

**CENTRAL UNIVERSITY OF HIMACHAL PRADESH**  
[ESTABLISHED UNDER THE CENTRAL UNIVERSITIES ACT 2009]  
PO BOX: 21, DHARAMSHALA, DISTRICT KANGRA - 176215 (HP)  
[www.cuhimachal.ac.in](http://www.cuhimachal.ac.in)

**Course Code:** MGT 201

**Course Name:** Financial Management

**Faculty Name:** Dr Ashish Nag/ Dr Manpreet Arora/ Dr Mohinder Singh

**Credits Equivalent:** 4 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

**Course Objectives:** The course is designed to:

- Enable the students to understand basic concepts of Strategic Financial Management, Financial decisions, Financial markets, financial transactions, Financial Instruments, valuation of financial instruments and Risks and Returns involved in financial transactions.
- To ensure that students can apply financial management theories and techniques for strategic decision making, more specifically in long term investment decisions, financing decisions and reallocation of financial resources for maximizing internal benefit and are able to adapt to factors affecting those decisions.
- To identify and evaluate appropriate sources of finance, their risks and costs
- To understand the impact of the global business environment on national and multinational companies
- Utilize financial and cost accounting data to make more informed analyses.
- Manage basic corporate finance transactions.
- Invest more profitably: increase risk-adjusted investment returns, minimize investment losses, and operate more effectively financially overall

**Attendance Requirements:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

**Evaluation Criteria:**

1. Mid Term Examination: 25%
2. End Term Examination: 50%
3. Continuous Internal Assessment: 25%
  - Library Work Assignment: 5%
  - Subjective Assignment: 5%
  - Quizzes/Games/Puzzles: 5%
  - Personality Assessment: 5%
  - Live Projects: 5%

**Course Contents:**

**UNIT - I:      An overview of Financial Management      (6 Hours)**

- Introduction to Financial Management, Meaning of Financial Management, Scope of Financial Management
- Objectives of Financial Management, Financial Goal: Profit Versus Wealth Maximization, Finance Functions, Financial Decisions, Sources of Finance
- Interrelationship between Financial Management and other functional areas of business, Functions /Role of Finance Manager in the Changing Scenario, Risk-Return Trade-off

**UNIT - II:      Time Value of Money      (6 Hours)**

- Concept of Time Value of Money, Technique of Time Value of Money, Compounding Technique, Discounting Technique, Present Value of Annuity and Annuity Due
- Future Value of an Annuity, Compound Value of an Annuity Due
- Elementary valuation of Bonds and Stocks

**UNIT – III:      Investment Decisions      (10 Hours)**

- Meaning of Capital Budgeting, Importance of Capital Budgeting, Methods of capital budgeting
- Investment Evaluation Criteria: Traditional Techniques: Pay Back Period, ARR
- Modern Techniques: NPV, IRR and PI

**UNIT - IV:      Cost of Capital, Leverages and Capital Structure      (12 Hours)**

- Meaning, Concept and Definition of Cost of Capital, Significance of Cost of Capital
- Classification of Cost, Computation of Cost of Capital, Weighted Average Cost of Capital, Marginal Cost of Capital, Under and Over Capitalization
- Leverages, Types of Leverages, Financial Leverage or Trading on Equity, Operating Leverage, Composite Leverage
- Introduction to Capital Structure, Capitalization, Capital Structure and Financial Structure, Forms of Capital Structure, Importance of Capital Structure, Optimal Capital Structure,
- Theories of Capital Structure, Net Income Approach, Net Operating Income Approach, The Traditional Approach, Pecking order theory, Modigliani-Miller Approach

**UNIT - V: Dividend Decisions****(6 Hours)**

- Dividend Policy, Types of Dividend Policy, Factors Influencing Dividend Policy, Dividend Policy and Firm Value
- Dividend Theories: Walter's Model, Gordon's Model, Modigliani-Miller Model

**Prescribed Text Books:**

1. Pandey IM (2014) Financial Management, Tenth Edition, Vikas Publishing House, New Delhi.
2. Horne & Dhamija (2014) Financial Management, Twelfth Edition, Pearson, New Delhi.
3. Prasanna Chandra (2014) Financial Management, Eighth Edition, Tata McGraw Hill, New Delhi.

