careers in academia, research, and strategic leadership roles in organizations.

Course Contents:

UNIT-I

Strategic Management – An Introduction: Introduction to strategy and strategic decisions-Conceptual framework in strategic management -Understanding economic and business landscape -Challenges of new disruptive business models-Evaluation of external environment: General, industry, and competitor-Assessment of resources, capabilities, and competencies

UNIT-II

Strategy Formulation: Stakeholders in business – Vision, mission and purpose – Business definition, objectives and goals – Mergers, acquisitions, and divestitures-Environmental appraisal – Types of Strategies – Guidelines for devising successful business strategies.

UNIT-III

Strategic Analysis and Choice: Environmental Threat and Opportunity Profile (ETOP) – Organizational Capability Profile – Strategic Advantage Profile – Corporate Portfolio Analysis – SWOT Analysis – Synergy and Dysergy – GAP Analysis – Porter's Five Forces Model of Competition – Mc Kinsey's 7s Framework-GE 9 Cell Model – Distinctive Competitiveness – Selection of Matrix.

UNIT-IV

Execution and Realizing Competitive Advantage: Strategy Implementation: Issues in Implementation – Project implementation – Procedural implementation – Resource Allocation – Budgets – Organization Structure – Matching structure and strategy – Behavioural Issues – Leadership style – Corporate culture – Values – Power – Social responsibilities – Ethics – Building a capable organization – Functional issues – Functional plans and policies – Financial, Marketing Operation and Personnel plans and policies.



UNIT-V

Advanced Topics in Strategic Management: Strategic Innovation and Entrepreneurship-Strategic Decision Making -Corporate Governance and Business Ethics-Strategic Human Resource Management-Strategic Marketing Management-Strategic Financial Management- Corporate and strategic communication, Key Emerging Technology Trends as Strategic Enablers-Blockchain Technology Landscape, Policies, Business Domain Applications and Ecosystem-Leveraging Trends such as Artificial Intelligence, Industry 4.0, Internet-of-things, Fintech, Platform Economy, etc., for Competitive Advantage

Suggested & Readings:

1. David, Fred, R.: *Strategic Management*, PHI Learning Pvt. Ltd., New Delhi.
2. Hitt Hoskisson: *Management of Strategy*, Cengage Learning India Pvt. Ltd., New Delhi.
3. Kazmi Azhar: *Business Policy*, Tata McGraw-Hill, New Delhi.
4. Miller Dess: *Strategic Management*, McGraw Hill Inc., New York.
5. N. Chandrasekaran, P.S. Ananthanarayanan: *Strategic Management*, Taxmaan
6. Niraj Dawar: *Shifting Your Strategy from Products to Customers*, Harvard Business School Press India Limited
7. Henry Mintzberg, Joseph Lampel and Bruce Ahlstrand: *Strategy Safari-A Guided Tour Through The Wilds of Strategic Management*, Simon and Schuster
8. Jim Collins: *Good to Great: Why Some Companies Make the Leap...and Others Don't*, Harper Business



Ph.D. Course Work

Paper V: ADVANCE ISSUES IN ACCOUNTING

Elective- A: Accounts

02 Credits	Examination Duration: 2 hours	Max. Marks: 50 (End Term 35 Exam + 15 Internal Assessment)
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Course Objective: To impart focussed and relevant knowledge about the current developments in accounting.

Methodology: Tutorials, Assignments, Presentations and Case Studies.

Course Contents:

UNIT-I

Introduction to Ind ASs, IAS, USGAAP and IFRS

Framework of Accounting, Indian Accounting Standards (Ind ASs) – Applicability, Interpretation, Scope & Compliance, USGAAPs – Established Accounting Principles in the US & Components of USGAAP, International Accounting Standards (IAS) – Introduction and Extract of the IAS, International Financial Reporting Standards (IFRS), A Comparison between IGAAP-USGAAP-IFRS.

UNIT-II

Corporate Financial Reporting

Corporate financial reporting & disclosure, Concepts and Objectives, Issues and Problems with reference to Published Financial Statements, Financial Reporting in respect of various kinds of Financial Institutions like Mutual Funds, Non-Banking Finance Companies, Merchant Bankers, Stock Brokers etc., Reporting Practices in Indian Context, Consolidated Financial Reporting.

UNIT-III

Segmental Reporting

Need for Segmental Reporting, Arguments against Segmental Reporting, International Scenario of Segmental Reporting, The Indian Scenario – Definitions, Disclosure Requirements and Accounting & Auditing Issues, Problems and difficulties associated with Segmental Reporting, Segmental Disclosure – A Practical Example.

