

**Medi-Caps University, Indore**  
**Master of Business Administration**  
**Even Semester**  
**Marketing Management**

**Course Code: MS5CO07**

**L-3 T-0 P-0 Credits - 3**

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**Course Objective:**

1. To develop understanding of marketing concepts, tools and techniques to perform the marketing functions.
2. To harmonize organization's marketing strategies related to market segmentation, targeting and positioning with the marketplace needs and opportunities.
3. To understand concepts related to product attributes, branding and pricing strategies to achieve the long-term organizational marketing objectives.
4. To study various tools and techniques of distributing and promoting the products in reaching out to the consumers.
5. To examine the role the competition plays and how companies position themselves relative to competitors and also learn emerging marketing trends in the domestic and international markets.

**Course Outcome:**

Upon completion of this course, the students will be equipped with marketing concepts, tools and techniques which will help them develop abilities and skills required for implementing a marketing strategy.

**Course Content:**

**Unit I**

**Introduction:** Nature, Scope and importance of Marketing; Core Marketing Concepts - Production concept, Product concept, Selling concept, Marketing concept, Holistic marketing concept; Difference between Marketing and Selling, Marketing- mix elements, The Marketing environment, Customer Satisfaction, Customer Delight, Customer value chain, Marketing Management Process , Marketing Myopia, Marketing Challenges.

**Unit II**

**Segmentation, Targeting and Positioning :** Levels and patterns of market segmentation, Market Segmentation Procedure, Needs for effective segmentation, Bases for segmenting a consumer market, Evaluating and selecting segments, Market Targeting, Positioning – Concept , Positioning strategy, and Differentiation Tools.

**Unit III**

**Product, Branding and Pricing Decision:**

- (a) **Product and Branding Decisions:** Product Levels, Product Classification, Product Mix, Product Life Cycle – Concept and marketing strategies for different life cycle stages; Branding decisions; Brand Equity, Packaging and Labeling Decisions.
- (b) **Pricing Decisions:** Factors in setting pricing policy, Pricing Strategies, Initiating and responding to price changes.

## **Unit IV**

### **Distribution and Integrated Marketing Communication (IMC) Decisions:**

- (a) **Distribution Decisions:** Channels of distribution – Concept, importance and functions, Channel Levels, Channel Management Decisions, Introduction to Market Logistics and Market Logistic Decisions.
- (b) **Integrated Marketing Communication (IMC) Decisions:** Communication Process, Steps in developing effective communication, Integrated Marketing Communication, Tools of IMC- Advertising, Public Relations, Direct Marketing, Personal Selling, Sales Promotion, Emerging tools of IMC- Sponsorships or Event Marketing, Social Media Marketing, Internet Marketing, Mobile Marketing.

## **Unit V**

**Dealing with Competition and Emerging Trends in Marketing:** Analyzing Competitors - Competitive Forces, Identifying Competitive Strategies, Industry concept of competition, Devising market strategies for Market Leaders, Market Challengers, Marketing Followers and Market Nichers; Customer Relationship Management, Green Marketing, Socially Responsible Marketing, Cause related Marketing, Rural Marketing.

### **Text Books:**

1. Philip Kotler, Marketing Management, Pearson Education, 11<sup>th</sup> edition.
2. Kotler and Koshy, Marketing Management, A South Asian Perspective, Pearson Education, New Delhi, 12<sup>th</sup> edition.
3. Rajan Saxena, Marketing Management, 2nd edition, New Delhi, Tata Mcgraw Hill Publishing Co Ltd. 2001.
4. V.S. Ramasamy and S.Namakumari, Marketing Management, Planning, Implementation and Control, New Delhi, Macmillan, 2002.
5. Zinkota and Kotabe: Marketing Management , Prentice Hall of India.

### **Reference Books:**

1. Etzel, Michael J., Walker, Bruce J., Staton, William J., and Ajay Pandit, Marketing Concepts and Cases, Tata McGraw Hill (Special Indian Edition).
2. McCarthy, E. Jerome, Cannon, Joseph and William D. Perreault, Basic Marketing, McGraw-Hill Education.
3. Kazmi, Marketing Management Text and Cases, Excel Books.

**Medi-Caps University, Indore**  
**Master of Business Administration**  
**Even Semester**  
**Corporate Finance**

**Course Code: MS5CO08**

**L – 4, T-1,P-0, Credits -5**

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**OBJECTIVES:**

- To acquaint the students with the fundamentals principles of Corporate finance
- To provide knowledge about the various sources for arranging Fund.
- To enable the students to take decisions using various capital budgeting techniques
- To provide knowledge about the cost of capital
- To provide knowledge about the Working capital management
- To provide knowledge about the dividend decision & leverage

**Outcome:**

- After study this subject student are able to understand fundamentals principles of corporate finance. Student familiar with investment financing & dividend function of corporate.

