

Semester 3

1. CSR Projects & Programmes :(CC of 6 credits)

CSR Perspective in Indian Context -CSR: An Overview; CSR Policy & Rules related Guidelines; Companies Act, 2013; Difference between Not for Profit and Society registration and its implications

Thematic Areas for CSR Projects I- Improving Quality of Life; Poverty Alleviation; Livelihood and Employment Generation; Education and Skill Development

Thematic Areas for CSR Projects II- Environment Protection and Biodiversity Conservation; Access to Quality Health Services & Sanitation; Empowerment of Women and Gender Equality; Technology Incubation, Promotion of sports; Sustainable Urban and Rural Communities

CSR Programme Planning- CSR Programme Planning; Stakeholders Engagement and Participation; Use of Participatory Methods; Creating Local Bodies and Self Help Groups

Formulation and Management of CSR Programmes- CSR Project Formulation; CSR Project Appraisal; CSR Project Management; Corporate Foundations

Monitoring and Evaluation of CSR Programmes- Monitoring of CSR Projects; Social Audit; CSR Audit; Evaluation of CSR Projects – Impact Assessment and Social Cost Analysis; Case Studies

2. BCOC-132 Business Organization and Management: (CC of 6 credit)*

Link of SLM: <https://egyankosh.ac.in/handle/123456789/53124>

Business Enterprises - Forms of Business Organization-I; Forms of Business Organization-II; Public Enterprises; International Business: Multinational Corporation

Management, Organisation and Control - Planning and Decision Making; Organizing; Departmentation and Forms of Authority Relationships; Delegation of Authority and Decentralization Control

Communication, Motivation and Leadership - Communication and Coordination; Motivation;

Leadership; Team Building **Functional Areas of Management** -Marketing Management; Financial Management; Human Resource Management

3. BCOC- 133 Business Law: (CC of 6 Credits)*

Link of SLM: <https://egyankosh.ac.in/handle/123456789/56324>

General Law of contract-I - Essentials of a Contract; Offer and Acceptance; Capacity of Parties; Free Consent

General Law of contract II - Consideration and Legality of Object; Void agreements and contingent contracts; Performance and Discharge; Remedies for Breach and Quasi contracts

Specific contracts -Indemnity and Guarantee; Bailment and Pledge; Contract of Agency

Partnership - Definition and Registration of Partnership; Rights Duties and Liabilities of Partners; Dissolution of Partnership Firm; Limited Liability Partnership

Sale of goods- Nature of Contract of Sale; Conditions and Warranties; Transfer of Ownership and Delivery; Rights of an unpaid seller

Negotiable instruments act - Negotiable Instruments and its Parties; Promissory Note; bill of exchange and Cheque; Negotiation, Presentment and Discharge

4. BPCS - 186 Managing Stress : (SEC of 4 credits)

https://egyankosh.ac.in/handle/123456789/72255

Introduction to Stress – Stress: An Introduction; Models of Stress; Factors Contributing to Stress Proneness; Effect of Stress.

Stress Management- Coping with Stress; Stress Management Techniques I; Stress Management Techniques II; Stress Management Technique II

Semester 4

1. IPR FOR MSME'S AND STARTUPS: (CC of 6 credits)

FOUNDATION OF IPR- General Overview of IPRs; History and Evolution of IPR; Copyright And-Related Rights

PATENTS, FILING & COMMERCIALIZATION-Patent- Overview & Particulars (do's & don't; eligibility, rights); Patents Information & Search; Procedure for Obtaining a Patent in India; Commercialization of patenting

INDUSTRIAL DESIGNS- Scope of Industrial Design Protection; Registration of the Design; Rights of Registered Designs; Infringement and Remedies; HEGG Agreement; positive & negative lists

TRADEMARKS- Trademarks and Service Marks – An Introduction; Trademark Protection in India Assignment and Licensing of Trademark; Trademarks / Service Marks - Remedies and Infringement

BASICS OF COPYRIGHT- Scope of Copyright; Different Rights; Ownership and Duration; Exceptions and Limitations

DOMAIN NAMES, TRADE SECRETS & MANAGEMENT OF IPR- Internet and Domain Names; Trade Secret –Concept and Modes of Protection (TCE); Approaches for Intellectual property management; Valuation of intellectual property; Global Patenting

2. BCOE 141- Principals of Marketing : (CC of 6 credits)

Link of SLM: <https://egyankosh.ac.in/handle/123456789/78907>

BASIC CONCEPTS OF MARKETING- Nature and Scope of Marketing; Marketing Environment; Markets and Market Segmentation; Consumer Behaviour