UNIT-IV

Recent Trends in Accounting

Environmental Accounting, Social Responsibility Accounting, Human Resource Accounting, Green Accounting, Carbon Accounting, Creative Accounting, Economic Value Added (EVA) & Market Value Added (MVA), Accounting for Intangibles, Accounting Treatment for ESOP, Accounting for Financial Instruments, Brand Accounting, ESG Reporting, Integrated Reporting.

UNIT-V

Emerging Areas of Advanced Accounting

Shareholders Value Creation, Balanced Score Card, Contemporary Issues in Mergers & Acquisitions, Derivatives and Option Pricing Theory, Forensic Accounting – Economic Crime Investigation, AI in Forensic Accounting, Cloud Accounting, Fraud Deterrence.



Suggested Readings:

1. Shirin Rathore, International Accounting, Prentice Hall of India.
2. Advanced Financial Accounting & Reporting, ICWAI, New Delhi.
3. Jawaharlal, Corporate Financial Reporting, Theory, Practice and Cases, Taxmann Publications.
4. Advanced Accounting, ICAI, New Delhi.
5. Case Studies and Resource Materials from Harvard Business School, MIT, NEN.
6. Reading for the course to be suggested by the concerned faculty keeping in view the relevance, contemporariness and research trends.



Ph.D. COURSE WORK

Paper-V: ADVANCE ISSUES IN FINANCE

Elective-B: FINANCE

02 Credits	Duration of Exam: 2 Hours	Max. Marks: 100 (End Term Exam: 75 + 25 Internal Assessment)
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Course Objective: To acquaint the scholars with the empirical evidence on various advance issues in finance and equip them to identify research gaps and develop a framework for research in finance.

Methodology: Tutorials, Assignments, Presentations and Case Studies.

Course Contents

UNIT-I

Corporate Financing and Restructuring -Corporate financing & Taxation, Pecking order and effect of Asymmetric information. Corporate dividend behaviour in practice. Corporate restructuring – Mergers & Acquisitions.

UNIT-II

Financial Markets - Recent developments, Regulation, crisis, and contagion. Derivatives Market.

UNIT-III

Asset Pricing - Non-standard forms of CAPM, CAPM anomalies: Size Effect, Value Effect, Prior Return Effect, Seasonality Effect, Multifactor Asset Pricing Models.

UNIT-IV

International Finance - International arbitrage, Exchange rate exposure and risks, Hedging techniques to counter exchange rate risks, Multinational capital budgeting, Tax implications of international transactions, Double taxation relief.

UNIT-V

Other Issues in Finance

Behavioural Finance: Prospect theory, cognitive errors and emotional biases, Conservatism, Framing, Mental accounting. Behavioural Finance and Technical Analysis.

Suggested Readings:

1. Prasanna Chandra, *Financial Management: Theory and Practice*, 9e, McGraw Hill Education
2. IM Pandey- *Financial Management*, Vikas Publishing House Pvt. Ltd.
3. Brealy & Myers, *Principles of Corporate Finance*, McGraw-Hill.
4. Jeff Madura, *International Financial Management*, 15e, West Publishers
5. Allan C Shapiro, *Multinational Financial Management*, 10e, Prentice Hall of India, New Delhi



Ph.D. COURSE WORK
Paper-V: ADVANCE ISSUES IN MARKETING

Elective-C: MARKETING

02 Credits	Examination Duration: 2 Hours	Max. Marks: 50 (End Term Exam 35 + 15 Internal Assessment)
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Course Objective:

To enable scholars to gain additional insights into developments and researches in the area of marketing.

Methodology: Tutorials, assignments, Presentations and Case Studies

Course Contents:

UNIT -I

Application of Marketing - Introduction to Marketing, The Marketing Environment; Marketing Segmentation; Targeting and Positioning, Product Planning & Development, Adaptation and Diffusion Process for New Product, Product Line, Product Mix, Product Life-Cycle, Brand Equity: Building, Measuring and Managing Brand Equity.

UNIT-II

Consumer Behaviour and its models - Consumer Behaviour; Factors Influencing Consumer Buying Behaviour, Buying Decision Making Process, Models of Buying Behaviour: The Howard-Sheth Model, The Nicosia Model, Engel-Kollat-Blackwell Model

UNIT-III

Application of Marketing Research - Marketing Research for Specific Market Situations, Marketing Research during various Product Life Cycle Stages, Marketing Research and Brand Positioning, Research for Market Segmentation, Research for Market Forecasting, Research for Developing and Evaluating Marketing Strategies.

UNIT-IV

Marketing Ethics and Legal Aspects of Marketing -Marketing Ethics: Nature and Role of Ethics in Marketing, Domain of Marketing Ethics, Ethical Decision Making, Review of Researches in Marketing Ethics and Legal Aspects of Marketing.