**Course Contents:**

**UNIT 1:**

**Introduction**

Meaning, objectives & Scope of financial management, Finance functions, Structure of finance department, emerging role of the finance manager, Finance its interface with other related disciplines Profit maximization & wealth maximization approach, Time value of money. Compounding, discounting and annuities.

**UNIT 2 :**

**Sources of finance**

Long term, short term & medium term source of finance, merits & limitation of each source. Basic characteristics of Shares, debentures, preference shares and term loans. Lease, Types of lease, Financial evaluation of lease. Hire purchase, Difference between lease & Hire purchase.

**UNIT 3 :**

**Cost of capital**

Determinants of cost of capital. Cost of different sources of finance, Cost of Equity Cost of preference capital, cost of debt & cost of retained earning. Specific costs and overall cost of capital, weighted average cost of capital, Capital structures, theory of capital structure, NI approach, NOI approach ,MM approach ,EBIT-EPS analysis

**UNIT 4:****Working Capital**

Nature and need of working capital, determinants of working capital, Working capital finance, Trade credit, Bank finance and Commercial paper. Estimation of working capital, Management of Cash, Receivables & Inventories

**UNIT 5:****Dividend & leverages**

Meaning and types of dividend , Factors influencing dividend Policy , Bonus Shares, Stock Splits, Relevance & irrelevance Theory of dividend, Walter Model, Gordon Model and MM Model

Concept of leverage, operating leverage, financial leverage and combined leverage

**Text Books:**

1. Maheshwari, S.N. Financial Management – Principles & Practice. Sultan Chand & Sons.
2. Prasanna, Chandra Financial Management: Theory and Practice. Tata McGraw Hill.
3. Khan, M. Y. and Jain P. K. Financial Management, Text, Problems & Cases. Tata McGraw Hill Company, New Delhi.
4. Dr.R.P.Rustagi, Galgotia Publications, Financial Mangement
- 5) Financial Management - V.K. Bhalla

**Reference Books:**

1. James C.Vanhorne – Financial Management and policy
2. Narayana Swamy Financial Accounting a Managerial Perspective. Prentice Hall of India.
3. I.M.Pandey Financial Management, Vikas Publishing House Pvt. Ltd.
4. Sharma & Gupta – Financial Management – Kalyani Publishers
5. Aswat Damodaran, Corporate Finance Theory and practice, John Wiley & Sons.

**Medi-Caps University, Indore**  
**Master of Business Administration**  
**Even Semester**  
**Human Resource Management**

**Course Code: MS5CO09**  
**Credits- 3**

**L-3, T-0, P-0,**

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**Course Objectives:**

- To equip the students with basic concepts of Human Resource Management and the various functions of HRM including Employee Relations in the liberalized environment.
- To facilitate a clear perspective to diagnose and effectively handle human behaviour issues in Organizations.
- To create an awareness of the role, functions and functioning of human resource department of the organizations

**Course Outcomes:**

- Students should be able to understand the basic HR concepts.
- They will be able to understand the process of recruitment, selection, performance appraisal, training & development, compensation and employee retention approaches and strategies.

**Course Contents:**

**UNIT- I**

**Introduction to Human Resource Management:** Meaning, objectives, importance, functions, challenges of HRM. Qualifications and qualities of HR Manager. Changing role of HR managers. HR policies. Emerging trends in HRM.

**UNIT- II**

**Talent Acquisition-** Human Resource Planning -concept, process, objectives and significance, Job Analysis Concept, objectives and methods. Job description and job specification .Recruitment Process and methods of recruitment. Selection Process and methods of selection. Career Planning, Succession Planning.

**UNIT-III**

**Talent Management-** Performance Appraisal: Concept, objectives, Types of appraisal; Process of performance appraisal, Likely errors in appraisal;. Training Needs Analysis; Training concept, objectives, Methods of training; Measuring the effectiveness of training. Management Development objectives and Methods.

#### **UNIT- IV**

**Compensation Management-** Job Evaluation-concept, objectives and techniques. Wage and Salary Administration, Rewards and incentives -Concept, objectives and types.

