

Course design Trimester: 1

Question paper: 1

Total marks: 50 (Theory- 30, Practical-20)

I. ENTREPRENEURSHIP MANAGEMENT

Course Code:	Course Title: Entrepreneurship Management (EM)		Marks
Unit	Syllabus	No. of sessions	Theory= 30 Practical=20
1	Introduction to Entrepreneurship: Meaning and concept of entrepreneurship, History of entrepreneurship, Role of entrepreneurship in economic development and in creation of employment opportunities, Agencies in entrepreneurship Management and development and need of entrepreneurship.	5	5
2.	The Entrepreneur: Meaning of entrepreneur, Entrepreneurial competency and skill required to be an entrepreneur, the entrepreneurial decision making processes and the role models for the society.	5	5
3	Entrepreneurial Motivation: Motivating, Attitude, values- meaning and concept, Developing entrepreneurial Motivation and competency, concept, process of achievement motivation, Creativity, Risk taking, leadership, Communication and influence ability and factors influencing for entrepreneurial motivation.	5	5
4.	Business opportunities identification: Business Ideas, Methods of generating ideas and opportunity reorganization, Market survey- Need & tools and Technique.	5	5
5	Preparing Business Plan: Significance of a business plan, Contents of business plan .How to prepare a Bankable Business Plan, Feasibility study.	5	5
6	Launching the new venture: Starting enterprise- steps, legal formalities and forms of business organization & support system available; Sources of fund, Government schemes, Determining ideal on debt equity mix, Banks and financial institutions, venture capital.	5	5
7	Sessions on Assignment	1	20
	<p>I. Practical: 1. Study visit by students to the specific enterprise of own choice for collection of data and related information for preparation of bankable project report for specific trade. There may be different types of trade: i.e. Agro based farming, Animal husbandry farm, Food processing, Cane and Bamboo, Handloom weaving, Jewelry, Hospitality & Tourism etc.</p> <p>II. Preparation of a Bankable Project Report based on the information & data collected during study/visit to an enterprise.</p> <p>III. The Practical assignment can be done locally.</p>		

Course design Trimester: 2**Question paper: 2****Total marks: 50 (Theory- 30, Practical-20)**

II. Family Business Management (FBM): In a business environment characterized by intensified competition, family-owned companies face unique challenges. This elective aims at developing family business successors into enterprising and knowledgeable owners of the business of their predecessors. Issues, problems and concerns of family businesses are dealt with in great detail so as to enable the students to come out with an ambitious growth plan. Participants learn how to leverage the strengths of family business management and successfully implement practices that drive high performance, shareholder loyalty and healthy family relationships

Course Code:	Course Title: Family Business Management		Marks
Unit	Syllabus	Number of sessions	Theory= 30 Practical=20
1	Introduction to Family Business(FB): Meaning and concept of Family Business, History of FB, Role of FB in economic development and in creation of employment opportunities; Family Business dynamics	5	5
2.	Buying an Existing Business & Starting new enterprise	5	5
3	MSME Act 2006; Turnaround Strategies in SMEs.	5	5
4.	Managing Finance and Liquidity; Growth Plan Formulation and Appraisal.	5	5
5	Formalities in Business; Business Governance and Practice; Communication and importance of local language and dialog.	5	5
6	Principles of Management ; Quality Management System	5	5
7	Sessions on Assignment	1	20
	I. Practical:. Study visit by students to the specific Family Business of own choice for collection of data and related information for preparation of Growth plan. II. Preparation of a Growth Plan Report based on the information & data collected during study/visit to an enterprise. III. The Practical assignment can be done locally.		

Course design Trimester: 3

Question paper: 3

Total marks: 50 (Theory- 30, Practical-20)

III. Entrepreneurial Marketing Management: (EMM) It is only recently that entrepreneurship has been studied as its own distinct category of business. The amazing success of once small companies like Microsoft, Virgin, and Dell has revealed that entrepreneurship is its own class of business with many unique challenges and opportunities. As the field has received more and more focus, specific strategies for successful entrepreneurship have begun to emerge. The primary challenge facing the entrepreneur is competing against larger, better known, and more resourceful companies. How can a start up with a small staff, limited budget, and miniscule customer base hope to compete against the giants in their industry? The entrepreneurial management can give the way of this problem.

