

## Syllabus for Global Options

GO-101      Soft Skills

### Objective:

The basic objective of the course is to impart soft skills that are essential for an entrepreneur.

### Course Contents:

Communication Skills – Basic Model of the Process of Communication,

Emerging Channels for Communication - Social Networking, Electronic Channels for Communication,

Interpersonal Skills; Creativity and Problem Solving; Knowing the Self; Time Management; Negotiation

### Suggested Readings:

1. Bovee and Thill, *Business Communication Essentials*, Pearson Education Asia, New Delhi, Latest Edition
2. Murphy, *Essence of Business Communication*, Tata McGraw-Hill, New Delhi
3. Michael C. Donaldson and David Frohnmayer (2007), *Negotiating for Dummies*, Sage Publication
4. Asha Kaul, *Business Communication*, PHI Learning Pvt Ltd
5. Debasish and Das, *Business Communication*, PHI Learning Pvt Ltd
6. Raman and Singh, *Business Communication*, Oxford University Press, New Delhi
7. Anderson, *Critical Reasoning, Academic Writing and Presentation Skills*, Pearson Education Asia, New Delhi

## GO-102 Entrepreneurship Development

Entrepreneurial Trait; Role and Importance of Entrepreneurship in Economic Growth;

Entrepreneurial Motivation – Need for Achievement (n-Ach); Innovation and Entrepreneurship, Search for Business Ideas – Sources of Ideas, Idea Processing; Preparation of Feasibility Report

Small Business Management which includes Financial Management, Personnel Management, Marketing Management, Total Quality Management.

Business Ethics

### Suggested Readings:

1. Mohanty, *Fundamentals of Entrepreneurship*, PHI Learning Private Limited, New Delhi, Latest Edition
2. Baporikar, Neeta, *Entrepreneurship Development & Project Management*, Himalaya Publishing House, New Delhi
3. Raichaudhuri, *Managing New Venture: Concepts and Cases on Entrepreneurship*, PHI Learning Private Limited, New Delhi, Latest Edition
4. Barringer, *Entrepreneurship*, Pearson Education Asia, New Delhi, Latest Edition
5. Charrantimath, *Entrepreneurship Development and Small Business Enterprise*, Pearson Education Asia, New Delhi, Latest Edition
6. Kurakto, *New Venture Management: The Entrepreneur's Roadmap*, Pearson Education Asia, New Delhi, Latest Edition
7. Bedi, Kanishka, *Quality Management*, Oxford University Press, New Delhi
8. Bedi, Kanishka, *Management and Entrepreneurship*, Oxford University Press, New Delhi
9. Hattangadi, Vidya, *Entrepreneurship: Need of the Hour*, Himalaya Publishing House, New Delhi

### **GO-103 Strategies for Micro Small & Medium Scale Enterprises**

Basic building blocks of Strategic Management- Vision, Mission, Objectives; Strategic Planning Process;

External Environmental Analysis – Government Policies towards MSMEs, Legal Framework governing MSMEs;

Internal Analysis, SWOT Analysis; Competitive Advantage;

Networking and Strategic Alliance – Cluster Development; Venture Capital Financing, Franchising, Business Strategies – Porter's Generic Strategies; Functional Strategies; Strategies during the Life-Cycle of MSMEs;

Strategy Implementation for MSMEs

#### **Suggested Readings:**

1. Roy, Rajeev, *Entrepreneurship*, Oxford University Press, New Delhi
2. Strickland and Thompson, *Crafting and Executing Strategy* Tata McGraw-Hill, New Delhi
3. Jain, P.C., *Handbook for New Entrepreneurs*, Oxford University Press, New Delhi
4. Baporikar, Neeta, *Entrepreneurship Development & Project Management*, Himalaya Publishing House, New Delhi

## **GO-104 Financing Micro Small and Medium Scale Enterprises**

Financial Analysis – Cost of Finance, Means of Finance, Working Capital Requirement and its Financing, Profitability Projections, Break-Even Point

Capital Budgeting and Cost of Capital - Tools/ Techniques for Project Evaluation

Taxation for MSMEs

Venture Capital, Micro-Finance; Institutional Framework for MSMEs

### **Suggested Readings:**

1. Gomez, *Financial Markets, Institutions and Financial Services*, PHI Learning Private Limited, New Delhi, Latest Edition
2. Pandey, *Venture Capital: The Indian Experience*, PHI Learning Private Limited, New Delhi, Latest Edition
3. Adelman, *Entrepreneurial Finance*, Pearson Education Asia, New Delhi, Latest Edition
4. Pathak, *The Indian Financial System*, Pearson Education Asia, New Delhi, Latest Edition
5. Desai, Vasant, *The Indian financial System and Development: Innovating Success*, Himalaya Publishing House, New Delhi
6. Hattangadi, Vidya, *Entrepreneurship: Need of the Hour*, Himalaya Publishing House, New Delhi