#### **UNIT-V**

**Employee Discipline and handling Grievance** –Concept, objectives, types of Discipline. Measures to ensure employee discipline in Industry. Grievances – Concept & Causes. Grievance handling procedure. Collective bargaining and negotiations.

#### **REFERENCE BOOKS :**

1. Bohlander, Human Resource Management, 14th edition Cengage Learning, India, 2009
2. Pramod Verma : Personnel Management in Indian Organizations, Oxford & IBM Publishing Co. Ltd.
3. Dessler, Verckey, Human Resource Management, Pearson Education, 2009
4. Tony Edwards, Chrisrees, International Human Resource Management, Pearson Education, 2008
5. Monir H. Tayeb, International Human Resource Management, Oxford, 2009

#### **TEXT BOOKS:**

1. K. Asawatthapa International Human Resource Management , TMH, 2007
2. Venkat Ratnam C.S. & Srivatsava, B.K. Personnel / Human Resource Management, Tata McGraw Hill, New Delhi
3. Monappa Arun & Mirzas Saiyadin, Personnel Management, Tata McGraw Hill, New Delhi.
4. Subba Rao, Essential of HRM and Industrial Relation, 2008, Himalaya Pub. House.

**Medi-Caps University, Indore**  
**Master of Business Administration**  
**Even Semester**  
**Operations Management**

**Course Code: MS5CO10**  
**Credits-3**

**L-3, T-0, P-0,**

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**Course Objectives:**

- To understand the concepts and techniques of Operations Management.
- To use the above for improving the Operational Productivity of Organisations.
- To familiarize the students with various techniques of materials management and inventory control.
- To familiarize the students with various aspects of quality management.

**Course Outcomes:**

- The students will be able to understand operations management, product & process design, analysis, plant location, layout, Scheduling and Material Management.
- The students will be learning to manage resources effectively and efficiently.

**Course Contents:**

**UNIT- I**

**Introduction to Production and Operations Management :** Nature of Production / Operations Management, Production Function and its Environment, Functions of Production/Operations Manager, Productivity- Definition, Types of Productivity, Factors affecting Productivity, Methods for improving Productivity; Make to Stock , Make to order , Assemble-to-Order Strategy,

**UNIT- II**

**Facilities Planning & Layout of facility:** Product Selection and Design, Service Design, Process and Technology Selection, Location of Manufacturing / Service Facility - Quantitative (Centre of Gravity Model, Median Model, Dimensional Analysis,) and Qualitative Model.

Product layout, process layout, fixed position and group layout, layout design: Relationship based and Load-Distance cost matrix.

**UNIT-III**

**Production Planning and Control :** Demand Forecasting: Forecasting as a Planning Tool, Sources of Data for forecasting, Accuracy of forecast,

Aggregate Production Planning - Chase strategy, Level production strategy, Mixed strategy, Materials Requirement Planning. Master Production Scheduling.

#### **UNIT-IV**

**Operations Scheduling:** Production Activity Control for Mass Manufacturing.( Assembly line balancing, batch processing and Job shop -n-jobs on single machine, n-jobs on Two/Three machines (Johnson's Rule),

#### **UNIT-V**

**Quality Management & Emerging Trends in Operations Management :** Evolution of Quality Concept, TQM, Quality Gurus ( Juran, Crosby, Deming ), Six Sigma, Kaizen, Benchmarking , Introduction to Control Charts, Acceptance Sampling and operation characteristic curve.

#### **REFERENCE BOOKS :**

1. B. Mahadevan; Operation Management; Theory and Practice' Pearson Education, Fifth Edition, New Delhi
2. William J. Stevenson: PRODUCTION/OPERATIONS MANAGEMENT, Richard Irwin.
3. Adam. E E & Ebert. R, Production and Operations Management, New Delhi, Prentice Hall of India
4. Amrine Harold T. Manufacturing Organization and Management , Engle Wood Cliffs, New jersey , Prentice Hall inc.,
5. Norman Gaither , Greg Fraizer ., Production and Operations Management, South Western College Publishing.
6. Krajewski & Ritzman ., Operation Management – Strategy and Analysis, Prentice Hall of India

#### **TEXT BOOKS:**

1. Chary S.N.: Production and Operations Management, New Delhi, Tata McGraw Hill, 1999.
2. S.A.chunawala and D.R. Patel, "Production and operations management," Himalaya Publishing House, Mumbai.
3. Buffa E.S. , Modern Production Management , Engle Wood Cliff, New Jersey Prentice Hall Inc.,
4. Bedi Kanishka, Production and operation Management, Oxford University Press , New Delhi.
5. Ashwathappa, Production and Operation Management, Himalaya Publishing House.



