

## HMECOP 2 Entrepreneurship Development

**Unit I**—Profile of an entrepreneur – Characteristics and Traits of an Entrepreneur – Characteristics of successful Entrepreneurs – Identification of Business Opportunities –

**Unit II**—Project Identification – Methodology of Project Identification – short listing and zeroing on product/ service – Problems in evaluation – Market survey.

**Unit III**—Entrepreneurship Development Programme – Budding Entrepreneurs – First and Second Generation Entrepreneurs – SWOT Analysis – Elements of Marketing and Sales Management – Products and Market strategy – Costing and Pricing.

**Unit IV**— Women Entrepreneurs – Entrepreneurial culture – Academic Entrepreneurship – Venture Capitalism – Spin-off Companies – Source of finance – Organizations for entrepreneurship Development – Entrepreneurial values

**Unit V**— Assistance to Entrepreneurs – SSI's in India– Registration and License of Industries – Legal Issues – IPRs – patents – Social responsibility and Business ethics.

### **References**

1. Entrepreneurship – Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd
2. Corporate Entrepreneurship – Vijay Sathe
3. Corporate Entrepreneurship: Entrepreneurial Development Inside Organisations – Michael
4. H.Morris, Donald F.Kuratko

## HMECOP 3 Research Methodology and Quantitative Techniques

**Unit I**—Research: Concept – Basics – Process of research and structure of research proposal – Research Design – Experimental Data Collection – Sampling design – Techniques – Various methods data collection – Questionnaire/schedule – Interview and observational methods –

**Unit II**—Data Analysis – Hypothesis testing – An overview of Parametric and nonparametric tests (Analysis of variance, X 2 test, Rank test, Use of SPSS in data analysis) – Research Report – Requirements – Constructions of research report – Preparation of Reference – Bibliography

**Unit III**—Derivatives – Integration – Differentiation – Matrices – Vectors – Input- Output Analysis – Measures of central tendency – Measures of Dispersion – Correlation analysis – Times series analysis – Forecasting techniques – Index numbers – Regression – Probability – Bayes' theorem – Distribution.

**Unit IV**—Tests of significance – Hypothesis testing – Samples – Analysis of variance – Regression analysis –  $R^2$  and Adjusted  $R^2$  – Problems of Heteroscedasticity – Autocorrelation – Multicollinearity – Dummy variables – Testing structural stability of regression models–

Dummy variable trap – Regression with dummy dependent variables – Estimation of non-linear equations and some specific functions like Parabolic – Exponentials – Autoregressive and distributed lag models – Causality – Granger test and Sim's test – Exogeneity and its testing.

**Unit V**—Software based analysis – SPSS – E View – GAUSS – SHAZAM – SAS – R – MATLAB – AMOS

### References

1. Chiang, A.C. (1986), Fundamental Methods of Mathematical Economics, McGraw Hill
2. Gupta, S.C. (1993), Fundamentals of Applied Statistics, S. Chand & Sons, New Delhi.
3. Yamane, Taro (1975), Mathematics for Economists, Prentice Hall of India, New Delhi.
4. Gujarati, D.N. (1995), Basic Econometrics (2nd Edition), McGraw Hill, New Delhi.

### HMECOP 4 General Management and Business Law

**Unit I**—Introduction – Concept – Nature – Planning – Organizing – Staffing – Controlling – Recruiting – HRM – Importance – Challenges – HR Planning – Objectives – Process – Talent acquisition – T & D FM – Scope – Functions – Objectives.

**Unit II**—Investment decision – Working Capital Marketing – Nature and scope – Customer value – Product development – Advertising and Promotion – Brand management.

**Unit III**—Strategic Management – Objectives – Process – Levels of approach – Mission – Strategy implementation – The India Contract Act – Essentials – Void agreement – Performance of contracts – Breach of contract and its remedies – Quasi-Contracts –

**Unit IV**—The Sale of Goods Act – Contract of sale of goods, conditions – Warranties, transfer of property – Rights of an unpaid seller – The negotiable instruments act – Negotiation and assignment holder – Discharge of a negotiable instrument, arbitration.

**Unit V**—The Company Acts – Formation – Memorandum and articles of association – Prospectus – Shares – Consumer Protection and Appeals – Information Technology Act.

### References:

1. Indian Law Institute, Annual Survey of Indian Law, Indian Law Institute, New Delhi.
2. Kuchhal M.C. - Business Law (Vikas Publication, 4<sup>th</sup> Edition)
3. Gulshan J.J. - Business Law Including Company Law (New Age International Publishers)