

SHRI VISHWAKARMA SKILL UNIVERSITY
(Enacted by the Act 25 of 2016, State of Haryana)
DUDHOLA, PALWAL



M. Voc. Management (Entrepreneurship)
NSQF Level 9
Batch 2021-2023 and Onwards

M. Voc. Management (Entrepreneurship) Scheme and Syllabus - For Academic Session 2021 and Onwards

Scheme (Semester I)

SEMESTER-I														
Subject Code	Subjects	Credits			Hours			Theory Marks			Practical Marks			Total
		To	Th	P/Tu	Th	P/Tu	To	I	E	To	I	E	To	
MENT-801	Introduction to Entrepreneurship	3	3	0	45	0	45	30	70	100				100
MENT-802	Design Thinking	3	3	0	45	0	45	30	70	100				100
MENT-803	Seminar Training Report-I	6	0	6	0	180	180				70	30	100	100
AEC-803	Com Viva	2	0	2	0	0	0				50	50	100	100
Skill Enhancement Component		14	6	8	90	180	270	60	140	200	120	80	200	400
MENT-804	Start-UP Ecosystem and Regulation	4	4	0	60	0	60	30	70	100				100
MENT-805	Accounting and Financial Management	4	4	0	60	0	60	30	70	100				100
MGM801	Fundamentals of Management and Organizational Behaviour	4	3	1 (Tu)	45	30	75	30	70	100				100
MENT-806	Project Finance-1	4	4	0	60	0	60	30	70	100				100
General Education Component		16	15	1	225	30	255	120	280	400				400
Total		30	21	9	315	210	525	180	420	600	120	80	200	800

Syllabus (Semester I)

SEMESTER-I

INTRODUCTION TO ENTREPRENEURSHIP

Course Code: MENT-801

Marks: 100 (30I + 70E)

Credits: 03 (3-0-0)

Objectives:

To familiarize the students with the prerequisites to become an entrepreneur and start a business enterprise.

Learning Outcomes:

1. Identify the social and economic impact of entrepreneurs to society
2. Identify opportunities to create value for others and record them in a journal.
3. Differentiate between formal and informal institutions and explain how each affect entrepreneurs
4. Explain the importance of customer segmentation to creating a value proposition

Unit I (LO 1)

Fundamentals of Entrepreneurship: Meaning and Definitions of Entrepreneur, Entrepreneurship and Entrepreneurship Development, Theories of Entrepreneurship, Evolution of Entrepreneurship in India, Role of Entrepreneurship in Indian Economy, Factors Influencing Entrepreneurship Development, Problems in Entrepreneurship Development in India

Unit II (LO 1, 2)

Entrepreneur: Entrepreneurial Characteristics, Entrepreneurial Competencies, Entrepreneurial Motivation, Entrepreneurial Mobility, Concept of Intrapreneur, Difference between Entrepreneur and Intrapreneur, Difference between Entrepreneur and Manager

Unit III (LO 3, 4)

Entrepreneurship Development Programmes (EDPs): EDP: Its Meaning, Need, and Objectives; EDPs in India in Historical Perspective; Course Contents and Curriculum of EDPs; Phases of EDPs; Evaluation of EDPs; Problems of EDPs

Unit IV (LO 2, 4)

Start Up: Definition of Small Enterprise, Rationale behind Developing Small Enterprises, Ownership Forms, Project Identification and Selection, Preparation of Business Plan / Project, Project Appraisal

Unit V (LO 3)

Institutional Support: Institutional Finance to Entrepreneurs, Lease Financing and Hire-Purchase, Institutional Support to Entrepreneurs, Taxation Benefits to Small-Scale Enterprises, Government Policy for Small-Scale Enterprises

Suggested Readings

1. Marc Dollinger: *Entrepreneurship: Strategies and Resources*, Pearson Education, Noida, (Lt Ed.)
2. Robert D. Hisrich and Michael P. Peters: *Entrepreneurship*, Tata McGraw-Hill Publishing, (Lt Ed.)

3. D. F. Kuratko and T. V. Rao: *Entrepreneurship: A South-Asian Perspective*, Cengage Learning, Delhi, (Lt Ed.)
4. Thomas W. Zimmerer and Norman M. Scarborough: *Essentials of Entrepreneurship and Small Business Management*, PHI Learning, Delhi, (Lt Ed.)
5. Rajeev Roy: *Entrepreneurship*, Oxford University Press, New Delhi, (Lt Ed.)
6. S. S. Khanka: *Entrepreneurial Development*, S. Chand & Company Pvt. Ltd., New Delhi, (Lt Ed.).