**Suggested Extra Readings:**

1. Horne and Wachowich (2012) Financial Management, 13<sup>th</sup> Edition, PHI Learning, New Delhi.
2. Sofat and Hiro (2011) Strategic Financial Management, First Edition, PHI Learning, New Delhi.
3. Kishore RM (2011) Strategic Financial Management, Second Edition, Taxmann's, New Delhi.
4. Brigham & Houston (2011) Fundamentals of Financial Management, Tenth Edition, Cengage Learning, Delhi.
5. Rustagi (2011) Financial Management, Fifth Edition, Taxmann's, New Delhi.
6. Kapil (2011) Financial Management, First Edition, Pearson, New Delhi.
7. Parrino & Kidwell (2011) Fundamentals of corporate finance, First Edition, Wiley India Pvt. Ltd., New Delhi.
8. Khan and Jain (2011) Financial Management (Text Problems and Cases), Fifth Edition, Tata McGraw Hill, New Delhi.
9. Ross, Westerfield & Jordan (2012) Fundamentals of Corporate Finance, Ninth Edition, Tata McGraw Hill, New Delhi.

**Web link****[https://www.youtube.com/watch?v=xoAceq\\_IKQA](https://www.youtube.com/watch?v=xoAceq_IKQA)**

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**Course Code: MGT 202**

**Course Name: Organizational Behaviour**

**Faculty Name: Dr. Aditi Sharma / Dr. Gitanjali / Dr. Rita Sharma**

**Credits Equivalent:** 4 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

**Course Objectives:** The course is designed to-

- Familiarize students to the field of Organizational Behaviour and provide a clear understanding of Concepts, processes and practices of Organizational Behaviour
- To show how concepts and theories can and have been put into practice in a variety of organizations
- Train students to apply the Knowledge of Organizational Behaviour for bringing out organisational effectiveness.

### **Attendance Requirements:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

### **Evaluation Criteria:**

1. Mid Term Examination: 50
2. End Term Examination: 100
3. Continuous Internal Assessment : 50
  - Class Participation- 20
  - Presentations - 10
  - Case Study-10
  - Assignment- 05
  - Quiz- 05

### **Course Contents**

#### **UNIT I Introduction to Organizational Behaviour**

**(8 Hours)**

- Concept and Importance of OB, Multidisciplinary Nature of OB
- Models of Organizational Behaviour
- Roles and Skills of a Manager
- Challenges and Opportunities of OB Managers
- Work Force Diversity & Cross Culture Organisational Behaviour

#### **UNIT II Perception, Attitude and Job Satisfaction**

**(8 hours)**

- Perception- Concept, Factors affecting Perception

- Attribution Theory and Perceptual Errors
- Meaning and Components of Attitude
- Job satisfaction and Factors Affecting Job satisfaction
- Types of Job Attitudes

### **UNIT III Learning, Leadership and Motivation**

**( 8 Hours)**

- Theories of Learning- Classical, Operant and Social Learning
- Definition and Importance of Leadership
- Theories of leadership-Trait , Contingency, Behavioural and Contemporary Theories
- Motivation – Concept and Importance
- Content and Process Theories of Motivation

### **UNIT IV Personality, Emotions and Stress Management**

**(8 Hours)**

- Personality – Components , MBTI
- Big five Model of Personality
- Type A ,Type B Personality
- Emotions and Moods
- Stress Management- Sources of Stress, Consequences of stress, Individual and Organizational Approaches to Stress Management

### **UNIT V Group, Organizational Culture and Organizational Change**

**(8Hours)**

- Group- Definition, Stages of Group Development
- Group Dynamics- Group Norms, Group Cohesiveness, Group Think, Group Shift
- Organizational Culture- Definition, Types
- Organizational Change-Planned Change, Resistance to Change, Approaches to Change Management

#### **Text Books**

1. Robbins, P.; Judge, A. and Vohra, N .(2012), Organizational Behaviour, Pearsons. 14<sup>th</sup> Edition

#### **Suggested Reading**

1. Nelson,D,;Quick, James; Khandelwal (2012). ORGB. Cengage Learning. Second Edition
2. Luthan, F.Organizational Behaviour.McGraw Hills.1995
3. Ashwathapa, K.. “Organizational Behaviour”Himalyan Publishing House.
4. Pareek, U.”Understanding Organizational Behaviour”. Orford University Press. Second Edition
5. Prasad, L.M. “Organizational Behaviour “Sultan Chand and Sons, New Delhi.