**Medi-Caps University, Indore**  
**Master of Business Administration**  
**Even Semester**  
**Operations Research**

**Course Code: MS5CO11**  
**Credits: 4**

**L-3, T-1, P-0**

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**Course Objectives:**

- Ability to understand and analyze managerial problems in industry so that they are able to use resources (capitals, materials, staffing, and machines) more effectively.
- Knowledge of formulating mathematical models for quantitative analysis of managerial problems in industry
- To formulate the real life problems and to find their solution using Linear Programming problem.
- To use the concepts of network analysis.

**Course Outcomes:**

Recognize the importance and value of Operations Research and mathematical modelling in solving practical problems in industry

**Course Contents**

**Unit-I**

**Introduction to Operations Research and Linear Programming Problem**

**Introduction to Operations Research:** Definition, Models of Operations Research, Scope of Operations Research, Importance of Operations Research in Decision Making, limitations of Operations Research.

**Linear Programming Problem:** Introduction, Mathematical Formulation, Graphical Solution and Simplex Method, Concept of Duality, Advantages and Limitations of Linear Programming.

**Unit-II**

**Transportation Problems and Assignment Problem**

**Transportation Problems:** Introduction to Transportation Problem, Mathematical Model, Initial Basic Feasible Solution (North West Corner Rule, Least Cost Method, Vogel's Approximation Method), Test for optimality by MODI Method.

**Assignment Problem:** Introduction, Mathematical Model, Hungarian Method

**Unit-III**

**Markov Chain Analysis and Queuing Theory**

**Markov Chain Analysis:** Introduction, Transition Probability Matrix, n-Step Transition Probability Matrix, Steady State Conditions and Application of Markov Chain.

**Queuing Theory:** Introduction, Essential features of Queuing System, Single Server/Single Queue with finite/ infinite capacity of system (simple problems only).

**Unit –IV**

**Simulation and Game Theory**

**Simulation:** Introduction to basic concepts, Simulation Procedure (Monte Carlo method only), Applications of Simulation.

**Game Theory:** Pure and Mixed strategy, Graphical, Dominance and Algebraic method.

## **Unit –V**

### **Replacement Models**

Introduction, Replacement of items that deteriorate with time, value of money does not change with time, value of money changes with constant rate, Replacement of items that fail completely and suddenly.

### **Text Books**

1. J.K. Sharma, Operations Research: Theory and Applications, Macmillan India Ltd.
2. N. D. Vohra, Quantitative Techniques in Management, Tata McGraw Hill, 2010.

### **References:**

1. H. A .Taha, Introduction to Operations Research, Prentice Hall India, Seventh Edition, Third Indian Reprint 2004.
2. J.K. Sharma, Operations Research: Problems and solutions, Macmillan India Ltd.
3. V.K. Kapoor, Operations Research Techniques for Management, Sultan chand and Sons, Delhi.
4. P.K Gupta, D.S. Heera, Problem in Operations Research, S. Chand and Co, 2007.

**Medi-Caps University, Indore**  
**Master of Business Administration**  
**Even Semester**

**Legal Aspects of Business**

**Course Code: MS5CO12**

**L-3, T-0, P-0 Credits:3**

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**Course Objectives:**

- To understand the framework of Indian Contracts.
- To know about the formation of contract of sale of goods.
- To understand the different types of Negotiable Instruments and their usage in business world.
- To get aware about the safeguards provided by Consumer Protection Act.
- To have an update of Information Technology Act.

**Course Outcomes:**

After completing this course, the students will understand the basics of provisions of various laws which can affect a business and what precautions they should take while doing business transactions and dealings.

**Unit –I Indian Contract Act, 1872**

Introduction of Indian contract act, Definition of Contract, essentials of a valid contract, Offer and Acceptance, Capacity to Contract, Consent, Consideration, Classification of contracts, Performance of Contracts, Breach of Contract and Void Agreements, Quasi-Contracts.

**Unit –II Sales of Goods Act, 1930**

Contract for Sale of Goods – Introduction, Definition, Meaning, Scope & Object of the Act, Essentials of a Contract of Sale, Goods and their classification, Meaning of price, Formalities of a Contract of sale, Difference between sale & agreement to sale, Meaning & Definition of an Unpaid seller & Rights of an Unpaid seller.

**Unit –III The Negotiable Instruments Act, 1881**

Negotiable Instruments - Meaning, Characteristics, Specimen & Types, Parties - Holder and holder in Due Course, Dishonour & Discharge of Negotiable Instruments.

