

Rayat Shikshan Sanstha's,

KarmaveerBhaurao Patil Institute of Management Studies and Research, Satara. Criterion 1- Curricular Aspect

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1.3: Curriculum Enrichment 1.3.1 Link for Additional information

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1.3: Curriculum Enrichment

Introduction:

Institute use to implement syllabi time to time of BBA, BCA and MBA programs introduce by Shivaji University Kolhapur. The syllabi of the above programs covered cross cutting issues relevant to ethics, gender, human values, environment and sustainability and the said issues discussed and evaluated by the faculty in their respective classes of the programs in last five years.

Sr. No	Cross Cutting Issues	Subject	Program
L	Ethics	Indian Ethos and management concept, Innovation and Entrepreneurship	
2.	Gender	Entrepreneurship Development. Innovation and Entrepreneurship. Fundamentals of Entrepreneurship	BBA II ,MBA II
3,	Human Values	Organizational Behavior	MBA I
ł.	Environment and sustainability	Environmental studies	BBA II ,BCA II



Karmaveer Bhaurao Patil Institute of Management Studies & Research, Satara

	MBA -I SEM-I PAPER-I PRINCIPLES AND PRACTICES OF MANAGEMENT	
	(Choice-Based Credit System)	
Atacks 80		ical: 20
Syllabus Contents:		
Unit 1: a) Theory	Introduction and Evolution of Management: Definition-Scope of management- Functions of management-Managerial skills-Levels of Management-Roles of a manager, Functional areas of Management, Classical Approach-Scientific Management Approach-Contribution of F W Taylor, Henry Fayol, Peter Drucker, Max Weber- Behavioral Approach-Human Relations Approach-Contingency, Operational Approach, Management by Objectives (MBO) – Definition, Meaning and Significance, MBO process.	10 Hours
b) Practical	Visit any organization and study the different functional areas of Management. Submit a report.	5 Hours
Unit 2: a) Theory	Planning and Organizing: Planning-nature, types, steps in planning, process and limitation of planning Organizing-meaning, Process, Organization structure, Types of organizational structure, Centralization and Decentralization, Departmentalization, Span of management, Concept of Authority, Responsibility and Accountability, Delegation.	10 Hours
b) Practical	Visit any organization and study its organization structure and its mechanism (Roles, responsibilities, decision making authority and reporting system)	5 Hours
Unit 3: a) Theory	Staffing, Directing and Controlling: Staffing- concept, need, human resource planning, recruitment and selection. Directing- concept, need and principles of directing. Controlling - Steps in Control Process- Need-Types of control Method- Techniques of Controlling-Benefits.	10 Hours
b) Practical	Visit any organization and study its types and techniques of control	5 Hours
	directors, auditors and stakeholders in corporate governance – Characteristics of good corporate governance, measures to improve corporate governance. Benefits of corporate governance. Business Ethics – Definition and its relevance to Business, Historical Perspective of Ethics, Trasteeship Management- Gandhian Philosophy of Wealth Management.	
b) Practical	Management in 21 st Century-Challenges and Opportunities a) Study online, different MNC's to understand their corporate governance.	5 Hours
Sote: University	 b) Present seminar on best ethical practices in business. 	
	studies based on the above units should be discussed in the class.	
 Duft Richard L. Certo-Modern J. Certo-Modern J. L.M. Prasad-Pr R.M. Srivastara Peter Drucker- Stephen P. Rob Shertickar S.A. 	ibrich-Essentials of Management, McGraw-Hill – Management – Thomson. Management prentice hall inciples of Management -Principles of Management Essentials of management bines-Management; Prentices Hall Modern Business Administration and Management; Himatoya Publishing innacement Concern and Struction	House
 Das Gupta A-B Mc Farland Da Terry Georgy R Robbins Stephe Robbins Stephe Kazmi Azhar-I Choudhari Sabi Ross Joel+ Tota R. P Banerjee E M. K. Gundhi, 		
19. William Shaw,	Business Ethics	
	squez, Business Ethics	

	1	
Unit 4. a) Theory b) Practical	 Globalization trends and challenges, Development of Rural sector since globalization, Environment for Foreign Trade and foreign investment. Exchange rate movements and its impact on economy. India's competitiveness in the world economy and ease of doing business in India. 	10 Hours 5 hours
Delhi, 2010. 2. M.M. Sulph 2011 3. Maheswari & 4. Rudder dutt	al Aspects Of Business, Tata Mcgraw- Hill Publishing Company Limite Keith-davis & William Frederick, Business And Society, McgrawHill, ey & Az-Har Basheer, LAWS FOR BUSINESS, Phi Learning Pvt. Ltd. & Maheswari, Mercantile Law, Himalaya Publishing House. Mumbai & Sundaram, Indian Economy, Vikas Publishing House, New Delhi. ent of Business by Veena Keshav Pailwar Publisher: PHI learning Pvt. I	Tokyo. Delhi,
Additional reading http://www.icmrindia https://www.focus-echttps://www.focus-echttps://www.focus-echttps://www.focus-echttps://www.nishithde https://www.nishithde http://www.nishithde Law_in_India.pdf Suggested Journ 1. The Indian echt	a.org/casestudies/Case_Studies.asp?cat=Economics conomics.com/countries/india t.com/economy-data/8/stats.aspx om/doc/38327363/Business-Law-Contracts-Notes sai.com/fileadmin/user_upload/pdfs/Research%20Papers/Intellectual_P	roperty
http://indianjournator	MBA -I SEM-I Organizational Behaviour	

Organizational Behaviour (Choice-Based Credit System) PAPER-VI

Course Outcomes:

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- CO1 Relate with the historical growth, factors and model of Organizational Behavior.
- CO2 Understand the determinants and various theories of personality development.
- CO3 Understand the concept of perception and the process.
- CO4 Understand the concept of attitude and values. Elaborate the sources and types of values.
- CO5 Relate different theories of motivation and Leadership with current situation
 - and know the roles and activities of leadership
- CO6 Understand the various strategies for managing conflicts in organization .
- CO7 Understand the concept of organizational culture, organizational change and Development.
- Expected Skills Implementation (Through theory and Practical's) :
- Reading, Understanding, predicting individual behavior.

Predicting behavior of individual in the group.

Marks : 100	Total Hours of Teaching: 60	* Theory: 40	Practical: 20
Syllabus Contents:			
Unit 1: a) Theory	Introduction to OB : Definition, Na Behaviour Approach – Historia Owen(1825) to Elton Mayo(1925). Psychology, Sociology, Anthropolo & political Science; Approaches to Approach, Contingency Approach, Approach.	cal perspective – from 1 , Disciplines contributing to ogy, Social Psychology, Ecor the study of OB -Human Re	OB OB nomics source
b) Practical	Identify the factors influencing in behavior (individual behavior is in working conditions, leadership, coll and present them before class for its	fluenced by number of factor leagues, social factors and the	s viz.
Unit 2: a) Theory	Micro Perspectives of OB : Indiv Biographical characteristics & Lea factor & Organizational factors. Per personality Personality theories – Argyris, Types of Personality – Type Learning & Perception- meaning, na theories & principles; Attitude-co formation of attitude, Values- cor values.	med characteristics, Environ ersonality- concept, determina - Sigmund Freud, Erikson, e A & type B tture & process. Learning- me concept, components of at	mental ants of Chris aning, titude,
b) Practical	Individual introspection to know pe study its consequences. Suggest negative traits to positive. Present th validity.	remedial measures to trans	
Unit 3: a) Theory	Micro & Macro Dynamics of OB: M theories of motivation A. H. Maslow Vroom, Theory Z ; Individual conflic conflict resolution. Group - Definitio Stages of group formation. Group dy dynamics. Behavioural Problems in g Stress-Causes effect & coping strateg Democratic, lassez-fair; theories of I Managerial Grid, Situational-Harsey contingency theory, Contemporary is and transformational, Roles & activi	, Herzberg, Elderfer, McClella et &group interpersonal confli- n, Importance, Types of group ynamics – factors affecting gro group communication process. gy, Leadership styles – Autocr eadership- Behavioural- y Blanchard, Fiedler's LPC ssues in leadership- Transactio	ind, ct, os. oup ratic,
b) Practical	Visit an organization to know motiv its correlation with individual motivational techniques with decision Possible consequences on individual	vational technique so as to fin productivity. Discuss theory on maker in respective unit for	etical
	Macro Perspective of OB: Organizat organizational culture, Organizationa change, how to overcome resistance t Development- OD techniques- sensiti process consultation, team building.	ional Culture- meaning, impac al Change- process, resistance to change. Organizational	to

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10)

	Visit an organization to study its vision, mission and objective to crystallize organizational culture. Study organizational development techniques implemented in the same organization.	5 Hours
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Reference Books:

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Organizational behaviour - Fred Luthans; Organizational Behaviour - Stephen Robbins; Organizational Behaviour - K. Aswathappa (8th revised edition);

Business, Psychology and Organizational Behaviour - Eugene McKenna.