DESIGN THINKING

Course Code: MENT-802

Marks: 100 (30I + 70E)

Credits: 03 (3-0-0)

Objectives

1. To familiarize students with design thinking concepts and principles
2. To ensure students can practice the methods, processes and tools of design thinking.
3. To ensure students can apply the design thinking approach and have ability to model real world situations.
4. To enable students to analyse primary and secondary research in the introduction to design thinking

Learning Outcomes:

1. Examine Design Thinking concepts and principles
2. Practice the methods, processes, and tools of Design Thinking
3. Apply the Design Thinking approach and model to real world situations
4. Analyze the role of primary and secondary research in the discovery stage of Design Thinking

Unit I (LO 1)

Design Thinking and Process: Introduction to key concepts, terminology and structure. n introduces ways to clarify the scope of a project and its intent, questions to explore, target stakeholders, and establishes the importance of pictures and storytelling in the overall process.

Unit II (LO 2, 3)

Establishing Design Criteria and Brainstorming: Develop a succinct expression of the ideal end state of a project, and deliberately generate many fresh alternatives to the status quo. observe users in their “natural habitat” and efficiently extract useful patterns from collected data.

Unit III (LO 2, 3)

Concept Development and The Napkin Pitch: How to choose the best ideas, assemble them into detailed solutions, and rationally evaluate them, as well introduce a simple, consistent format for summarizing and communicating new concepts.

Unit VI (LO 2, 3, 4)

Assumptions Testing and Prototyping: Introduces a tool for surfacing key assumptions underlying the attractiveness of a new concept and using data to assess the likelihood that they are true, as well as ways to create visual manifestations of concepts

Unit V (LO 3, 4)

Co-Creation, Learning Launches: Ways to engage stakeholders in the development of new concepts, conduct experiments in the world quickly and inexpensively, and lead innovation in organizations.

Suggested Readings

1. Design Thinking: Get a Quick Overview of the History (Interaction Design Foundation, December (Lt Ed.); <https://www.interaction-design.org/literature/article/designthinking-get-a-quick-overview-of-the-history>)
2. instructional videos associated with the book Back of the Napkin (Dan Roam); <http://www.danroam.com/the-back-of-the-napkin/>
3. Making Compassionate Decisions: The Role of Empathy in Decision Making (Farnam Street); [https://www.fs.blog/\(Lt Ed.\)/12/against-empathy/](https://www.fs.blog/(Lt%20Ed.)/12/against-empathy/)
4. The Science of Decision-Making: 5 Surprising Ways We Make Life Choices (Medical Daily, (Lt Ed.)); <http://www.medicaldaily.com/science-decision-making-5-surprising-ways-we-make-life-choices-337546>
5. Better Brainstorming (Harvard Business Review, (Lt Ed.)); <https://hbr.org/2018/03/better-brainstorming>

SEMINAR TRAINING REPORT-I

Course Code: MENT-803

**Marks: 100 (70I + 30E)
Credits: 06 (0-0-6)**

The training report will be submitted by the student. A one-week training will be provided to the students by department and the students will submit the report and will make presentation for the same. The evaluation will be done by both internal and external examiners.

COM VIVA

Course Code: AEC-803

**Marks: 100 (50I + 50E)
Credits: 02 (0-0-2)**

An external and internal evaluation will be done in oral format for the candidates by internal and external examiner.

START-UP ECOSYSTEM AND REGULATION

Course Code: MENT-804

**Marks: 100 (30I + 70E)
Credits: 04 (4-0-0)**

Objectives

To make the students learn about legal aspects of business and Startups Eco-system and familiar with all the instruments of business regulation

Learning Outcome:

1. Be able to identify and understand the interdependent network of complex startup ecosystems

2. Use this knowledge to assess the health and evaluate the future potential of specific city and regional ecosystems and evaluate the legal and financial viability of the project
3. Leverage key relationships and super-connectors in your key markets to accelerate your career and company success
4. Become an active and influential member of your ecosystems and enable other professionals to realise their goals

Unit I (LO 1, 2)

Lifecycle of a startup: Startup growth stages: Concept/Idea stage, Pre-seed/validation, Seed/early stage, Growth stage/Scaling stage, Maturity/Exit/IPO/M&A stage; Types of funding - Seed stage, Stages of funding - Seed funding/Series A/B/C/D/E; Type of investors - Angels, VC's, Family offices, corporates

Unit II (LO 2, 3)

Central Govt. support for startups: Schemes and functions of Directorate of Industries, District Industries Centers (DICs), Industrial Development Corporation (IDC), State Financial Corporation (SFCs), Small Scale Industries Development Corporations (SSIDCs). Khadi and Village Industries Commission (KVIC), Technical Consultancy Organization (TCO), Small Industries Service Institute (SISI), National Small Industries Corporation (NSIC), Small Industries Development Bank of India (SIDBI). Recent Initiatives from MUDRA