UNIT-V

Emerging Issues in Marketing - Emerging Issues in Marketing: Online marketing, Social marketing, Content marketing, Rural Marketing, Relationship marketing, Reverse Marketing, Re-marketing, Green Marketing, and Services Marketing.

Suggested Readings:

1. Kotler. P and Keller. K, Marketing Management: Analysis, Planning, Implementation, and Control, Prentice-Hall
2. Kotler. P, Marketing Management, Pearson Education, Asia Edition



2. Kotler. P, Marketing Management, Pearson Education, Asia Edition
3. David J. L, Ronald S. R, Marketing Research. Prentice-Hall India Publication. India.
4. Kotler P, Armstrong G, Saunders J and V Wong, Principles of Marketing, 3rd European ed. Pearson Education, London
5. Paul E. Green. Donald S. Tull and Gerald Albaum, Research for Marketing Decisions
6. Johannsen. H and Terry. G, International Dictionary of Management, Kogan Page, India
7. Hart, Norman A, The CIM Marketing Dictionary, 5th, Butterworth-Heinemann, USA
8. Schiffman, Leon G., Wisenblit, Joseph and Kumar, S. Ramesh, Consumer Behaviour, Pearson India Education Service Pvt. Ltd.
9. Panda, Tapan K., Marketing Management, 3rd Edition, 2022, Taxman Publications Pvt. Ltd., New Delhi.
10. Ramaswami, V.S. and Namakumari, S., Marketing Management: Indian Context, Global Perspective, 6th Edition, 2018, Sage Publication India Pvt. Ltd, New Delhi.



Ph.D. COURSE WORK

Paper-V ADVANCE ISSUES IN ORGANIZATIONAL BEHAVIOUR and DEVELOPMENT

Elective D: Human Resource and Organizational Behaviour

02 Credits	Examination Duration: 2 Hours	Maximum Marks: 50 (End Term Exam: 35 Exam + 15 Internal Assessment)
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Course Objective:

The course would enable doctoral students to understand the advance concepts related to organizational behavior. It would acquaint students with latest trends in the field and its practical applicability by organizations towards people, associated challenges and solutions.

Methodology: Tutorials, Assignments, Presentations, Case Studies

Course Content:

UNIT-1

Organizational Behavior: concept and models of OB, Individual and group factors affecting organizational functioning, Organizations as social systems, The changing context of organization environment interface, Organization as an open system, Design and Structure of Organization.

UNIT -2

Nurturing Leadership for Future Organizations, Management of Organizational pressures- Internal and External. Approaches to Leadership. Group Dynamics- concept, theories and implications. Corporate Restructuring.

UNIT-3

Power and Politics in Organizations- Basis of power and Role of politics in organizational functioning. The Dynamics of Change in Organizations: Dealing with Resistance to Change, Organizational Interventions to manage change. Artificial Intelligence and Automation.

UNIT-4

Organizational Culture and Climate, Workplace Spirituality, Emotional Intelligence: concept, components and significance to the organization. OD Interventions- team interventions, inter group, personal, group process, comprehensive and structural interventions.

UNIT-5

Organizational responses towards managing Workplace Diversity and Inclusion, Cross Cultural differences in Organizational Practices, Changing Workforce, Talent Management.

Suggested Readings:

1. Bar-On, R., & Parker, J.D.A.(Eds.) (2000). The handbook of emotional intelligence. San Francisco, California: Jossey Bros.



2. Sternberg, R.J. (Ed.).(2000). Handbook of intelligence. Cambridge University Press.
3. Stephan P. Robbins and Timothy A.Judge, Organizational Behavior, 16e, Pearson, New Delhi.
4. Jerald Greenberg and Robert A.Baron, Behavior in organizations, 10e, Prentice Hall of India, New Delhi.
5. Debra L. Nelson, James C. Quick, Understanding Organizational Behavior, Thomson/South-Western, 2005.
6. Dessler, Gary, Human Resource Management, Pearson Education.



Ph.D. COURSE WORK

Paper V : E-COMMERCE & DIGITAL MARKETING

Elective-E: E-Commerce

02 Credits	Examination Duration: 2 Hours	Max. Marks: 50 (End Term Exam: 35 + Internal: 15)
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Course Objectives:

The objective of the course is to develop keen research insights into the area of e-commerce & digital marketing, e-business strategies, e-CRM, e-banking, business ethics, and its ramified applications in society in this era of rapid technological development.

Methodology: Tutorials, assignments, Presentations and Case Studies

UNIT –I

Introduction to E-Commerce, Defining the need for e-commerce and brief history, Shifting to e-business from an e-commerce framework, Introduction to different e-commerce models, and analysis of the present e-business trends from perspectives of technology, consumers, marketers, and other stakeholders.