Understanding Organizational behaviour - Udai Pareek,

Theories of Personality - Calvin Hall, Gardner Lindzey and John Campbell;

Personality and Motivation - A.H.Maslow.

Organizational Behaviour - Dr. C.B.Gupta

Organizational Behaviour A Strategic Approach - Hitt, Miller, Colella

	(Choice Based Credit System) MBA-I SEM-I (Internal) Soft Skills Development Paper - VII		
Course outcomes	After the completion of the course, students will be able to: 1. understand the soft skills 2. Develop professional etiquettes and manners 3. Develop effective communication skills		
Expected Skills Impartation	 Decision making Effective presentations Time and emotion mana Effective communication 	agement on skills	
Marks: 80	Total Hours of teaching:60		Practical:20
Syllabus Contents			
Unit 1: a)Theory	Basics of soft skills: Introduction to soft skills, impo innovative thinking, problem m management, leadership, team v	anagement, stress and emotional	10 Hours
b) Practical	 Ice breaking activities Role play activities Team work activities 		05 Hours
Unit 2: a)Theory	Critical thinking Skills Introduction, Definition, importation, thinking process-identification, inference, determining relevance Critical thinking habits, How to	e, curiosity,	10 Hours
b) Practical	 Critical thinking tests Critical thinking activities such as Jigsaw- developing community and disseminating knowledge Videos on critical thinking skills followed by discussion on it. 		05 Hours
Jnit 3: a)Theory	Effective Communication Skill Introduction, understanding com process, Types of communication	munication, the Communication	10 Hours

	MBA=1 SEM Indian Ethos and M (Choice-Based Cree Paper - I	anagement	
Course Outcomes	Students of this course will able	rganizational ethical culture ar ighteousness in the Gita ndian ethos lanagement	nd different
Expected Skills Implementation (Through theory and Practical's)			
Marks : 80	Total Hours of Teaching: 60	Theory: 40	Practical: 20
Syllabus Contents:			-
Unit*1: a) Theory	 A) Introduction and Evolution of of management. Classical Approach-Behavioral Appro- Contingency, Operational Appro- B) Levels of Management: Diff skills required. Management by Meaning and Significance, MBC 	Approach-Scientific Manage ach-Human Relations Appro- bach, erent levels of Management Objectives (MBO) – Defin	and
b) Practical	Visit local organization and study di	fferent levels of management.	5 Hours
Unit 2: a) Theory	 A) Planning and Organizing: Planning-nature, types and limitation of planning Organizing-meaning, Process, Organization structure, Types of organizational structure. B) Staffing, Directing and Controlling: Staffing- concept, need and importance. Directing- concept, need and principles of directing. Controlling - Steps in Control Process-Need-Types of control Method- Techniques of Controlling-Benefits. 		
b) Practical	Visit local organization and study Or duties and responsibility.		th · 5 Hours

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Unit 3: a) Theory	A) Indian Ethos: Meaning, Features, Need, History, Relevance, Principles Practiced by Indian Companies, Requisites, Elements, Role of Indian Ethos in Managerial Practices.	10 Hours
	B) Management Lessons from Religion Scriptures: Management Lessons from Vedas, Management Lessons from Mahabharata.Management Lessons from Bible, Management Lessons from Quran ManagementLessons from Kautilla'sArthashastra Indian Heritage in Business Management, Production and Consumption. Ethics v/s Ethos	
b) Practical	a. Study awareness of Indian Ethos in local Industries.b. Study the success stories of Family business	5 Hours
Unit 4: a) Theory	 Business Ethics A) Business Ethics – Definition and its relevance to Business, Historical Perspective of Ethics, Global perspectives on business ethics. Approaches to managerial ethics. B) Trusteeship Management-Gandhi and Philosophy of Wealth Management.G.D. Birla and J.R.D Tata policies and practices of business Ethics 	10 Hours
b) Practical	a) Present seminar on best ethical practices in business.b) Prepare a report on Infosys Foundation.	5 Hours
Note: Relevant case	studies based on the above units should be discussed in the class.	
 Peter Drucker- Robbins Stephe Sherlekar S.A L.M. Prasad-Pr R.M. Srivastara M. K. Gandhi, 1 Indian Ethos in 	eihrich-Essentials of Management,McGraw-Hill Essentials ofmanagement en P. and Decenzo David- Fundamentals ofManagement -Modern Business Administration and Management; Himalaya Publishing rinciples ofManagement a-Principles ofManagement Trusteeship Management :TusharAgarwal and NidhiChandorkar: Himalaya Publishin s and Value System: H.C.Mrutunjaya; PHL Learning.	
Suggested Resear	rch Journal :	
 Vikalp-IIM Al Visison-MDL 		

MBA –I, SEM-I, PAPER II Management Accounting (Choice-Based Credit System)

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- 2. Entrepreneurship Development; Dr. S. S. Khanka; S. Chand
- 3. The Dynamics of Entrepreneurial Development and Management; Vasant Desai; HPH
- 4. Theories of Entrepreneurship; Vasant Desai; HPH
- Managing the Family Business Theory and Practice Thomas Zellweger, Professor of Management, University of St. Gallen, Switzerland
- Firms within Families Edited by Jennifer E. Jennings, Kimberly A. Eddleston, P. Devereaux Jennings, Ravi Sarathy
- Governance in Family Enterprises: Maximizing Economic and Emotional Success 2014 Edition by A. Koeberle-Schmid, D. Kenyon-Rouvinez, E. Poza, INOGUCHI

Suggested Additional Readings: (if web source then provide url)

- 1. Family Business Review : sage publication
- 2. www.entrpreneur.com
- 3. Internet search: Look at the top 10 families in India today, what is the reason for their success or failure? Consider family tree, businesses, and family members in FBs. What are the implications for your family and business?

Suggested Research Journals :

- I. Journals of Family business management ISSN 2043:6238
- 2. Journals of Family Business Strategy ISSN: 1877-8585

Suggested Case Studies: Case: Ratan Tata and Cyrus Mistry, Narayan Murthy at Infosys ,Ambani brothers

PA	CHOICE-BASED CREDIT SYSTEM MBA -II SEMESTER -IV ELECTIVE – IX- ENTREPRENEURSHIP DEVELOPMENT PER- IV ECONOMIC DEVELOPMENT AND ENTREPRENEURSHIP	
Course Outcomes Students of this course will be able to: 1. To understand the need and importance of Economic development. 2. To study the role of entrepreneurship in the context of economic development. 3. This course prepares participants for a future career as entrepreneurship		
Expected Ski Impartation(TI gh theory an Practical's)	rou	
Marks : 100		al:20
	Syllabus Contents	
Unit 1: a) Theory	Economic Growth and Development: Common Characteristics Developing Countries • Perpetuation of Underdevelopment and Obstacle to Economic Development Problem of Poverty in India • Disguised Unemployment and Capit Formation in Developing Countries • Employment, Unemployment and Economic Growth Monetary Policy in Developing Countries • Role of Fiscal Policy and Taxation in Economic Development • Role of Fiscal Policy: Government Borrowing for Financing Development.	al 10 Hours
b) Practical	Group discussion on the steps taken by the government to bring about Economic Development in India. Group Discussion on steps taken by neighbouring countries like Bangladesh for Economic Development of the nation	5 Hours