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**Course Code:** MGT 203

**Course Name:** Business Research Methods

**Faculty Name:** Dr. Ashish Nag/ Dr. Mohinder Singh

**Credits Equivalent:** 2 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

**Course Objectives:** The course is designed to:

- Enable the students to understand basic concepts of Research.
- Enable the students to understand about data collection instruments, sampling and data preparation for analysis.
- Enable the students to understand the use of research techniques– where to use which technique and why

### **Attendance Requirement:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in the examination.

### **Evaluation Criteria:**

4. Mid Term Examination: 25%
5. End Semester Examination: 50%
6. Continuous Internal Assessment : 25%
  - Class participation: 10%
  - Assignment: 15%

### **Course Contents**

#### **UNIT – I: Research Process, Problem, & Research Designs (4 Hours)**

- Research : Definition and Types
- Motivation in Research
- Research Process, Research Methods Vs. Research Methodology
- Criteria for good research, Problems for researcher in India
- Formulation of Research Problem
- Research Design, Parts of Research Design
- Different Research Design

#### **UNIT – II: Sampling and Sampling Methods (4 Hours)**

- Sampling Design and its Steps
- Criteria of selecting a Sampling Procedure
- Characteristics of a good Sample Design
- Types of Sample Designs
- Sampling Process
- Random Sampling Methods

- Sampling and non-Sampling errors

**UNIT – III: Data Collection Methods (4 Hours)**

- Primary Data Collection Methods
- Difference between Questionnaire and Schedules
- Sources of Secondary Data
- Secondary Data collection Methods
- Selection of appropriate method of data collection

**UNIT – IV: Measurement, Scaling, Processing and Analysis of data (4 Hours)**

- Measurement in Research
- Errors in measurement
- Validity and Reliability in Measurement
- Scaling and important scaling techniques
- Fundamental Statistical Tools of analysis
- Basics of Chi-square test, Introduction to Parametric Tests

**UNIT – V: Data preparation and reporting (4 Hours)**

- Data Processing-Coding, entering and entering the data in software
- Significance of Report Writing
- Type of Research Report
- Layout of Research Report

**Prescribed Text Books:**

1. Chawla D. & Sondhi N, , Research Methodology Concepts and Cases, Vikas Publishing House Pvt Ltd, New Delhi.
2. Kothari C R, Research Methodology Method and techniques, New Age International Publishers, New Delhi.
3. Krishnaswamy K N; Sivakumar Appa Iyer & Mathirajan M, Management Research Methodology: Integration of Principles, Methods and Techniques, Pearson, New Delhi.

**Suggested Additional Readings:**

1. Cooper, Donald R & Schindler, Pamela S (2010), Business Research Methods, 9<sup>th</sup> Edition, McGraw-Hill Companies, New Delhi
2. Chawla D. & Sondhi N, (2011), Research Methodology Concepts and Cases, Vikas Publishing House Pvt Ltd, New Delhi.
3. Bajpai N., (2013), Business Research Methods, Fourth Impression, Dorling Kindersley(India) Pvt. Ltd of Pearsons Education, New Delhi.
4. Ramamurthy G.C., (2012), Research Methodology, Dreamtech Press, New Delhi.
5. Sachdeva JK (2009), Business Research Methodology, Himalyan Publishing House Pvt Ltd, New Delhi.

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**Course Code:** MGT 204                      **Course Name:** Consumer Behavior

**Faculty Name:** Dr Sarvesh Kumar, Assistant Professor, HPKVBS, SCMS.

**Credits Equivalent:** 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

**Course Objectives:** The course is designed to:

- Introduce and familiarize students with important aspects of consumer behavior. Enable the students to evaluate buying behavior policies based on various situations.
- Prepare students for critically analyzing the impact of Individual determinants and external factors that influences consumer behavior and observe how marketers are incorporating these in real life marketing operations.
- Develop the capability to analyze the role consumer behavior plays in the marketing process.
- Improve familiarity of the students with current issues and emerging trends in Consumer Behaviour in marketing.