PRODUCT- Product Concepts and Classification; New Product Development and Product Life Cycle; Branding and Packaging

PRICING- Objectives and Methods; Discounts and Allowances; Regulation of Prices

DISTRIBUTION- Channels of Distribution I; Channels of Distribution II; Physical Distribution

PROMOTION - Promotion Mix; Personal Selling and Sales Promotion; Advertising and Publicity

SERVICES MARKETING AND EMERGING ISSUES- Services Marketing; Rural Marketing; Emerging Issues in Marketing- I; Emerging Issues in Marketing- II

3. ECO- 13 Business Environment: (SEC of 4 Credits)*

Link of SLM: <https://egyankosh.ac.in/handle/123456789/15187>

Introduction to Business Environment- Nature and Dimensions of Business Environment; Economic Environment: An Overview; Social and Cultural Environment

Business and Government- Structure of Indian Economy; Role of Government in Business; Macro Economic Policies; Consumer Protection

Economic Policy and Framework- Industrial Policy; Industrial Sickness; Industrial Relations; Small Scale Sector

External Sector And Economic Reforms- Foreign Investment and MNCs; Balance of Payments and EXIM Policy; International Trade Relations; New Economic Policy; India's Foreign Trade

4. Project: (Generic 6 Credits) Please refer to Project manual

Semester 5

1. MSMEs and Rural India: (CC of 6 credits)

Rural Resources- Identifying Local Needs, Identifying Local Resources, Tapping the Local Potential, Employment Generation

Rural Traditional Skills -Identifying Traditional Culture, Understanding the Market, Types of rural enterprises, Commercialization of product

Rural Ecosystem and Schemes-Panchayati Raj, Socio-cultural Issues, Exploring the rural market, Government Schemes

Technology Advancements- Understanding the need for Technology, Technology transfer to rural areas, Innovation in traditional market, Networking and Advertising the product

2. Institutional Support to MSMEs*: (DSE of 6 credits)

INSTITUTIONAL SUPPORT MECHANISM –I: MSME Act 2006; Introduction to Institutions (National, State & District Level); Facilities and Incentives by National Level Agencies; Facilities and Incentives by State Level Agencies; Facilities and Incentives by District Level Agencies

INSTITUTIONAL SUPPORT MECHANISM –II: Testing Laboratories; Product and Process Development Centers; National Institute of Entrepreneurship and small business development (NISEBUD); Entrepreneurship Development Institute of India (EDII); National Institute of Micro Small & Medium Enterprises (NI-MSME)

INSTITUTIONAL SUPPORT SCHEMES –I: Role of RBI, RBI Guidelines to commercial banks; Lending by Commercial and Development Banks; Equity Fund Scheme; Credit Guarantee Trust Fund Scheme (CGT); SIDBI Make in India Soft Loan; Fund for Micro Small & Medium Enterprises (SMILE); TIFAC-SRIJAN Scheme

INSTITUTIONAL SUPPORT SCHEMES –II: Interest Subsidy Eligibility (ISEC), Seed/Margin Money; Differential rate of interest (DRI), Refinance Scheme, Composite Loan Scheme, Single Window Scheme, National Equity Fund Scheme, Bills Rediscounting Scheme, Prime Minister Employment Generation Programme (PMEGP), Credit Linked Capital Subsidy for Technology Up gradation (CLCSS); A Scheme for promotion of Innovation, Rural Industries and Entrepreneurship - ASPIRE

MARKETING & RESEARCH- Marketing Assistance; Research Development and Training Facilities; Export Assistance to MSMEs, Technology Up gradation, Assistance to Ancillary Industries; Incentives for MSMEs in Backward Area

3. Documentation for MSMEs : (DSE of 6 credits)

MSME's AND ECONOMIC DEVELOPMENT- Role of MSME's in economy; MSME's in India (scenario); Launch/ Setting up of MSME's; Challenges for MSME

MSME REGISTRATION IN INDIA- Registration Procedure; Manufacturing sector- Documents required; Service sector- Documents required; Benefits to MSME's

MSME's- COMPLIANCE UNDER COMPANIES ACT 2013- Legal compliances; Administrative compliance

MSME- CROSS BORDER OPERATIONS AND DOCUMENTATION- International Business Environment (PESTL Analysis, SWOT, BCG Analysis etc); Entry modes/ approaches: EPRG Framework (Ethnocentric, Polycentric, Regiocentric, Geocentric); Export Documentation and Procedures I: (Inco terms FOB, C&F, C I F, and DDP); FEMA (Role of R B I) & role of EDF; Export Documentation and Procedures –II: (Packaging & Packing, Labeling, and Environment Regulation); Export Credit Guarantee Corporation (ECGC) Payment Assurance

TERMS OF PAYMENT AND EXPORT FINANCE-Terms of Payments in Foreign Trade (Advance Payment, D/A, D/P, Consignment basis, Letter of Credit (L/C); Custom Clearance, Air Way Bill, Bill of Lading (B/L), Shipping Bill; Export Documentation: Documents for Custom; Documents for Bank for Payment; Documents for Buyer; Documents for claiming Govt. Benefits.