Unit III (LO 2, 3)

State Govt. support for startups: Haryana State Govt. Initiative, Haryana Skill development mission, Startups Policy, Venture Funding - Haryana Startup fund, Existing schemes in place – Saksham Yuva, Pradhan Mantri Kausal Vikas Yojna etc; state govt. department for startups support, startups registration

Unit IV (LO 2, 3)

Introduction to Law and Company Law: Meaning of Law and its Significance; Relevance of Law to Modern Civilized Society; Sources of Law; Legal Terminology and Maxims; Understanding Citation of Cases – Meaning and Nature of Company; Promotion and Incorporation of a Company; Familiarization with the Concept of Board of Directors, Shareholders and Company Meetings; Company Secretary; E-Governance

Unit V (LO 2, 4)

Elements of Law relating to Contract and GST: Contract - Meaning; Essentials of a Valid Contract; Nature and Performance of Contract; Termination and Discharge of Contract; Indemnity and Guarantee; Bailment and Pledge; Law of Agency. GST – Types – SGST, CGST, IGST – Rates- Procedures. GST counsel and its functions.

Suggested Readings

1. Kapoor, N.D: Elements of Mercantile Law, Sultan Chand & Sons, New Delhi, (Lt Ed.)
2. Tulsian, P.C: Business Law, Tata McGraw Hill Publications, New Delhi, (Lt Ed.)
3. Saravanavel and Sumati: Legal Systems in Business, Himalaya Publications, Bengaluru, (Lt Ed.)
4. M.C. Kuchhal Mercantile Law: Vikas Publishing House, New Delhi (Lt Ed.).
5. D. Chandra Bose: Business Laws; PHI Learning Pvt. Ltd. (Lt Ed.)
6. Sen & Mitra: Commercial Law; The World Press Pvt. Ltd., Calcutta.

ACCOUNTING AND FINANCIAL MANAGEMENT

Course code: MENT-805

Marks: 100 (30I + 70E)

Credits: 04 (4-0-0)

Objectives

To help the students in developing skills related to basic principles, tools and techniques of accounting & financial management.

Learning Outcomes:

1. Understand the meaning of Accounting.
2. Explain the Accounting Principles and Concepts.
3. Know the Process of Accounting.
4. Understand and explain the process of Accounting.

Unit I (LO 1)

Concept of Accounting & Financial: Scope and Objectives of Finance, Functions of Financial Management, Accounting process and principles, cost and management accounting, Relationship of Management Accounting with Other Branches.

Unit II (LO 2, 3)

Concept and Principles of Capital Structure: Leverage Analysis – Operating, Financial and Combined Leverage and its Implications, Long-term Sources of Fund: Equity Share, Preference Shares, Debentures, Bonds, Warrants, Venture Capital and Ploughing Back of Profits. Short-term Sources of Funds: Commercial Paper, Certificate of Deposit, Treasury Bills.

Unit III (LO 3, 4)

Financial Markets: Nature and Significance of Primary and Secondary Markets, Objectives and Functions. Indices of BSE, NSE. Financial Institutions: Nature, Types and Functions, Investment Bank, Investment Companies, Commercial Banks.

Unit IV (LO 4)

Time Value of Money: Risk and Return Analysis, Concept and Significance of Cost of Capital and its Computation, Concept and Significance of Capital Budgeting, Appraisal Techniques for Risk Free Projects.

Unit V (LO 3, 4)

Working Capital Management: Meaning, Significance and Factors Influencing the Level of working Capital Management, Management of Cash, Receivables and Inventory, Credit Management, Working Capital Financing.

Suggested Readings

1. V. Horne: Fundamentals of Financial Management, Pearson Education, New Delhi, (Lt Ed.)
2. E. F. Brigham and J. F. Houston: *Fundamentals of Financial Management*, Thomson, USA, (Lt Ed.)
3. E. F. Brigham: *Financial Management: Theory and Practice*, Cengage Publication, Delhi, (Lt Ed.)
4. V. K. Bhalla: *Financial Management*, Anmol Publications, New Delhi, (Lt Ed.).
5. P. Chandra: *Financial Management*, Mc-Graw Hill Publishing Company Pvt. Ltd., New Delhi, (Lt Ed.)
6. I. M. Pandey: *Financial Management*, Vikas Publishing House, New Delhi, (Lt Ed.)

FUNDAMENTALS OF MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR

Course No. MGM801

Marks: 100 (30I+70E)

Credits: 04 (3-1-0)

Course Objectives:

The objective of the course is to help students develop an understanding of the basic management concepts and behavioral processes in organizations which are important for them to adapt to the changing corporate environment.