**Attendance Requirement:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in the examination.

**Evaluation Criteria:**

7. Mid Term Examination: 25%
8. End Semester Examination: 50%
9. Continuous Internal Assessment : 25%
  - Class participation : 5%
  - Assignments, Presentations, Case studies & **Field Surveys:** 15%
  - Case Study Surprise test/Activity : 5%

**Course Contents:**

**UNIT – I: Introduction and role of CB in Marketing & Models of Consumer Behavior**

**(15 Hours)**

Consumer Behavior, Consumer Behavior & Marketing Concept

- School of Consumer Behaviour as Marketing Thought
- Marketing impact on Consumer Behavior
- Steps in Consumer Decision Making Process [CDMP]
- Customer value, Satisfaction, Trust and Retention Consumer Behaviour Ethics
- **Traditional Models:** Economic, Learning, Psychoanalytical, sociological Models
- **Contemporary models:** Howard Sheith Model of Buying Behavior, Nicosia Model, Engel-Kollat-Blackwell Model, Engel –Blackwell and Miniard (EBM) Model, Webster and Wind Models of Organizational Buying Behavior, The Sheth Models of Industrial Buying.
- Challenges of Consumer satisfaction, loyalty and migration
  - Field Survey based on any model.

#### **UNIT – II: Consumer as Individual**

**(11 Hours)**

- Types and System of Needs, Customer Motivation
- Consumer Personality, Brand Personality
- Consumer Perception, Dynamics and Elements of Perception
- Learning, Behavioral and Cognitive Learning
- Consumer Attitude, Attitude formulation and Change
- Self

#### **UNIT –III: Consumer in Cultural and Social Setting**

**(6 Hours)**

- Reference Groups
- Social Class
- Culture
- Impact of new technologies on Marketing Strategies

#### **UNIT – IV: Factors Affecting Consumer Buying Behavior & Consumer Decision Making**

**(14 Hours)**

- Factors Affecting Consumer Buying Behavior
- Approaches to Consumer Behavior
- Challenges of Consumer satisfaction, loyalty and migration
- Consumer Behavior and Brand Success
- Consumer Decision making: important dimensions, strategies of applying Consumer Decision making
- Neuromarketing in Action
- Consumer Decision making and Branding Strategies: Shopping Style & Brands, Strategies of Consumer Decision Making
- Dark Side of Consumers: Consumer Terrorism, Addictive Consumption, Compulsive Consumption, Consumed Consumption, Illegal Activities

- **Case Study** – *Patanjali Ayurved Ltd. Brand Positioning*
- Field Survey to verify Case Study

## **UNIT –V: Emerging Issues in CB, Online Consumer Behavior and E-Mode of Brand Positioning**

### **(14 Hours)**

- Brief History of Internet and commerce
- Latest trends in advertising influencing Consumer Behavior
- Online decision making process
- Marketing Implications: Creating and Synergy between offline and online positioning
- Manipulating consumer: Forced exposure to advertising, tinkering with customer perception, covert marketing, and false/misleading advertising, Forced exposure to Web Based Advertising (WBA), covert marketing and disturbing WBA.
- Consumer Communication Model
- e-Marketing Ethics
  - Practical Assignments based on Field Survey
  - **Case Study:** any online payment App/Portal

### **[\*Assignments, Presentations, Case studies & Field Surveys (10 Hours)]**

#### **Prescribed Text Books:**

1. Kumar, S. Ramesh (edited) (2013). **Case Studies in Consumer Behavior**, Pearson: New Delhi.
2. Robert East; Malcolm Wright and Marc Vanhuele (2009). **Consumer Behavior: Application in Marketing**, Sage Publications, New Delhi.
3. Schiffman, Leon G; Leslie Lazar Kanuk & S. Ramesh Kumar (2013). **Consumer Behavior, 10/e**, Pearson Education, New Delhi.
4. Singh Bhagwan (2017), **Web Based Advertising: A Tool of Digital & Internet Based Marketing**, 1st Edition, Anamika Publisher
5. Solomon Michael R. (2011). **Consumer Behavior: Buying, Having, and Being, 9/e**, PHI Learning Pvt. Ltd.: New Delhi.
6. Suja R. Nair (2010), **Consumer Behavior in Indian Perspective: Text and cases**, 2nd Edition, Himalya Publishing House.