4. BPAS-184 Logistics Management : (SEC of 4 Credits)

Link of SLM: <https://egyankosh.ac.in/handle/123456789/72269>

Introduction to Logistics Management- Logistics: Concept, Principles and Form; Logistics Management: Conceptual Framework, Scope and Importance; Logistics and Supply Chain Management- Inter-relationship; Logistics Management Cycle

Logistics Management: Components- Procurement of Material and Inventory Control; Material Handling and Packaging; Transportation, Warehousing and Storage; Information Monitoring; Logistics Information System

Logistics Management: Emerging Trends - Customer Satisfaction; Green Logistics; Outsourcing Logistics Management: Issues; Effective Logistics Management: Challenges

Semester 6

1. Traditional & Rural Enterprise: (DSE of 6 credits)

Traditional Handicrafts Scope of traditional handicrafts, Innovation in traditional crafts, Use of social media for advertising of Products

Farm based Enterprises Organic Farming and Floriculture, Innovations in agriculture enterprises (Agribusiness)

Animal Husbandry based Enterprises Dairy and Poultry businesses, Schemes for promoting Entrepreneurship in Livestock Sector, Sericulture Enterprises, Allied services

Environment related enterprises Eco-friendly enterprises, Recycling of bio-products, Renewable energy enterprises, waste management avenues

2. Entrepreneurial Sectors: (DSE 6 credits)

MSMEs in Semi-urban Areas, Understanding the regional needs, Areas of entrepreneurship, Resource Identification, Market Analysis

Textile and Retail Studying local needs, Resource Identification and Utilization, Strengthening local artisans, Social networking

Energy and Environment sector Introduction to Energy sector, Exploring Renewable Energy sector, Non-renewable sector employment opportunities, Green buildings and latest trends

Tourism and Food sector Introduction to Tourism Industry, Micro level enterprises in tourism and food sector, Small and Medium enterprises in tourism and food sector

3. BCOS- 184 E-commerce: (SEC of 4 Credits)*

Link of SLM: <https://egyankosh.ac.in/handle/123456789/72073>

Basics of Ecommerce- Introduction to E-commerce; Commerce Business Models; Technology used in E-Commerce; Electronic Governance **E-Payments system** - E-Payments; Banking

Website Development & Hosting - Website Development; Electronic Commerce Software; Web Server Hardware and Software **Cyber Security & IT Act-** Cyber Security; Cyber Security Measures; IT Act 2000 **Online Portal & Application-** E-Tailing; E-Services; App Based Commerce

OR

BCOS -183 Computer Application in Business: (CC of 4 credits)*

Link of SLM: <https://egyankosh.ac.in/handle/123456789/66996>

Fundamentals of Computers- Introduction to Computer; Application of Computers; Web Applications; Basics of Computer Software

Data Handling- Business Information System; IT Security Measures in Business; Internet Services and E-mail Configuration; Plastic Money, E-Wallet and Online Pay

Word Processing- Basics of Word Processing; Working with Word Processing; Advanced Tools Using Word Processing; Creating Business Documentation

PowerPoint Presentation and Multimedia- Working with PowerPoint; Multimedia, Video-Making and You Tube; Creating Business Presentation

Spreadsheets and Business Applications- Spreadsheets Concept; Formulas and Functions; Graphical Presentations of Data; Advanced Options in Spreadsheets; Creating Business Spreadsheets

4. Human Resource Management and Industrial Relations In MSMEs: **(Generic of 6 credits)**

Human Resource Management in MSMEs Concept of HRM, HRM functions, Compensation Management, HRM in MSMEs

Human Resource Development in MSMEs HRD concept, Training and Development in MSMEs, Employee Skill Development Programmes in MSMEs, Case studies and best practices

Industrial Relations in MSMEs Concept of Industrial relations, Trade Unions, Participative forums, Grievance handling and Discipline Management

Labor Acts and Regulations for MSMEs The Code on Wages, 2019, The Industrial Relations Code, 2020, The Code on Social Security, 2020, The Occupational Safety, Health and Working Conditions Code, 2020

