

## **IM 601 C**

### **E-BUSINESS FUNDAMENTALS**

#### **Course Objective:**

The objective of this course is to help students to understand the basics of Electronic Business, Electronic Commerce, and related issues.

#### **Course Content:**

- 1. Introduction:** Introduction to internet, Introduction to e-business, Traditional business vs. e-business (Brick and Mortar system vs. virtual systems)
- 2. Basic concepts:** Basic concepts of e-Business, History of Internet, Emergence of e-business, Importance of e-Business
- 3. Structural transformation-**Business models, Functional model, Resource model
- 4. Consumer behavior:** Segmenting and analyzing target audience, Consumer Behavior Models
- 5. Internet Marketing:** Traditional marketing V/s e-marketing, Internet as a tool to promotion, Cyber Advertising and Cyber Branding e-Fulfillment
- 6. Customer relationship management:** CRM Myths, CRM Architecture, Supporting, Requirement of CRM infrastructure, Building CRM Infrastructure, Next Generation CRM trends
- 7. Business to business intermediations:** Virtual supply chain and Supply chain management
- 8. Electronic payment systems:** Payment methods, SET, Other payment services on Internet, e-Tailing, e-Banking, e-HRM, e-Commerce in service sector, e-Enterprise
- 9. Security Issues:** Technical and management perspective
- 10. Knowledge Management:** KM with Organization Perspective, Service and Products.
- 11. Cyber Laws**
- 12. Electronic Business Challenges and Prospective**
- 13. Strategies for electronic business**

**Books Recommended :**

- 1)Frontiers of Electronic Commerce by : Dr. Ravi Kalakota
- 2)Electronic Business by Danial Amor
- 3)E-Commerce BASICS by Bruce McLaren, Constance McLaren
- 4)E-Business Technologies by H.Albert Napier, Phil Judd, Rivers,  
Andrew Adams
- 5)New Perspectives on E-Commerce-Comprehensive by Gary Schneider.

## IM 602A **Entrepreneurship**

### Course summary and objectives:

The objective of this course is to develop appreciation and understanding of various aspects of entrepreneurship. This course will help the students in identifying business opportunity, translating it into a detailed business plan and getting versed with various issues in this course. This will provide exposure to the students to the entrepreneurial culture and industrial growth so that they may be prepared to set up and manage their own units.

### Course contents:

1. **Entrepreneurship:** Concept of Entrepreneur, Concept and features of Entrepreneurship, Enterprise, Characteristics Of Entrepreneur, Characteristics of Entrepreneurship, Functions of Entrepreneurs, Entrepreneurial skills, Entrepreneur v/s Entrepreneurship, Attributes of Entrepreneurship.

#### **Activities and Assignments:**

Group task: studying various success stories of entrepreneurs and discussing their characteristics and reasons for success.

2. **Entrepreneurial Theories:** Economist's View, Sociologist's View, Psychologist View, Anthropologists View, Difference between Managers and Entrepreneurs, Classification of Entrepreneurs, Entrepreneurship Environment

3. **Creativity, Innovation and Idea generation:**

Creativity and Innovation, Creativity process, Innovation and Entrepreneurship linkage, Searching and selecting business ideas, Methods of generating new ideas

**Activities and assignments:** Idea generation by students.

4. **Organizational Structure of new venture:** Definition of Organization, Importance of Organization, Steps in Organizing, Functions/Forms of Organizations

5. **Project Planning:** Steps in business planning, Uses of a business plan, Criteria for a good business Plan.

#### **Activities and assignments:**

Students asked to finalize on their ideas and start writing business plans.

6. **Financial Management Issues in new venture:** Types of Industrial Finance, Sources of Finance.

7. **Marketing Management Issues in new venture:** Functions of Marketing, Product Concepts, Distributions, Promotions, Pricing, The Marketing Plan, Marketing Strategies

8. **Problems Of new ventures:** Internal Problems, External Problems

9. **New Venture Expansion Strategies And Issues:** Joint Ventures, Acquisitions, Mergers, and Franchising
10. **Legal Issues For The Entrepreneur:** Patents, Trademarks, Copyrights.

**Books Recommended:**

- 1) Entrepreneurship for SSI: Vasant Deasi (Text Book)
- 2) Entrepreneurship: New Venture Creation: David H. Holt
- 3) Entrepreneurship in small Scale factor: D Naxendra Kumar
- 4) Entrepreneurship development – Programs & Practices: Jasmer Singh Saini
- 5) Entrepreneurship: strategies & resources: Marc. J. Dollinger
- 6) Entrepreneurship: Hirsch Peters

**IM 603**  
**Econometrics**

**Objective:** - The Objective Of The Course Is To Acquaint Students With Basics Of Econometrics And Create A Base For Advance Econometrics & Forecasting.

**Course Description:**

1. **Meaning And Methodology Of Econometrics:** Nature & Scope of Econometrics. The Nature of Regression Analysis and Basics of Two Variable Regression Analysis. Estimation and Hypothesis Testing.
2. **Extension Of The Two Variables Linear Regression Model:** Multiple Regression Model, Estimation and Inferences.
3. **Nature, Consequences, Detection and Remedial Measures :** Heteroscedasticity, Autocorrelation, Multi- Co linearity.
4. **Regression on Dummy Variable, Dynamic Econometrics Models:** Autoregressive and Distributed Lag Models.
5. **System of Equations,** Identification and Estimation Methods (ILS and 2SLS), Business application of Single Equation Econometrics Models and system of equations.

**Books Recommended:**

- 1) Gujrati: - Basic Econometrics
- 2) Koutsoyiannis: - Theory of Econometrics
- 3) Madnani: - Theory of Econometrics



**IM 604 A**  
**FINANCIAL MANAGEMENT II**

**Course Objectives:** This course is designed to enhance the understanding of the fundamental concepts of finance with focus on long-term financial management.