**Unit –IV The Consumer Protection Act, 1986**

Introduction, Meaning of consumer protection act, Salient features, Definition of consumer, Rights of Consumers, Consumer Disputes Redressal Agencies.

**Unit –V The Information Technology Act, 2000**

Definition, Digital Signature, Electronic Governance, Attribution, Acknowledgement and Dispatch of Electronic Records, Penalty & Adjudication

**Text Books**

1. Singh Avtar, The Principles of Mercantile Law; Eastern Book Company, Lucknow.

2. Kapoor N.D ,Business Law; Sultan Chand & Sons, New Delhi.
3. Tulsian P.C., Business Law , TMH, New Delhi
4. Business Laws - Balchandani

**Reference Books**

1. Desai T.R. Indian Contract Act, Sale of Goods Act , S.C. Sarkar & Sons Pvt. Ltd. Kolkata.
2. Khergamwala J.S.: The Negotiable Instruments Act; N.M. Tripathi Pvt. Ltd., Mumbai.
3. Chadha P.R.: Business Law; Galgotia Publications, New Delhi
4. Maheshwari & Maheshwari, Business Law, National Publishing House, New Delhi.
5. Sharma, J.P., and Kanojia, Sunaina. Business Laws, Ane Books Pvt. Ltd., New Delhi.
6. Bare Acts of relevant laws.

**Medi-Caps University, Indore**  
**Master of Business Administration**  
**Even Semester**  
**Business Research Methods**

**Course Code: MS5CO13**

**L-3 T-0 P-2 Credit 4**

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**Course Objective:** On successful completion of the course, students will be able to:

- Familiarize with the importance of research and its application in business decisions.
- Identify an organizational problem requiring a research based approach by developing research objectives, hypothesis and research design.
- Develop skills in designing a questionnaire/scale and sampling techniques before administering it to the respondents for data collection.
- Equip with the statistical software (SPSS) on analyzing the data.
- Conceptualize a framework for the design and implementation of a research project and present its findings.

**Course Outcome:**

Upon completion of this course, the students will build up skills to identify a research problem, understand business research design options, research methodology and data analysis methods and using this knowledge develop and implement an actionable research proposal.

**Course content:**

**Unit-I:**

**Introduction to Research:** Introduction to Research, Importance of Research, Objectives of Research, Characteristics of a good Research, Types of Research, Limitations of Research, Research Applications in Business Decision, Ethical Considerations in Business Research.

**Unit-II**

**Planning for Research and Research Process:** Identification and Formulation of the Research Problem, Literature Review, Concept, Variables and Types of Variables – Independent, Dependent, Extraneous, Moderating and Mediating Variables, Hypothesis and Development of Research Hypothesis, Types and Hypothesis Testing Process, Type I and Type II Error, Research Design - Need For Research Design, Features of a Good Research Design, Types of Research Design- Exploratory, Descriptive and Causal Research Design.

**Unit-III**

**Measurement methods and Sampling:**

- (a) **Measurement Methods:** Types of Data, Method of Data Collection -Interviewing, Surveys- Introduction to Questionnaire and its process of Designing, Observation Method, Measurement and Scaling, Measurement Scales, Techniques of Developing Scales, Reliability and Validity of Scales.
- (b) **Sampling Concepts:** Population and Sample, Sampling Design Process, Sampling Techniques, Sampling and Non-sampling errors.

**Unit-IV**

**Statistical Data Analysis:** Parametric and Non-Parametric Tests, Descriptive Statistics, Comparing Means using t-test - One Sample, Independent Samples and Paired Samples; One-way Analysis of Variance (ANOVA), Correlation and Regression Analysis, Chi-square Test, Multivariate Analysis, Data Analysis using Statistical Package for Social Sciences (SPSS).

#### **Unit-V**

**Report Writing and Presentation of Results:** Importance of Report Writing, Types of Research Reports, Report Structure and Guidelines for effective Report Documentation, Synopsis Writing.

#### **Text Books:**

1. Donald, R. Cooper and Parmela, S. Schindler (2003), Business Research Methods, Tata McGraw Hill.
2. D. K. Bhattacharyya, Research Methods, Excel Books.
3. C. R. Kothari (2004), Research Methodology Methods and Techniques, New age International (P) Ltd.
4. Naresh K. Malhotra, (2004), Marketing Research. Pearson Education Pvt. Ltd.
5. P. C. Tripathi: A Textbook of Research Methodology in Social Sciences, Sultan Chand and Sons.
6. William G. Zikmund, Business Research Methods, Cengage Learning India.
7. S. L. Gupta and Hitesh Gupta, Research Methodology – Test and Cases with SPSS Application, International Book House Pvt. Ltd.