Learning Outcomes:

L01: Understanding the concept of organizational behavior and developing an understanding of managerial functions, skills and roles.

L02: Understanding the various organization structures and their usefulness

L03: Strengthening the foundations of individual behavior with an understanding of human personality, perception, learning and emotions.

L04: Understanding the basic process of interpersonal relationship and the behavioral approach to Managerial decision-making.

L05: Understanding how managers can use the models to enhance motivational levels of employees.

L06: Develop an understanding of leadership and teams building in organizations.

Unit	Topic
I L01	Basics of Management: Concept, nature, process and significance of management; Managerial levels, skills, functions and roles (with special reference to BFSI); Management Vs. Administration; Contingency Management theories by - F. W. Taylor, Henry Fayol and Elton Mayo.
II L01 L02	Managerial Skill and Functions: Level of Management- Functions of Management; Centralization - Decentralization; Managerial Planning; Organising and Organization structures - Line & Staff - functions, Leading and Staffing; Controlling - Definition, Nature, Importance, Steps, Techniques
III L03 L04	Organisation Behaviour: Definition, Scope, Importance, Concepts of Organisation Behaviour; Values, Attitude and Perception; Perceptual Process, Social perception (stereotyping and halo effect).
IV L04 L05	Motivation- Definition, Theories of motivation, Mc Gregor, A.H. Maslow, Herzberg; Learning- Meaning & Theories.
V L05 L06	Leadership & Team Building -Definition, Importance, qualities of leaders, types of leaders; Success stories of today's Global and Indian leaders ; Interpersonal and Group Dynamics; Team Building; Personality- Attributes of personality, Type, Ego state, Johari window.

Books Recommended

Text Books

1. Management by Stomen and Jane
2. Organisational behaviour by Stephen Robbins

Reference Books

1. Principles and Practices of management by Shejwalkar (Lt Ed.).
2. Essential of management by Koontz H and Weitrich(Lt Ed.).
3. Principles and Practices of Management by T. N. Chabra (Lt Ed.).
4. Organisational behaviour by Keith & Davis (Lt Ed.).
5. Organisational behaviour by Fred and Luthans (Lt Ed.).
6. Organisational behaviour by K. Ashwatthapa (Lt Ed.).

Web Links

<https://www.swayamprabha.gov.in/index.php/program/archive/16>
<https://www.swayamprabha.gov.in/index.php/program/archive/5>
<http://cec.nic.in/E-Content/Pages/default.aspx>

PROJECT FINANCE-I

Course Code: MENT-806

Marks: 100 (30I+70E)

Credits: 04 (4-0-0)

Course Objectives:

The purpose of the course is to understand what project finance is, its necessary elements, why it is used, how it is used. The course will teach the fundamentals of Project Finance.

Learning Outcomes

- Able to implement the application of capital budgeting for projects
- Know how to analyse the market and technical feasibilities for projects
- Create the structure for a basic project financing.
- Apply the network techniques for project management in the modern business environment

Unit	Contents
I LO1	Capital Investment: Overview, Importance, Difficulties and types. Phase of capital budgeting, Level of decision making, Analysis, Key Issue in major Investment Decision, Objective of capital budgeting, Strategy and resource allocation: concept of strategy , Grand strategy, Diversification Debate, portfolio strategy, Business level strategy, strategy planning and capital budgeting Generation and screening of the project
II LO2	Market and Demand Analysis: Situational Analysis and specification of objectives, collection of secondary information, market survey, characterisation of market , Demand forecasting, Technical Analysis
III LO3	Financing of the project: Capital Structure, Menu of financing, Internal Accruals, equity capital, preference capital, Debenture(Bonds), Method of offering, Term Loan, Working capital Advancement, Miscellaneous source, Raising venture capital, Raising capital in international market, Project financing structure, Financial Closure, Credit Risk Rating.

IV L04	Project Management: Form, Planning, Control, Analysis of project Risk, Network Technique of project Management(PERT & CPM)
V L01-4	Case Studies

Recommended Books

Text Book

- Prasanna Chandra (Lt Ed.). Project Preparation Appraisal Budgeting and Implementation (7th ed.). New Delhi. Tata McGraw Hill.

Reference books

- Machiraju, H.R. (Lt Ed.). Introduction to Project Finance, New Delhi. Vikas Publishing House.
- Khan M.Y. (Latest Edition). Indian Financial System, McGraw Hill Education
- Rao.P.C.K (Lt Ed.). Project Management and control. New Delhi. Sultan Chand & Sons.
- Vasanth Desai (Lt Ed.). Project Management. New Delhi. Himalaya Publishing House