Course Code:	Course Title: Entrepreneurial Marketing Management(EMM)		Marks
Unit	Syllabus	Number of sessions	Theory= 30 Practical=20
1	Entrepreneurial marketing: Meaning and concept of entrepreneurial Marketing Who employs entrepreneurial Marketing; Careers in Entrepreneurial marketing.	5	5
2.	Entrepreneurial marketing Plan development and implementation: Functions & Strategies for marketing of MSME	5	5
3	Retail Sales and Distribution Management	5	5
4.	Rural and Urban Marketing Management	5	5
5	Service Marketing: e-marketing	5	5

6	Marketing Insights and Consumer Behavior, Customer Relationship Management	5	5
7	Organizing seminar on specific topic: Teachers may involve to conduct the same.	1	20

Course design Trimester: 4

Question paper: 4

Total marks: 50 (Theory- 30, Practical-20)

IV. Accountancy and Financial Management (AFM) Accounting and financial management play an existential role in the management of any business. The Role of Accounting in the Business.” *Boundless*. [Financial management](#) is very important or significant because it is related to [funds](#) of [company](#). Financial management guides to finance manager to make optimum position of funds.

- [Financial accounting](#) generates some of the key documents, including [profit](#) and loss [account](#) showing the method of business traded for a specific period and the [balance sheet](#) which provides a statement showing mode of trade in business for a specific period.
- Without these financial documents it would be impossible to run the business or to make decisions regarding the business.
- The accounting process consists of measuring and summarizing business activities, interpreting financial information, and communicating the results to [management](#) and other decision [makers](#).

Course Code:	Course Title: Accountancy and Financial Management (AFM)		Marks
Unit	Syllabus	Number of sessions	Theory= 30 Practical=20
1	Accountancy and Financial management: Meaning and concept, Basic accounting; Managerial accounting & control	5	5
2.	Strategic Financial Management	5	5

3	Financial Institutions and Markets	5	5
4.	Financial Risk Management	5	5
5	Taxation and Tax Planning	5	5
6	Retail Banking	5	5
7	Sessions on Assignment	1	20
	I. Action Plan preparation: At the end of the 4 th trimester the students prepare action plan report which will be present in front of expert committee: II. Committee may constitute members from Banks/ financial institution, line departments, entrepreneurship development and management institutions.		

Seminar: Designing and organizing seminar by the students at the end of the 3rd Trimester. Subject may consider the following topics. Teachers may guide them.

- I. Agri-business
- II. Automobiles and Ancillaries
- III. Communication and Media
- IV. Design and Fashion
- V. Education and Training
- VI. Electricals and Electronics
- VII. Mechanical Engineering
- VIII. Entertainment
- IX. Environment and Green Business
- X. Food Processing
- XI. Healthcare and Life sciences
- XII. Information Technology Enabled Services

- XIII. Logistics and Supply Chain
- XIV. Plastics and Chemicals
- XV. Textiles and Garments
- XVI. Tourism and Hospitality

Specializations:

The unique feature of PGD E&FBM course at CAV Business School is its dual dimensional specializations. Entrepreneurs/ Entrepreneurial Managers need to address various issues concerning higher productivity, greater efficiency and effectiveness of new/family business organizations and for that they must be well equipped with competencies in different functional areas. To provide these inputs, PGDM-BE course is designed to offer the option to do dual electives which, would besides imparting knowledge on creating and managing business, would enhance the knowledge in functional areas

Instructions for Examiner:

There are four trimester in the course. In each trimester there will be one question paper with 50 marks (Theory=30 + Practical 20) question paper shall be divided in three sections.

Section ‘A’ shall comprise of six short answer type questions from each trimester paper carrying one marks each, which shall be compulsory. Answer to each question should not exceed 20 words normally.

- **Section ‘B’** shall comprise 12 questions in all trimester (1 question from each unit). The students will be required to attempt six questions. All questions will carry equal marks
- **Section ‘C’** Practical – 20 marks in each trimester

Required academic calendar:

Book Recommended:

1. Entrepreneurship Theory and Practice- Dr..D.D.Mali & J.C.Kalita
2. Entrepreneurship Development- (HS) Dr.D.D Mali & J.C.Kalita
3. Entrepreneurial development & management by Vasant Desai