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Unit 2: a) Theory	Technological Progress and Economic Development • • Human Resource Development: Education, Skill development and Economic Growth •: Health and Nutrition Environment, Economy and Economic Development • Population and Economic Development: Theory of Population Growth: How it affects Economic Development, c. Poverty and Environment •	10 Hours
b) Practical	Demographic Transition in India. Study the latest census survey and give your opinion on any of the above	5 Hours
Unit 3: a) Theory	factors with reference to Economic Development. Entrepreneurship: aConcept of entrepreneurship -Role of entrepreneurship in economic development, - Start up India, digital India, Make in India BFactors influencing Entrepreneurship development such as individual, social-cultural, environmental etc. Clink between innovation and entrepreneurship. Theories of entrepreneurship- McClelland's Theory of Need for achievement- Max Weber's Theory of social belief- Hagen's Theory of social change	10 Hours
b) Practical	Interview an entrepreneur and understand his/her motivations, and the reasons for his/her decision to be an entrepreneur. Case studies/ articles on successful entrepreneurs can be discussed in class.	5 Hours
Unit 4: a) Theory	 Scope, Problems and Prospects with respect to: a. Women Entrepreneurship b. Entrepreneurship in Rural and agricultural sector c. Entrepreneurship in Industry and service sector 	10 Hours
b) Practical	Field visit to an y of the above forms of enterprise and study in detail the scope, problems and prospects of the unit.	5 Hours
Note:		
 Michel P. Vasant Des Dr, S.S. Kl Misra, Puri Suggested Addition <u>http</u> Instant 	Development Economics S.Chand Publication. Fodaro, Stephen C. Smith Economic Development Pearson Publication sai, Entrepreneurial Development Himalaya Publishing House. manka Entrepreneurial Development S. Chand Publication i Indian Economy 27 th Revised Edition Himalaya Publishing House onal Readings: (if web source then provide url) p://shodhganga.inflibnet.ac.in/bitstream/10603/64016/12/12_chapter%204. titutional support for small-scale rural processing enterprises: the case of India. p://www.fao.org/docrep/s8380e/s8380e0d.htm	pdf
4. http	<u>p://www.ifciventure.com/</u> <u>p://tdb.gov.in/venture-capital-funds/</u> p://sfacindia.com/VCA_Scheme.aspx	
Suggested Resear 1. SEDME Jo	ch Journals urnals, ni-msme. Hyderabad Is of Entrepreneurship- Sage Journals	

	practices they have for winning customer Loyalty	
Note:	Case study methodology recommended for teaching core concepts of CRM including 'success' & 'failures' of CRM in India & abroad.	
Reference Real		

Reference Books:

- V. Kumar, Werner Reinartz, Customer Relationship Management: Concept, Strategy and Tools 3/e Springer, 2018
- 2. Valarie A Zeitaml, Services Marketing, 4/e, Tata McGraw Hill 2012

Suggested Additional Readings: (if web source then provide url)

- 1. Origin of CRM/ Relationship marketing.
- 2. Why study CRM?
- 3. 'Zero customer defection 'is a myth.

Suggested Research Journal :

- 1. Indian Journal of Marketing
- 2. "Journal of Marketing Research.

Suggested Case Studies: Mahindra and Mahindra, Ford Motors, Hindustan Petroleum

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CHOICE-BASED CREDIT SYSTEM
MBA -II SEMESTER -IV
PAPER-XXV
INNOVATION AND ENTREPRENEURSHIP

Course Outcomes	 Understand the concept of entrepreneurship and related theories Evaluate the profile of successful entrepreneur Analyze entrepreneurial opportunities 		
Expected Skills Impartation(Through theory and Practical's)	 Entrepreneurial Skills Leadership Skills Organizational Skills 		
Marks: 100	Total Hours of Teaching : 60 Theory : 40	Practi	ical : 20
	Syllabus Contents		,
Unit 1: a) Theory	 A. Innovation- Meaning, Characteristics, Purpose/ innovation, Sources of innovation, Types of inn B. Theories of Innovation- Peter Drucker, Schump Efficiency Theory. C. Creative Thinking, Barriers to creativity, Techn improving creativity process. D. Entrepreneurial Profile: Sanjeev (Naukri.com). 	ovation. heter, X- niques for Bikhehandani	10 Hours
b) Practical	Exercise on idea generation using brain storming ex the class room. Problem Solving exercise using Why- Why Analysis.	Sector Marganities	5 Hours
Unit 2: a) Theory	 A. Entrepreneurship- Concept of entrepreneurship the concept, characteristics of successful entrepred B. Theories of entrepreneurship- McClelland's ' for achievement- Max Weber's Theory of Hagen's Theory of social change C. Link between Entrepreneurship and economic D. Entrepreneurial Profile: Narayan Murthy (Inf 	neur. Theory of Need social belief- development	10 Hours
b) Practical	Visit local enterprising unit		5 Hours

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Unit 3: a) Theory	 A. Growth of entrepreneurship in India- Pre Independence and Post-independence growth pattern. B. Factors Affecting Entrepreneurship Growth- Economic factors, non-economic factor Government Actions C. Ethics and Entrepreneurship: Concept of Business Ethics, Importance of business ethics, Causes and issues of unethical behaviour D. Entrepreneurial Profile- Hanmant Gaikwad (BVG) 	10 Hours
b) Practical	Audio- Visual session on eminent entrepreneurs in pre independence era like G D Birla, Jamsetji Tata	5 Hours
unit 4: a) Theory	 A. Intrapreneur- concept, importance, intrepreneurial culture Case study of Shivkumar, ITC e-choupal, SundarPichai (Google) B. Women Entrepreneur:Concept, Functions and Problems; Case Study of KiranMujamdar Shaw (Biocon), VandanaLuthara (VLCC) C. Rural Entrepreneurship: Meaning, Need and Problems; Case study ofMansukhbhaiPrajapati (Matti Cool), Varghese Kurien (AMUL). D. Social Entrepreneurship: Meaning, Difference between Business and social Entrepreneurship, Case Study of Dr. Yunus Khan (Grameen Bank), Ela Bhatt (SEWA). 	10 Hours
b) Practical	Library Exercise and book reading session on books like Business Maharajas Stay hungry and Stay foolish, Connecting dots, Leading Women.	5 Hours
Note:	Profile of successful entrepreneurs can be studied using online material.	
Norman Sea 2. Entreprenew 3. Entreprenew 4. The Dynam 5. Entreprenew 6. Theories of Suggested Additional	f Entrepreneurship and Small Business Management; Thomas W. Zimmer arborough; PHI rship-New Venture Creation; David H. Holt; PHI rship Development; Dr. S. S. Khanka; S. Chand ics of Entrepreneurial Development and Management; Vasant Desai; HPH rship; R.V. Badi and N. V. Badi; Vrinda Publications Entrepreneurship; Vasant Desai; HPH Readings: (if web source then provide url)	
 Business Legen Stay Hungry Sta www.entrprenet 		
Suggested Research Jo 1. Entrepreneur	preneurship and innovation in emerging economics	

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CHOICE-BASED CREDIT SYSTEM MBA -II SEMESTER -IV PAPER-XXVI STARTUPS AND NEW VENTURE