#### **Suggested Additional Readings:**

6. Barbara Harriss-White (2005). **India's Market Society**, Three Essays Collective: Gurgaon.
7. Baron, Robert A.; Nyla R. Branscombe, Donn Byrne and Gopa Bhardwaj (2012). **Fundamentals of Social Psychology**, Pearson: New Delhi.
8. Baron, Robert A (2012). **Psychology, 5/e**, Pearson: New Delhi.
9. Comer, Ronald and Elizabeth Gould (2012). **Psychology Around Us**, Wiley India: New Delhi.

10. Husain, Akbar(2012). **Social Psychology**, Pearson: New Delhi.
11. Hawkins, Del; David Mothersenbaugh and Amit Mookerjee. (2010). **Consumer Behavior: Building Marketing Strategy, 11/e**, Tata Mcgraw-Hill Publishing Company Ltd.: New Delhi
12. Majumdar, Ramanuj (2011). **Consumer Behavior: Insights from Indian Market**, PHI Learning Pvt. Ltd.: New Delhi.
13. Pasricha, Seema (2007). **Consumer Psychology**, Deep and Deep Publications Pvt. Ltd.: New Delhi.

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**Course Code:** MGT 205

**Course Name:** Management Principles and Functions

**Faculty Name:** Dr. Gitanjali Upadhaya

**Credits Equivalent:** 2 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

**Course Objectives:** The course is designed to:

- Present a thorough and systematic exposure of Management theory and practice.
- Provide a basic understanding of fundamental concepts and principles of Management.
- Enable the students to understand the basic roles, skills and functions of Management.

**Attendance Requirement:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in the examination.

**Evaluation Criteria:**

10. Mid Term Examination: 25%

11. End Term Examination: 50%

12. Continuous Internal Assessment: 25%

- Attendance: 5%
- Class Participation: 5%
- Library Assignment: 5%
- Presentation: 5%
- Quiz/Role Play/ Any other activity

**Course Contents:**

**UNIT - I: Introduction to Management (4 Hours)**

- Meaning and Importance of Management, Nature and Functions of Management
- Evolution of Management Theory: Classical Approach- Scientific management, Bureaucratic Management, Administrative Management
- Behavioral Management Approach- Hawthorne Studies

- Other Approaches- Management Science Approach, Contingency Approach, Systems Approach

**UNIT - II: Planning and Decision Making (4 Hours)**

- Planning: An Overview, Importance of Planning at Organizations, Steps in Effective Planning
- Goal Setting- SMART
- Decision Making, Types of Decisions
- Steps to Rational Decision Making

**UNIT - III: Organizing (4 Hours)**

- Meaning and Importance of Organization
- Process of Organizing
- Organizational Structure- Departmentation, Work Specialization, Unity of Command, Span of Control, Authority and Responsibility, Centralization and Decentralization Authority Delegation and Decentralization
- Span of Management

**UNIT - IV: Directing (4 Hours)**

- Staffing, Importance and need for Proper Staffing
- Directing, Requirements of Effective Direction
- Meaning and Need for Coordination
- Difficulty in Coordination

**UNIT – V: Controlling (4 Hours)**

- Need for Control System
- Steps in Control Process
- Essentials of Effective Control System
- Types of Control- Financial Control, Budgetary Control System, Auditing
- Essentials of Effective Control System

**Prescribed Text Books:**

1. P C Tripathi & P N Reddy (2010), Principles of Management, 4<sup>th</sup> Edition, Tata McGraw Hill Education Private Limited, New Delhi.
2. Stephens P. Robbins, David A. Decenzo, Sanghamitra Bhattacharyya & Madhushree Nanda Agarwal (2010), Fundamentals of Management, 6<sup>th</sup> Edition, Pearson Education, New Delhi
3. Harold Koontz & Heinz Weihrich (2010), Essentials of Management, 8<sup>th</sup> Edition, Tata McGraw Hill Education Private Limited, New Delhi.

**Suggested Additional Readings:**

4. James A. F. Stoner, R. Edward Freeman & Daniel R. Gilbert, JR (2010), Management, 6<sup>th</sup> Edition, Pearson Education, New Delhi
5. Chuck Williams & Manas Ranjan Tripathy (2013), MGMT-Principles of Management: A South Asian Perspective, Cengage Learning India Pvt. Ltd., Delhi.
6. Karminder Ghuman & K Aswathappa (2010), Management, 1<sup>st</sup> Edition, Tata McGraw Hill Education Private Limited, New Delhi.
7. Dr. Neeru Vasishth (2011), Principles of Management, 3<sup>rd</sup> Edition, Taxmann publications Private Limited, New Delhi.
8. Gene Burton & Manab Thakur (2010), Management Today, 13<sup>th</sup> Edition, Tata McGraw Hill Education Private Limited, New Delhi.
9. Dr. P. Subba Rao & C. Hima Bindu (2010), Management Theory and Practice, 1<sup>st</sup> Edition, Himalaya Publishing House, New Delhi.