UNIT –II

Introduction, Background, and Current Status. e-Business Architecture. Enabling Technologies. e-Business Infrastructure. e-Business Design, Capacity Planning, Performance Modeling. e-Business Models. e-Marketing, e-CRM. e-Business Security/Payment Services e-SCM, e-Procurement. Knowledge Management. Applications of E-CRM, Major Trends, Global Scenario for e-CRM, CRM utility in India. ERP, e-Business Backbone. e-Business Strategy into Action, Challenges, e-Transition and Summary. Business Plan Presentation and Demonstration "Materializing e-Business: From Idea to Realization". Development of mobile application.

UNIT –III

Client-Server Architecture, two and three-tier architectures, Electronic Payment Systems-Introduction to Payment Systems, Pre & Post-Paid e-payment Systems, internet banking, Requirements Metrics of a Payment System, and E security. Legal aspects of E-Commerce, cyber threats & cyber laws.

UNIT –IV

Making websites that work: Improving user experience & conversion rates, The basics of the website: What to fix before testing, Beyond best practices: user research, Website planning, and maintenance, Beyond best practices: user research, Website planning, and maintenance, Updating content, Using websites to enter new niches, Creating Links with Facebook & Google Plus, Creating Awareness: listen to and watch your audience, Developing website personas, adapt your website accordingly.



UNIT -V

Social media, its importance to marketers, Rules of engagement, Permission vs. Interruption mktg., Principles of success, Facebook, Twitter, LinkedIn, YouTube, Mobile Marketing, Search Engine Optimization: Creating visibility, What SE spiders see and what SE visitors see, On-Site optimization, Page level SEO best practices, Page level SEO guide, Blogging best practices, blogging for SEO benefit, Increase the find ability via link building, Advance visibility strategies, Extending your reach with paid search advertising, PPC, Display advertising, Google AdWords and Google Analytics (Lab based exercises). Augmented Reality, Virtual Reality, and application Generative AI in E-Business, Ethical changes in business due to globalization.

Suggested Readings:

1. Jeffrey F. Rayport & Bernard J. Jaworski (latest Edition), Introduction to E-commerce, Tata McGraw-Hill.
2. Kalakota & Winston, Frontiers of E-commerce (Latest Edition), Pearson Education, India
3. David Whiteley, E-Commerce- Strategy Technologies and Applications, Tata Mac-Graw Hill, New Delhi, 2000.
4. Elias M. Awad: Electronic Commerce (Latest Edition), Prentice-Hall India.
5. Internet Marketing: Start to Finish by Catherine Juon, Dunrie Greling & Catherine Buerkle, Pearson Education.
6. Social Media Marketing -A Strategic Approach by Melissa Barker, Donald Barker, Nicholas Bormann, Krista Neher, Cengage



Ph.D COURSE WORK

Paper – V : ADVANCE ISSUES IN ENTREPRENEURSHIP

Elective F: Advance Issues in Entrepreneurship

02 Credits	Examination Duration: 3 Hours	Max. Marks: 50 (End Term Exam 35 + 15 Internal Assessment)
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Course Objective: To equip the students with the concepts, theories and issues in different areas of entrepreneurship so that they can undertake research in entrepreneurship discipline..

Methodology: Tutorials, Assignments, Business plan Presentations and Case Studies.

Course Contents

UNIT-I

Overview of present scenario of entrepreneurship, Myths & Realities about entrepreneurship, Techniques of Business idea Identification and evaluation; Design thinking, DISRUPT technique, Five Question framework, Decision Matrix analysis etc.

UNIT –II

Business Plan and Business Model: Business Model Canvas: Business Plan concept, components, and preparation of a real Business plan including Operational plan, Marketing plan, HR Plan, Financial plan etc.

UNIT-III

Entrepreneurial finance, financing of start-ups, innovative financing sources; Crowd funding, Peer to Peer lending, angel funding, venture capital and private equity, global practices and status of venture capital in Indian context.

UNIT-IV

Pitching & Term sheet: Components of a pitch, The perfect start-up pitch, Common mistakes start-ups make when pitching to investors, Components of a Term Sheet, Due diligence.

UNIT-V

Entrepreneurship and innovation eco-system in India: Role of Government in promoting Entrepreneurship, Central and state Government schemes for entrepreneurship development in India. Analysis of Startup policy, startup incubation and acceleration, social entrepreneurship and women entrepreneurship, emerging issues in entrepreneurship

Suggested Readings:

1. Donald F Kuratko,, *Entrepreneurship: Theory, Process, Practice*, Cengage Learning India Ltd.
2. Holt, DH, *Entrepreneurship – New Venture Creation*, Englewood Cliffs, NJ, Prentice-hall, Inc.
3. M J Dollinger , *Entrepreneurship: Strategies & Resources*, Pearson)
4. Robert Hisrich and Michael Peters, *Entrepreneurship*, Tata McGraw Hill