	B.B.A. Part II Semester III	
	Fundamentals of Entrepreneurship CC-BI	
	Teaching Hours: 60 Credit points: 4	
	Total Marks:100 Theory Marks: 50 Internal Marks: 50	0
Objective	To make students familiar about the entrepreneurship development business management.	nt and small
Course	 Have a fair idea about aspects of entrepreneurship dev Understand the role of entrepreneurs, and the important entrepreneurship with the challenges and opportunitie Get acquainted with different theories of entrepreneur Understand the concept and role of woman entreprene Understand the concept of rural and social entreprene 	ice of s. ship turs
	Syllabus contents Entrepreneurship	
Unit – I	Meaning & concept, characteristics of entrepreneurship, role of entrepreneurship in economic development, Difference between entrepreneur and intrapreneur, Type of entrepreneurship, factors affecting entrepreneur growth	15Hrs
Unit – II	Theories of Entrepreneurship Schumpeter's theory of innovation, McCelland's theory of achievement, Max Weber's theory of social change, Hagen's theory of status withdrawal, Entrepreneurial Supply theory – John Kunkle	15Hrs
Unit – III	Woman Entrepreneurship Concept of woman entrepreneurship, Functions & problems of woman entrepreneur, remedial measures, success story of any women entrepreneurs.	15Hrs
Unit – IV	Rural, Social, Digital and Technological Entrepreneurship Concept and Meaning of rural entrepreneurship, Need of rural entrepreneurship, problems of rural entrepreneurship, Meaning and concept of social entrepreneurship, Difference between Business entrepreneur and social entrepreneur, Case – The Grameen Bank, Success story of Mansukhbhai Prajapati – Mitticool. Digital and Technological Entrepreneurship – Introduction, concept, scope, practical examples. Start-Ups and eco system. Introduction to Unicorn.	15Hrs
Reference Bo	oks:	
1. 2. 3.	Vasant Desai, Entrepreneurship Development, Himalaya Publishing S.S.Khanka, Entrepreneurship Development, S.Chand Publication Prasanna Chandra, Project Prepration, appraisal, implementation, T McGraw Hill Gordon and Natrajan, Entrepreneurship Development	

Shivaji University, Kolhapur^{*} Syllabus of Environmental Studies as a Compulsory Paper for all Undergraduate Courses 2019-20

Unit 1. Nature of Environmental Studies :

(3 lectures)

2

Definition, scope and importance. Multidisciplinary nature of environmental studies

Need for public awareness.

Concept of sustainability. Sustainable development and it's goals with Indian context.

Unit 2. Ecosystems :

(9 lectures)

. Concept of an ecosystem.

Structure and function of an ecosystem.

Producers, consumers and decomposers.

Energy flow in the ecosystem.

Ecological succession.

Food chains, food webs and ecological pyramids.

Introduction, types, characteristics features, structure and function of the following ecosystem :-

a) Forest ecosystem, b) Grassland ecosystem, c) Desert ecosystem,

d)Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Degradation of the ecosystems and it's impacts.

Unit 3. Natural Resources and Associated Problems :

a) Forest resources: Use and over-exploitation, deforestation, dams and their effects on forests and tribal people.

- b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.
- c) Mineral resources: Usage and exploitation. Environmental effects of extracting and using mineral resources.
- Food resources: World food problem, changes caused by agriculture ,effect of modern agriculture, fertilizer-pesticide problems.
- e) Energy resources: Growing energy needs, renewable and non- renewable energy resources, use of alternate energy sources. Solar energy, Biomass energy, Nuclear' energy,
- f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification. Consumerism ,ecological foot prints, carbon foot prints, carbon credits.

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Role of an individuals in conservation of natural resources. Equitable use of resources for sustainable lifestyles.

Unit 4. Biodiversity and its conservation :

3

Introduction- Definition: genetic, species and ecosystem diversity.

Bio-geographical classification of India.

Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values.

India as a mega- diversity nation.

Western Ghat as a biodiversity region. Hot-spots of biodiversity.

Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts, Endangered and endemic species of India, Conservation of biodiversity: In-situ and Exsitu conservation of biodiversity. Convention on Biological Diversity.

Unit 5. Environmental Pollution :

(8 lectures)

Causes, effects and control measures of: Air pollution,

 Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear hazards.

Global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Solid waste Management: Causes, effects and control measures of urban and industrial wastes. Solid waste management control rules.

Role of an individual in prevention of pollution.

Unit 6. Social Issues and the Environment :

(9 lectures)

Human population growth, impact on environment. Human Health and welfare. Environmental ethics: Role of Indian religious traditions and culture in conservation of the environment.

Environmental movements- Chipko Movement, Appiko Movement, Silent Valley. Resettlement and rehabilitation of people; its problems and concerns.

Water conservation, rain water harvesting, watershed management, water conservation by Dr.Rajendra Singh, Anna Hazare etc.

Disaster management: floods, earthquake, cyclone, tsunami and landslides. Wasteland reclamation.

Environmental communication and public awareness, case studies.

Unit 7. Environmental Protection- Policies and practises :

(5 lectures)

Environmental Protection Act.

Air (Prevention and Control of Pollution) Act.

Water (Prevention and control of Pollution) Act

Wildlife Protection Act

Forest Conservation Act

National and International conventions and agreements on environment.

Description of Courses addressing Professional Ethics, Gender, Human Values, Environment and Sustainability

Sr	Course Description	Subject	Issues addressed
1	MBA 1 Sem-1	Indian Ethos and Management Concept	Business Ethics
2	MBA I Sem 1	Organizational Behaviour	Values
3	MBA II Sem IV	Entrepreneurship Development	Women Entrepreneurship
4	MBA II Sem IV	Innovation and Entrepreneurship	Ethics and Entrepreneurship
5	BBA II Semester III	Fundamentals of Entrepreneurship	Women Entrepreneurship
6	BBA II, BCA II	Environmental Studies	Environmental sustainability



DIRECTOR

Karmaveer Bhaurao Patil Institute Ot Management Studies & Research Satara

Unit 4. a) Theory b) Practical	 Globalization trends and challenges. Development of Rural sector since globalization, Environment for Foreign Trade and foreign investment. Exchange rate movements and its impact on economy. India's competitiveness in the world economy and ease of doing business in India. 	10 Hours 5 hour
Delhi, 2010 2. M.M. Sulph 2011 3. Maheswari 4. Rudder dutt	gal Aspects Of Business, Tata Mcgraw- Hill Publishing Company Limite b. Keith-davis & William Frederick, Business And Society, McgrawHill, hey & Az-Har Basheer, LAWS FOR BUSINESS, Phi Learning Pvt. Ltd. & Maheswari, Mercantile Law, Himalaya Publishing House. Mumbai t & Sundaram, Indian Economy, Vikas Publishing House, New Delhi. hent of Business by Veena Keshav Pailwar Publisher: PHI learning Pvt. I	Tokyo. Delhi,
Additional reading		
	a.org/casestudies/Case_Studies.asp?cat=Economics	
Contraction of the second seco	conomics.com/countries/india u.com/economy-data/8/stats.aspx	
	com/doc/38327363/Business-Law-Contracts-Notes	
	esai.com/fileadmin/user_upload/pdfs/Research%20Papers/Intellectual_P	roperty
Law in India.pdf		
Suggested Journ 1. The Indian ed	nals: conomic journal - <u>https://journals.sagepub.com/home/iej</u> feconomicsandresearch.com/	×.

MBA -I SEM-I Organizational Behaviour (Choice-Based Credit System) PAPER-VI

Course Outcomes:

- CO1 Relate with the historical growth, factors and model of Organizational Behavior.
- CO2 Understand the determinants and various theories of personality development.
- CO3 Understand the concept of perception and the process.
- CO4 Understand the concept of attitude and values. Elaborate the sources and types of values.
- CO5 Relate different theories of motivation and Leadership with current situation
- and know the roles and activities of leadership
- CO6 Understand the various strategies for managing conflicts in organization .
- CO7 Understand the concept of organizational culture, organizational change and Development.

Expected Skills Implementation (Through theory and Practical's) :

Reading, Understanding, predicting individual behavior.

Predicting behavior of individual in the group.