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**Course Code:** MGT 207

**Course Name:** Entrepreneurship Development

**Faculty Name:** Dr. Chaman Lal

**Credits Equivalent:** 2 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

**Course Objectives:** The course is designed to

- Develop Entrepreneurial Skills in Students by giving an overview of who the entrepreneurs are and what competencies are needed to become an Entrepreneur.
- Enable the students to prepare business plan, successfully launch and subsequently manage their enterprises.
- Make students familiar with different financial institutions which support entrepreneurship development.

## **Attendance Requirements:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

## **Evaluation Criteria:**

13. Mid Term Examination: 25%

14. End Term Examination: 50%

15. Continuous Internal Assessment: 25%

- Business Plan : 15%
- Assignments/Presentation : 5%
- Class Participation : 5%

(Note: Below 75%=0, 75-80%=1, Above 80- 85%=2, Above 85-90%=3, Above 90-95%=4, Above 95%=5)

## **Course Contents:**

**UNIT – I: Fundamentals of Entrepreneurship**

**(6**

**Hours)**

- Concept of Entrepreneur and Entrepreneurship
- Entrepreneur Versus Manager
- Why Entrepreneurship?

- Theories of Entrepreneurship
  - Classification of Entrepreneurs/Entrepreneurship
- UNIT – II: Entrepreneurial Development (6 Hours)**
- Factors Influencing Entrepreneurial Development & Models of Entrepreneurship
  - Entrepreneurship Development Programme
  - Entrepreneurial Competencies
  - Entrepreneurship: Emerging Areas
- UNIT – III: Entrepreneurial Support (5 Hours)**
- Entrepreneurial Policies in India
  - Institutional Support to Entrepreneurs
  - Clustering
- UNIT – IV: Creating and Starting the Venture (7 Hours)**
- Creativity and Business Idea.
  - Legal Issues for the Entrepreneur
  - Feasibility Analysis
  - The Business Plan
- UNIT – V: Entrepreneurship Management (6 Hours)**
- Selection of types of ownership
  - Strategies for Growth
  - Entrepreneurial Sickness
  - Case Study

**Prescribed Text Books:**

10. Hisrich, R.D., Peters, M.P. & Shepherd, D.A., (2008), Entrepreneurship, Sixth Edition, Tata McGraw-Hill, New Delhi.
11. Khanka, S.S., (2012), Entrepreneurial Development, First Edition(Revised). S. Chand & Company Ltd., New Delhi.
12. Roy, Rajiv., (2011), Entrepreneurship, Second Edition, Oxford University Press.
13. Charantimath P.M., (2008), Entrepreneurship Development & Small Business Enterprise, Third Edition, Pearson Education, New Delhi.

**Suggested Extra Readings:**

1. Zimmerer, W., Thomas, Scarborough, M., Norman, (2009), Essentials of Entrepreneurship and Small Business Management, Fifth Edition, PHI Learning Private Ltd, New Delhi.
2. Barringer, R., Bruce, Ireland, Duane, R., (2011), Entrepreneurship: Successfully Launching New Ventures, Third Edition, Pearson Education, New Delhi.
3. Timmons, A., Jeffry, Spinelli, Stephen, (2009), New Venture Creation: Entrepreneurship for the 21<sup>st</sup> Century, Seventh Edition, Tata McGraw-Hill, New Delhi.
4. Morse, A., Eric, Mitchell, K., Ronald, (2009), Cases in Entrepreneurship: The Venture Creation Process, Fourth Printing, SAGE Publications Inc., New Delhi.
5. Desai, Vasant, (2012), Entrepreneurial Development and Management of Small and Medium Enterprises, Second Edition Edition, Himalaya Publishing House, Mumbai.
6. Sinha, S K (2010), Small Business Management, Centrum Press, New Delhi.
7. Desai, Vasant, (2011), Entrepreneurial Development, Sixth Edition, Himalaya Publishing House, Mumbai.