#### **Reference Books:**

1. Goodle William J. Hatt Paul K: Methods in Social Research, McGraw-Hill.
2. Levin and Rubin (2003), Statistics for Management, PHI.
3. Paul E. Green and Donald S. Tull, Research for Marketing Decisions, PHI.
4. Ranjeet Kumar, Research Methods, Pearson Education.
5. Donald S. Tull and Del I. Hawkins, Marketing Research, Measurement and Methods, 6th edition, PHI Learning, 2009.
6. Naresh Malhotra and Satya Bhushan Das, Marketing Research: An Applied Orientation, Pearson Education, 2008.
7. Mcburney, Research Methods, 7th edition, Cengage Learning.
8. Alan Bryman and Emma Bell, Business Research Methods – Oxford University Press.
9. Scotter A Miller 2007 Developmental Research Methods, Sage Publication.

**Medi-Caps University, Indore**  
**Master of Business Administration**  
**Even Semester**  
**Entrepreneurship**

**Course Code: MS5SE03**  
**Credits – 3**

**L – 3, T-0, P-0**

**Course Objectives**

1. To develop Entrepreneurship Skills in the Students
2. To inculcate the spirit and perspective of entrepreneurship among students
3. To make the students aware about various methods of becoming entrepreneurs.
4. To enable the students to critically examine and handle issues in entrepreneurship
5. To familiarize the students about the role of government in entrepreneurship

**Course Outcomes:**

After completion of the course, the students become aware of required entrepreneurial effort for start of new venture. Also, they become innovative in creating and managing business units started by them.

**Course Contents:**

**Unit I-Introduction to Entrepreneurship**

Concept of Entrepreneurship; Role of entrepreneurship in Economic Development; Factor Affecting Entrepreneurial Growth – Economic, Non-Economic Factors, Managerial vs. entrepreneurial approach, Types of Entrepreneurs, Traits/Qualities of an Entrepreneurs, Characteristic of successful entrepreneurs, Entrepreneurship process, Women as Entrepreneurs, Ethics and Social Responsibilities; Entrepreneurial challenges.

**Unit: II Opportunity / Identification and Product Selection:**

Entrepreneurial Opportunity Search and Identification; Methods to Initiate Ventures; Features and evaluation of joint ventures, Acquisition-Advantages of acquiring an ongoing venture and examination of key issues; Franchising- how a franchise works, evaluation of franchising opportunities; Criteria to Select a Product; Conducting Feasibility Studies; Project Finalization; Sources of Information.

**Unit: III Business Plan:**

Business plan– Meaning, Significance, contents, formulation and presentation of Business Plan, implementing business plans. Marketing plan, financial plan and the organizational plan, Launching Formalities, Common errors in Business Plan formulation.

**Unit: IV Financing Venture:**

Financing Stages; Sources of Finance; Venture Capital; Criteria for evaluating new venture proposals; Evaluating Venture Capital- process; Sources of financing for Indian entrepreneurs.

### **Unit – V Institutional support to Entrepreneurship**

Role of Directorate of Industries, State Financial corporation (SFCs), Small Scale Industries Development Corporations (SSIDCs), NIESBUD, National Small Industries Corporation (NSIC), Khadi and village Industries Commission (KVIC), Small Industries Development Bank of India (SIDBI).

### **Text Books**

1. Charanthimath, Entrepreneurship development small business enterprises, Pearson education, 2008
2. Kuratko & Hodgetts, Entrepreneurship in The New Millennium, 2nd Indian Reprint, 2009, Cengage learning.
3. Rajeev Roy, Entrepreneurship, Oxford University press 2009.
4. Kanishka Bedi, Management and Entrepreneurship, Oxford University Press.
5. David H Holt Entrepreneurship: New Venture Creation, PHI 2009

### **Reference Books**

1. Greene, Entrepreneurship 3 rd edition cengage learning, 2008
2. B. K. Mohanty Fundamentals of Entrepreneurship PHI 2009
3. Barringer, Entrepreneurship Pearson education, 2008
4. Vasant Desai: Small scale Industries and Entrepreneurship, Himalaya Publishing House, 2009.
5. Gupta C.B. and Khanks S.S., Entrepreneurship and Small Business Management, Sultan Chand & Sons, New Delhi