Marks: 100	Total Hours of Teaching: 60	* Theory: 40	Practic	al: 20
Syllahus Contents:				
Unit 1: a) Theory	Introduction to OB : Definition, Na Behaviour Approach – Historic Owen(1825) to Elton Mayo(1925), Psychology, Sociology, Anthropolo & political Science; Approaches to Approach, Contingency Approach, I Approach.	al perspective – fro Disciplines contributin gy, Social Psychology, the study of OB -Huma	m Robert g to OB – Economics n Resource	10 Hour
b) Practical	Identify the factors influencing in behavior (individual behavior is in working conditions, leadership, coll and present them before class for its	fluenced by number of f eagues, social factors an	actors viz.	5 Hours
Unit 2: a) Theory	Micro Perspectives of OB : Indiv Biographical characteristics & Lean factor & Organizational factors. Per personality Personality theories – Argyris, Types of Personality – Type Learning & Perception- meaning, na theories & principles; Attitude-c formation of attitude, Values- con values.	med characteristics, Env rsonality- concept, deter Sigmund Freud, Erik A & type B ture & process. Learning oncept, components of	vironmental rminants of son, Chris g- meaning, of attitude,	10 Hour
b) Practical	Individual introspection to know per study its consequences. Suggest negative traits to positive. Present the validity.	remedial measures to	transform	Hours
Unit 3: a) Theory	Micro & Macro Dynamics of OB: Me theories of motivation A. H. Maslow, Vroom, Theory Z ; Individual conflic conflict resolution. Group - Definition Stages of group formation. Group dy dynamics. Behavioural Problems in g Stress-Causes effect & coping strateg Democratic, lassez-fair; theories of I Managerial Grid, Situational-Harsey contingency theory, Contemporary is and transformational, Roles & activity	, Herzberg, Elderfer, Mc t &group interpersonal c n, Importance, Types of mamics – factors affectin roup communication pro gy, Leadership styles – A eadership- Behavioural- blanchard, Fiedler's L ssues in leadership- Tran	Clelland, conflict, groups. ng group ocess. .utocratic, PC	0 Hour
b) Practical	Visit an organization to know motiv its correlation with individual p motivational techniques with decision Possible consequences on individual	productivity. Discuss t on maker in respective ur	theoretical ait for its	Hours
Unit 4: a) Theory	Macro Perspective of OB: Organizat organizational culture, Organizationa change, how to overcome resistance t Development- OD techniques- sensiti process consultation, team building.	ional Culture- meaning, al Change- process, resist o change. Organizationa	impact of 1 tance to	0 Hours

b) Practical Visit an organization to study its vision, mission and objective to crystallize organizational culture. Study organizational development techniques implemented in the same organization.	FS-
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Reference Books:

Organizational behaviour - Fred Luthans; Organizational Behaviour - Stephen Robbins; Organizational Behaviour - K. Aswathappa (8th revised edition);

Business, Psychology and Organizational Behaviour - Eugene McKenna.

Understanding Organizational behaviour - Udai Pareek,

Theories of Personality - Calvin Hall, Gardner Lindzey and John Campbell;

Personality and Motivation - A.H.Maslow.

Organizational Behaviour - Dr. C.B.Gupta

Organizational Behaviour A Strategic Approach - Hitt, Miller, Colella

	MI So	ice Based Credit System) BA-I SEM-I (Internal) ft Skills Development Paper - VII	
Course outcomes	After the completion of the course, students will be able to: 1. understand the soft skills 2. Develop professional etiquettes and manners 3. Develop effective communication skills		
Expected Skills Impartation	 Decision making Effective presentations Time and emotion man Effective communication 	agement	
Marks: 80	Total Hours of teaching:60	Theory: 40	Practical:20
Syllabus Contents			
Unit 1: a)Theory	Basics of soft skills: Introduction to soft skills, importing innovative thinking, problem m management, leadership, team y	ertance , understanding oneself, anagement, stress and emotional work	10 Hours
b) Practical	 Ice breaking activities Role play activities Team work activities 		
Unit 2: a)Theory	Critical thinking Skills Introduction, Definition, importance of critical thinking, Critical thinking process- identification, research, identifying biases, inference, determining relevance, curiosity, Critical thinking habits, How to improve critical thinking skills		10 Hours
b) Practical	 Critical thinking tests Critical thinking activities such as Jigsaw- developing community and disseminating knowledge Videos on critical thinking skills followed by discussion on it. 		05 Hours
Unit 3: a)Theory	Effective Communication Skill Introduction, understanding com process, Types of communication	munication, the Communication	10 Hours

	MBA -1 SEM-1 Indian Ethos and Management (Choice-Based Credit System) Paper - 1	
Course Outcomes	 Students of this course will able to db: understand sources of organizational ethical culture and diffusion Understand the way of righteousness in the Gita Identify the features of Indian ethos Analyze Principles of Management Understand dynamics of ethics in management. 	erent
Expected Skills Implementation (Through theory and Practical's)		
Marks : 80	Total Hours of Teaching: 60 Theory: 40 Pract	ical: 20
Syllabus Contents:		
Unit*1: a) Theory	 A) Introduction and Evolution of Management: Definition-Scope of management. Classical Approach-Scientific Management Approach- Behavioral Approach-Human Relations Approach- Contingency, Operational Approach, B) Levels of Management: Different levels of Management and skills required. Management by Objectives (MBO) – Definition, Meaning and Significance, MBO process. 	10 Hour
b) Practical	Visit local organization and study different levels of management.	5 Hours
Unit 2: a) Theory	 A) Planning and Organizing: Planning-nature, types and limitation of planning Organizing-meaning, Process, Organization structure, Types of organizational structure. B) Staffing, Directing and Controlling: Staffing- concept, need and importance. Directing- concept, need and principles of directing. Controlling - Steps in Control Process-Need-Types of control Method- Techniques of Controlling-Benefits. 	
b) Practical	Visit local organization and study Organization structure along with duties and responsibility.	5 Hours



Unit 3: 2) Theory	A) Indian Ethos:	10 Hours
• b) Practical	 B) Management Lessons from Religion Scriptures: Management Lessons from Vedas, Management Lessons from Mahabharata.Management Lessons from Bible, Management Lessons from Quran ManagementLessons from Kautilla'sArthashastra Indian Heritage in Business Management, Production and Consumption. Ethics v/s Ethos a. Study awareness of Indian Ethos in local Industries. 	
	 b. Study the success stories of Family business 	
Unit 4: a) Theory	 Business Ethics – Definition and its relevance to Business, Historical Perspective of Ethics, Global perspectives on business ethics. Approaches to managerial ethics. B) Trusteeship Management-Gandhi and Philosophy of Wealth Management.G.D. Birla and J.R.D Tata policies and practices of business Ethics 	10 Hours
b) Practical	a) Present seminar on best ethical practices in business.b) Prepare a report on Infosys Foundation.	5 Hours
Note: Relevant case	studies based on the above units should be discussed in the class.	
 Peter Drucker- Robbins Steph Sherlekar S.A. L.M. Prasad-P R.M. Srivastar M. K. Gandhi, Indian Ethos in 	eihrich-Essentials of Management,McGraw-Hill - Essentials ofmanagement en P. and Decenzo David- Fundamentals ofManagement -Modern Business Administration and Management; Himalaya Publishing rinciples ofManagement a-Principles ofManagement Trusteeship n Management :TusharAgarwal and NidhiChandorkar: Himalaya Publishin s and Value System: H.C.Mrutunjaya; PHL Learning.	
Suggested Resea	rch Journal :	
 Vikalp-IIM A Visison-MDI, 		
	MBA –I, SEM-I,	
	PAPER II	

Management Accounting (Choice-Based Credit System)

- 2. Entrepreneurship Development; Dr. S. S. Khanka; S. Chand
- 3. The Dynamics of Entrepreneurial Development and Management; Vasant Desai; HPH
- 4. Theories of Entrepreneurship; Vasant Desai; HPH
- Managing the Family Business Theory and Practice Thomas Zellweger, Professor of Management, University of St. Gallen, Switzerland
- Firms within Families Edited by Jennifer E. Jennings, Kimberly A. Eddleston, P. Devereaux Jennings, Ravi Sarathy
- Governance in Family Enterprises: Maximizing Economic and Emotional Success 2014 Edition by A. Koeberle-Schmid, D. Kenyon-Rouvinez, E. Poza, INOGUCHI

Suggested Additional Readings: (if web source then provide url)

- 1. Family Business Review : sage publication
 - 2. www.entrpreneur.com
- 3. Internet search: Look at the top 10 families in India today, what is the reason for their success or failure? Consider family tree, businesses, and family members in FBs. What are the implications for your family and business?