**Course Description:**

1. Function of finance manager-a review
2. **Concept of Value:** Time preference for money, Compound value and present value, Numerical Exercises.
3. **Long Term Source of Finance:** Share, debenture and term loan.
4. **Capital Budgeting Decision:** Nature of investment decisions, Investment evaluation criteria- discounted and non-discounted cash flow criteria, Numerical exercises.
5. **The Cost of Capital:** Concept and significance of cost of capital, Factors affecting cost of capital, Measurement of cost of capital.
6. **Dividend Decision:** Concept, significance, forms, determinants and constraints of dividend decision, Share split and buy-back of shares, Case on dividend policy analysis.
7. **Capital Structure Planning:** Features of an appropriate capital Structure, Factors determining capital structure, Numerical exercises.

**Reference Books :**

1. Financial Management, Ravi M Kishore, Taxmann Publication, New Delhi.
2. Financial Management, I M Pandey, Vikas Publishing House Pvt. Ltd.
3. Fundamental of Financial Management, Brigham and Houston, Cengage Learning.
4. Financial Management, Theory, Concepts and problems; R P Rustagi
5. Indian Financial System Bharati V Pathak, Pearson Education.
6. Financial Management Text & Problems by M Y Khan & P K Jain, McGraw Hills Education (India) Ltd.





## IM 605

### **Purchasing and Materials Management**

#### **Course Objective**

Objectives of this course are to help the students acquire basic knowledge and understanding of purchasing and materials management and apply it for making relevant decisions.

#### **Course Contents:**

1. **Materials Management:** Objective, Importance, Integrated Materials Management, The role of Materials and Purchase management.
2. **Organization Of Materials Function:** Organization Structure Centralized Purchasing, Decentralization, Delegation of Power, Materials and User Department.
3. **Material Planning And Budgeting:** Planning: Advantages, Definition, Planning Approaches to Materials Management.
4. **Standardization And Codification:** Relevance, Definition, Specification, Advantages and Techniques, Identification, Evolution Of Codes, Classification, Methodology, Advantages Of Codification.
5. **Inventory Management And EOQ:** objective of inventory, inventory cost, inventory control techniques, evaluation of inventory management. ABC, XYZ, VED analysis.
6. **Ordering Systems:** Purchase Policy, Cash Purchase, Tender System, Rate Of Running Contract, Subcontracting, and Systems Contract Etc.
7. **Purchasing Cycle:** Purchasing Activities, Indent Status, Chasing And Follow Up, Transportation, Incoming Inspection, Bill Settlement, Documentation, Right Price, Right Time Of Purchasing, Right Method Of Material Handling, Right Mode Of Material Of Transport, Right Quality, Right Source And Right Buyers Sellers Relations.
8. **International Buying:** Why Imports, Import Policy, Classification Of Import, Objective Of Control, Preliminary Formalities, Source Selection, Licensing Procedures, Letter Of Credit, Documentation, Bill Of Lading Custom, Clearance Etc.
9. **Negotiations:** Objectives, Process, Process Factor, Other Parameter, Strategy And Tactics, Qualities Of Negotiator, Process And Guidelines For Negotiation, Negotiation Techniques.
10. **Vendor Rating:** Relevance Of Good Supplier, Need For Vendor Evaluation, Goals Of Vendor Rating, Advantages Of Vendor Rating, Parameters Of Vendor Rating.
11. **Financial Aspects In Materials Management:** Role of Finance, Interaction with Materials Holding and Acquisition Cost, Settlement Of Bill, Accounting, Audit In Materials Management.
12. **Disposal Of Obsolete And Scrap Items:** Management Of SOS, Categorization Of Obsolete/Surplus, Reasons For Obsolescence, Control Of Obsolescence And Scrap, Responsibility For Disposal, Disposal Methods.
13. **Warehousing Management:** Objectives Of Store, Location And Layout, Preservation Of Items, Management Of Receipts, Issue Control Store Documentation.

#### **Books Recommended:**

**Purchasing And Materials Management - M.N. Verma.**

**Purchasing And Materials Management - P. Gopalakrishnan.**

**IM 606**  
**Project Management**

**Course Objective:**

To acquaint students with project management method and to develop skills on project planning, analysis implementation and control.

**Course Contents:**

1. Project Planning and Phases: Need and importance, phases of capital budgeting, project analysis facts, resource allocation framework (investment strategies, portfolio planning tools, and interface between strategic planning and capital budgeting), Generation and Screening of Project Ideas.
2. Project analysis: Market and demand analysis, (Including demand forecasting) Technical Analysis and Financial Analysis (Cost of Project, working capital requirement & its financing).
3. Project Selection: Project cash flows, Time value of money, cost of capital, Appraisal criteria and analysis of Risk.
4. Project Management and Control: Project Organizations, Planning and Control of project & human aspects of project management, Project control tools (Gantt Charts, Line off Balance)
5. Network techniques for Project Management: Basic concepts of networks, line estimation and determination of critical path (for both PERT and CPM models), network cost systems and activity crashing.
6. Project Review: Need for reviews, initial review, performance evaluation, abandonment analysis, evaluating the capital budgeting systems.

### **Books Recommended :**

- 1) Maylor, Harvey: Project Management
- 2) Red F Parviz F: Project Estimating and cost management
- 3) Nevendorf Steve: Project Management
- 4) Royer Paul S.: Project Risk Management
- 5) Goel BB: Project Management
- 6) Patel M.Bhavesh: Project Financing
- 7) Rampal M.K. and Gupta S.L.: Project Report Writing