Suggested Research Journals :

- I. Journals of Family business management ISSN 2043:6238
- Journals of Family Business Strategy ISSN: 1877-8585

Suggested Case Studies: Case: Ratan Tata and Cyrus Mistry, Narayan Murthy at Infosys ,Ambani brothers

PA	CHOICE-BASED CREDIT SYSTEM MBA -II SEMESTER -IV ELECTIVE – IX- ENTREPRENEURSHIP DEVELOPMENT PER- IV ECONOMIC DEVELOPMENT AND ENTREPRENEURSHI	P	
Course Outcon	 Students of this course will be able to: To understand the need and importance of Economic development. To study the role of entrepreneurship in the context of economic development. This course prepares participants for a future career as entrepreneurs. 		
Expected Skil Impartation(Th gh theory and Practical's)	s Analyzing entrepreneurial environment.		
Marks : 100		cal: 20	
	Syllabus Contents		
Unit 1: a) Theory	Economic Growth and Development: Common Characteristics Developing Countries • Perpetuation of Underdevelopment and Obstact to Economic Development Problem of Poverty in India • Disguised Unemployment and Capit Formation in Developing Countries • Employment, Unemployment and Economic Growth Monetary Policy in Developing Countries • Role of Fiscal Policy and Taxation in Economic Development • Role of Fiscal Policy: Governme Borrowing for Financing Development.	al 10 Id Hours	
b) Practical Group discussion on the steps taken by the government to bring about Economic Development in India. Group Discussion on steps taken by neighbouring countries like Bangladesh for Economic Development of the nation		5 Hours	

Unit 2: a) Theory	Theory Environment, Economy and Economic Development • Population and Economic Development: Theory of Population Growth: How it affects Economic Development, c. Poverty and Environment • Demographic Transition in India.					
b) Practical	Study the latest census survey and give your opinion on any of the above factors with reference to Economic Development. 5					
Unit 3: a) Theory	Entrepreneurship: aConcept of entrepreneurship -Role of entrepreneurship in economic development, - Start up India, digital India, Make in India BFactors influencing Entrepreneurship development such as individual,					
b) Practical Interview an entrepreneur and understand his/her motivations, and the reasons for his/her decision to be an entrepreneur. Case studies/ articles on successful entrepreneurs can be discussed in class.						
Unit 4: a) Theory	Unit 4: a) Scope, Problems and Prospects with respect to: a. Women Entrepreneurship					
b) Practical	Field visit to an y of the above forms of enterprise and study in detail the scope, problems and prospects of the unit.	5 Hours				
 Michel P.¹ Vasant Des Dr, S.S. Kl Misra, Puri 	a Development Economics S.Chand Publication. Fodaro, Stephen C. Smith Economic Development Pearson Publication sai, Entrepreneurial Development Himalaya Publishing House. hanka Entrepreneurial Development S. Chand Publication i Indian Economy 27 th Revised Edition Himalaya Publishing House					
1. http 2. Inst http 3. http 4. http	onal Readings: (if web source then provide url) p://shodhganga.inflibnet.ac.in/bitstream/10603/64016/12/12_chapter%204. titutional support for small-scale rural processing enterprises: the case of India. p://www.fao.org/docrep/s8380e/s8380e0d.htm p://www.ifciventure.com/ p://tdb.gov.in/venture-capital-funds/ p://sfacindia.com/VCA_Scheme.aspx	pdf 				
The Journa	ch Journals ournals, ni-msme. Hyderabad Is of Entrepreneurship- Sage Journals udies: http://www.nimsme.org/ranzo/uploads/articles/case%20study-25_10)35.pdf				

	practices they have for winning customer Loyalty
Note:	Case study methodology recommended for teaching core concepts of CRM including 'success' & 'failures' of CRM in India & abroad.
3/e Sp	ooks: mar, Werner Reinartz, Customer Relationship Management: Concept, Strategy and Tools ringer, 2018 e A Zeitaml, Services Marketing, 4/e, Tata McGraw Hill 2012
 Origit Why s 	Iditional Readings: (if web source then provide url) n of CRM/ Relationship marketing. tudy CRM ? customer defection 'is a myth.
1. Indian	search Journal : Journal of Marketing I of Marketing Research.
Suggested Cas	se Studies: Mahindra and Mahindra, Ford Motors, Hindustan Petroleum

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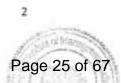
	CHOICE-BASED CRE MBA -II SEMEST PAPER-XX INNOVATION AND ENTR	TER -IV V	
Course Outcomes	 Understand the conce Evaluate the profile of Analyze entrepreneuri 		elated theories
Expected Skills Impartation(Through theory and Practical's)	 Entrepreneurial Skills Leadership Skills Organizational Skills 	2	
Marks: 100	Total Hours of Teaching : 60	Theory: 40	Practical: 20
	Syllabus Conte		
Unit 1: a) Theory	 A. Innovation- Meaning, Chara- innovation, Sources of innova B. Theories of Innovation- Peter Efficiency Theory. C. Creative Thinking, Barriers improving creativity process. D. Entrepreneurial Profile (Naukri.com). 	ation, Types of innovation. er Drucker, Schumpeter, X- to creativity, Techniques fo	10
b) Practical	Exercise on idea generation using the class room. Problem Solving exercise using W		ithin 5 Hours
Unit 2: a) Theory	 A. Entrepreneurship- Concept the concept, characteristics of B. Theories of entrepreneursh for achievement- Max Web Hagen's Theory of social char C. Link between Entrepreneursis D. Entrepreneurial Profile: Nar 	successful entrepreneur. ip- McClelland's Theory of er's Theory of social ige ship and economic develop	of Need 10 belief- Hours
b) Practical	Visit local enterprising unit		5 Hours

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	Guest Lecture of a Successful entrepreneur	
Unit 3: a) Theory	 A. Growth of entrepreneurship in India- Pre Independence and Post-independence growth pattern. B. Factors Affecting Entrepreneurship Growth- Economic factors, non- economic factor Government Actions C. <u>Ethics and Entrepreneurship</u>: Concept of Business Ethics, Importance of business ethics, Causes and issues of unethical behaviour D. Entrepreneurial Profile- Hanmant Gaikwad (BVG) 	10 Hours
b) Practical	Audio- Visual session on eminent entrepreneurs in pre independence era like G D Birla, Jamsetji Tata	5 Hours
unit 4: a) Theory	 A. Intrapreneur- concept, importance, intrepreneurial culture Case study of Shivkumar, ITC e-choupal, SundarPichai (Google) B. Women Entrepreneur:Concept, Functions and Problems; Case Study of KiranMujamdar Shaw (Biocon), VandanaLuthara (VLCC) C. Rural Entrepreneurship: Meaning, Need and Problems; Case study ofMansukhbhaiPrajapati (Matti Cool), Varghese Kurien (AMUL). D. Social Entrepreneurship: Meaning, Difference between Business and social Entrepreneurship, Case Study of Dr. Yunus Khan (Grameen Bank), Ela Bhatt (SEWA). 	10 Hours
b) Practical	Library Exercise and book reading session on books like Business Maharajas Stay hungry and Stay foolish, Connecting dots, Leading . Women.	5 Hours
Note:	Profile of successful entrepreneurs can be studied using online material.	
Norman Sca 2. Entrepreneur 3. Entrepreneur 4. The Dynami 5. Entrepreneur 6. Theories of I	Entrepreneurship and Small Business Management; Thomas W. Zimmere rborough; PHI ship-New Venture Creation; David H. Holt; PHI ship Development; Dr. S. S. Khanka; S. Chand es of Entrepreneurial Development and Management; Vasant Desai; HPH ship; R.V. Badi and N. V. Badi; Vrinda Publications Entrepreneurship; Vasant Desai; HPH Readings: (if web source then provide url)	
Business Legend Stay Hungry Sta www.entrpreneu	ls; GeetaParimal y Foolish	
Suggested Research Jo 1. Entrepreneur 2. Journal of Entrep 3. Journal of busine	urnal : preneurship and innovation in emerging economics	

CHOICE-BASED CREDIT SYSTEM MBA -II SEMESTER -IV PAPER-XXVI STARTUPS AND NEW VENTURE

	B.B.A. Part II Semester III				
	Fundamentals of Entrepreneurship CC -B1				
	Teaching Hours: 60 Credit points: 4				
	Total Marks:100 Theory Marks: 50 Internal Marks: 50)			
Objective	To make students familiar about the entrepreneurship development and small business management.				
Course outcomes	 Have a fair idea about aspects of entrepreneurship dev Understand the role of entrepreneurs, and the important entrepreneurship with the challenges and opportunitie Get acquainted with different theories of entrepreneur Understand the concept and role of woman entreprene Understand the concept of rural and social entreprene 	ice of s. ship eurs			
	Syllabus contents				
Unit – I	Entrepreneurship Meaning & concept, characteristics of entrepreneurship, role of entrepreneurship in economic development, Difference between entrepreneur and intrapreneur, Type of entrepreneurship, factors affecting entrepreneur growth	15Hrs			
Unit – II	Theories of Entrepreneurship Schumpeter's theory of innovation, McCelland's theory of achievement, Max Weber's theory of social change, Hagen's theory of status withdrawal, Entrepreneurial Supply theory – John Kunkle				
Unit – III	Woman Entrepreneurship Concept of woman entrepreneurship, Functions & problems of woman entrepreneur, remedial measures, success story of any women entrepreneurs.	15Hrs			
Unit – IV	Rural, Social, Digital and Technological Entrepreneurship Concept and Meaning of rural entrepreneurship, Need of rural entrepreneurship, problems of rural entrepreneurship, Meaning and concept of social entrepreneurship, Difference between Business entrepreneur and social entrepreneur, Case – The Grameen Bank, Success story of Mansukhbhai Prajapati – Mitticool. Digital and Technological Entrepreneurship – Introduction, concept, scope, practical examples. Start-Ups and eco system. Introduction to Unicorn.	15Hrs			
Reference Bo					
2.	Vasant Desai, Entrepreneurship Development, Himalaya Publishing S.S.Khanka, Entrepreneurship Development, S.Chand Publication Prasanna Chandra, Project Prepration, appraisal, implementation, T McGraw Hill Gordon and Natrajan, Entrepreneurship Development	53903 995 900			



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Shivaji University, Kolhapur^{*} Syllabus of Environmental Studies as a Compulsory Paper for all Undergraduate Courses 2019-20

Unit 1. Nature of Environmental Studies :

(3 lectures)

2

Definition, scope and importance. Multidisciplinary nature of environmental studies

Need for public awareness.

Concept of sustainability. Sustainable development and it's goals with Indian context. .

Unit 2. Ecosystems :

(9 lectures)

. Concept of an ecosystem.

* Structure and function of an ecosystem.

Producers, consumers and decomposers.

Energy flow in the ecosystem.

Ecological succession.

Food chains, food webs and ecological pyramids.

Introduction, types, characteristics features, structure and function of the following ecosystem :-

a) Forest ecosystem, b) Grassland ecosystem, c) Desert ecosystem,

d)Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries) Degradation of the ecosystems and it's impacts.

Unit 3. Natural Resources and Associated Problems :

a) Forest resources: Use and over-exploitation, deforestation, dams and their effects on forests and tribal people.

- b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.
- Mineral resources: Usage and exploitation. Environmental effects of extracting and using mineral resources.
- Food resources: World food problem, changes caused by agriculture ,effect of modern agriculture, fertilizer-pesticide problems.
- e) Energy resources: Growing energy needs, renewable and non- renewable energy resources, use of alternate energy sources. Solar energy, Biomass energy, Nuclear energy,
- f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification. Consumerism ,ecological foot prints, carbon foot prints, carbon credits.

Role of an individuals in conservation of natural resources. Equitable use of resources for sustainable lifestyles.

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Unit 4. Biodiversity and its conservation :

(8 lectures)

Introduction- Definition: genetic, species and ecosystem diversity.

Bio-geographical classification of India.

Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values.

India as a mega- diversity nation.

Western Ghat as a biodiversity region. Hot-spots of biodiversity.

Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts, Endangered and endemic species of India, Conservation of biodiversity: In-situ and Exsitu conservation of biodiversity. Convention on Biological Diversity.

Unit 5. Environmental Pollution :

2 Definition: Causes, effects and control measures of: Air pollution,

 Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear hazards.

Global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Solid waste Management: Causes, effects and control measures of urban and industrial wastes. Solid waste management control rules.

Role of an individual in prevention of pollution.

Unit 6. Social Issues and the Environment :

(9 lectures)

Human population growth, impact on environment. Human Health and welfare. Environmental ethics: Role of Indian religious traditions and culture in conservation of the environment.

Environmental movements- Chipko Movement, Appiko Movement, Silent Valley. Resettlement and rehabilitation of people; its problems and concerns.

Water conservation, rain water harvesting, watershed management. water conservation by Dr.Rajendra Singh, Anna Hazare etc.

Disaster management: floods, earthquake, cyclone, tsunami and landslides. Wasteland reclamation.

Environmental communication and public awareness, case studies.

Unit 7. Environmental Protection- Policies and practises :

Environmental Protection Act.

(5 lectures)

Air (Prevention and Control of Pollution) Act.

Water (Prevention and control of Pollution) Act

Wildlife Protection Act

Forest Conservation Act

National and International conventions and agreements on environment.

Unit 8. Field Work :

(10 lectures)

4

Visit to a local area to document environmental assets-

River/forest/grassland/hill/mountain.

Visit to a local polluted site - Urban/Rural/Industrial/Agricultural

Study of common plants, insects, birds.

0E)

or

OF:

Study of simple ecosystems - ponds, river, hill slopes, etc. (Field work is equal to 10 lecture hours)

References :

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- 2) Bharucha Erach, The Biodiversity of India, Mapin Publishing pvt. Ltd., Ahmedabad 380013, India, Email:mapin@icenet.net (R)
- 3) Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc., 480p
- 4) Clank R.S. Marine Pollution, Clanderson Press Oxford (TB)
- 5) Cunningham, W.P. Cooper, T.H.Gorhani, E. & Hepworth, M.T.2001,
- 6) Environmental Encyclopedia, Jaico Publ. Hpise, Mumbai, 1196p
- 7) De A.K., Environmental Chemistry, Wiley Wastern Ltd.
- Down to Earth, Cebtre fir Scuebce and Environment (R)
- Gleick, H., 1993, Water in crisis, Pacific Institute for studies in Dev., Environment & Security, Stockholm Env. Institute. Oxford Univ. Press 473p
- Hawkins R.e., Encyclopedia of Indian Natural History, Bombay Natural History Society, Bombay (R)
- Heywood, V.H.& Watson, R.T.1995, Global Biodiversity Assessment, Cambridge Univ. Press 1140p.
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- Mickinney, M.L.& School. R.M.1196, Environmental Science Systems & Solutions, Web enhanced edition, 639p.
- 14) Mhaskar A.K., Mastter Hazardous, Techno-Science Publications (TB)
- 15) Miller T.G.Jr., Environmental Science. Wadsworth Publications Co. (TB)
- 16) Odum, E.P. 1971, Fundamentals of Ecology, W.B.Saunders Co. USA, 574p.
- Rao M.N.& Datta, A.K.1987, Waste Water Treatment, Oxford & IBH Publ. Co. Pvt. Ltd., 345p
- 18) Sharma B.K., 2001, Environmental Chemistry, Gokel Publ. Hkouse, Meerut
- 19) Survey of the Environment, The Hindu (M)
- Townsend C., Harper, J. and Michael Begon, Essentials of Ecology, Blackwell Science (TB)
- Trivedi R.K. Handbook of Environmental Laws, Rules, Guidelines, Compliances and Standards, vol. I anfd II, Environmental Media (R)
- 22) Trivedi R.K. and P.K. Gokel, Intriduction to air pollution, Tecgbi-Science Publications (TB)
- Wagner K.D., 1998, Environmental management, W.B. Saunders Co.Philadelphia, USA 499p.
- 24) Paryavaran shastra Gholap T.N.
- Paryavaran Sahastra Gharapure M) Magazine (R) Reference (TB) Textbook

Page 28 of 67

a) Theoryb) Practical	 Globalization trends and challenges, Development of Rural sector since globalization, Environment for Foreign Trade and foreign investment. Exchange rate movements and its impact on economy. India's competitiveness in the world economy and ease of doing business in India. 	10 Hours 5 hours
Delhi, 2010 2. M.M. Sulph 2011 3. Maheswari	al Aspects Of Business, Tata Mcgraw- Hill Publishing Company Limite b. Keith-davis & William Frederick, Business And Society, McgrawHill, hey & Az-Har Basheer, LAWS FOR BUSINESS, Phi Learning Pvt. Ltd. & Maheswari, Mercantile Law, Himalaya Publishing House. Mumbai	Tokyo.
Economic Environn	t & Sundaram, Indian Economy, Vikas Publishing House, New Delhi. nent of Business by Veena Keshav Pailwar Publisher: PHI learning Pvt.	Ltd. New
Economic Environn Delhi.	nent of Business by Veena Keshav Pailwar Publisher: PHI learning Pvt.	Ltd. New
Economic Environn Delhi. Additional reading	nent of Business by Veena Keshav Pailwar Publisher: PHI learning Pvt.	Ltd. New
Economic Environn Delhi. Additional reading http://www.icmrindi https://www.focus-e	nent of Business by Veena Keshav Pailwar Publisher: PHI learning Pvt. website URL ia.org/casestudies/Case_Studies.asp?cat=Economics conomics.com/countries/india	Ltd. New
Economic Environn Delhi. Additional reading http://www.icmrindi https://www.focus-e https://www.indiasta	nent of Business by Veena Keshav Pailwar Publisher: PHI learning Pvt. website URL ia.org/casestudies/Case_Studies.asp?cat=Economics economics.com/countries/india at.com/economy-data/8/stats.aspx	Ltd. New
Economic Environn Delhi. Additional reading http://www.icmrindi https://www.focus-e https://www.indiasta https://www.scribd.o	ment of Business by Veena Keshav Pailwar Publisher: PHI learning Pvt. website URL ia.org/casestudies/Case_Studies.asp?cat=Economics beconomics.com/countries/india at.com/economy-data/8/stats.aspx com/doc/38327363/Business-Law-Contracts-Notes	
Economic Environn Delhi. Additional reading http://www.icmrindi https://www.focus-e https://www.focus-e https://www.scribd.e	nent of Business by Veena Keshav Pailwar Publisher: PHI learning Pvt. website URL ia.org/casestudies/Case_Studies.asp?cat=Economics economics.com/countries/india at.com/economy-data/8/stats.aspx	
Economic Environn Delhi. Additional reading http://www.icmrindi https://www.focus-e https://www.indiasta https://www.scribd.o	nent of Business by Veena Keshav Pailwar Publisher: PHI learning Pvt. website URL ia.org/casestudies/Case_Studies.asp?cat=Economics conomics.com/countries/india at.com/economy-data/8/stats.aspx com/doc/38327363/Business-Law-Contracts-Notes esai.com/fileadmin/user_upload/pdfs/Research%20Papers/Intellectual_F	

MBA -I SEM-I Organizational Behaviour (Choice-Based Credit System) PAPER-VI

Course Outcomes:

- CO1 Relate with the historical growth, factors and model of Organizational Behavior.
- CO2 Understand the determinants and various theories of personality development.
- CO3 Understand the concept of perception and the process.
- CO4 Understand the concept of attitude and values. Elaborate the sources and types of values.
- CO5 Relate different theories of motivation and Leadership with current situation and know the roles and activities of leadership
- CO6 Understand the various strategies for managing conflicts in organization .
- CO7 Understand the concept of organizational culture, organizational change and Development.

Expected Skills Implementation (Through theory and Practical's) :

Reading, Understanding, predicting individual behavior.

Predicting behavior of individual in the group.



Marks : 100	Total Hours of Teaching: 60 Theory: 40 Practic		ical: 20	
Syllabus Contents:		0		
Unit 1: a) Theory	Introduction to OB : Definition, Nat Behaviour Approach – Historica Owen(1825) to Elton Mayo(1925), Psychology, Sociology, Anthropolog & political Science; Approaches to t Approach, Contingency Approach, F Approach.	al perspective – from Disciplines contributing gy, Social Psychology, the study of OB -Human	m Robert g to OB – Economics n Resource	10 Hours
b) Practical	Identify the factors influencing ind behavior (individual behavior is inf working conditions, leadership, colle and present them before class for its	luenced by number of fa eagues, social factors and	actors viz.	5 Hours
Unit 2: a) Theory	Micro Perspectives of OB : Individual behaviour: Personal factors- Biographical characteristics & Learned characteristics, Environmental factor & Organizational factors. Personality- concept, determinants of personality Personality theories – Sigmund Freud, Erikson, Chris Argyris, Types of Personality – Type A & type B Learning & Perception- meaning, nature & process. Learning- meaning, theories & principles; Attitude-concept, components of attitude, formation of attitude, Values- concept, types of values, sources of			
b) Practical	values. Individual introspection to know personality traits negative – positive, study its consequences. Suggest remedial measures to transform negative traits to positive. Present the same before class for its validity.			
Unit 3: a) Theory	Micro & Macro Dynamics of OB: Motivation-concept, types of motives, theories of motivation A. H. Maslow, Herzberg, Elderfer, McClelland, Vroom, Theory Z ; Individual conflict &group interpersonal conflict, conflict resolution. Group - Definition, Importance, Types of groups. Stages of group formation. Group dynamics – factors affecting group dynamics. Behavioural Problems in group communication process. Stress-Causes effect & coping strategy, Leadership styles – Autocratic, Democratic, lassez-fair; theories of leadership- Behavioural- Managerial Grid, Situational- Harsey Blanchard, Fiedler's LPC contingency theory, Contemporary issues in leadership- Transactional and transformational, Roles & activities of leadership			
b) Practical	Visit an organization to know motivational technique so as to find out its correlation with individual productivity. Discuss theoretical motivational techniques with decision maker in respective unit for its Possible consequences on individual behavior and productivity.			
Unit 4: a) Theory	Macro Perspective of OB: Organization organizational culture, Organization change, how to overcome resistance Development- OD techniques- sensit process consultation, team building.	al Change- process, resis to change. Organizationa	tance to	10 Hours

	MBA -I SEM Indian Ethos and M (Choice-Based Cree Paper - I	anagement lit System)			
Course Outcomes	 Students of this course will able to do: understand sources of organizational ethical culture and different behavior Understand the way of righteousness in the Gita Identify the features of Indian ethos Analyze Principles of Management Understand dynamics of ethics in management. 				
Expected Skills Implementation (Through theory and Practical's)	 Philosophical approach Recognizing and analyzing ethical issues Understandings of Cultural Variation 				
Marks : 80	Total Hours of Teaching: 60	Theory: 40	Practical: 20		
Syllabus Contents:					
Unit 1: a) Theory	Approach- Behavioral Appro Contingency, Operational App B) Levels of Management: Dif	Approach-Scientific Managen oach-Human Relations Approa roach, ferent levels of Management by Objectives (MBO) – Definit	ach-		
b) Practical	Visit local organization and study	different levels of management.	5 Hours		
Unit 2: a) Theory	 A) Planning and Organizing: Planning-nature, types and limitation of planning Organizing-meaning, Process, Organization structure, Types of organizational structure. B) Staffing, Directing and Controlling: Staffing- concept, need and importance. Directing- concept, need and principles of directing. Controlling - Steps in Control Process-Need-Types of control Method- Techniques of Controlling-Benefits. 				
b) Practical	Visit local organization and study duties and responsibility.		h 5 Hours		



Unit 3: a) Theory	 A) Indian Ethos: Meaning, Features, Need, History, Relevance, Principles Practiced by Indian Companies, Requisites, Elements, Role of Indian Ethos in Managerial Practices. B) Management Lessons from Religion Scriptures: Management Lessons from Vedas, Management Lessons from Mahabharata.Management Lessons from Bible, 	10 Hours
	Management Lessons from Quran ManagementLessons from Kautilla'sArthashastra Indian Heritage in Business Management, Production and Consumption. Ethics v/s Ethos	
b) Practical	a. Study awareness of Indian Ethos in local Industries.b. Study the success stories of Family business	5 Hours
Unit 4: a) Theory	 Business Ethics A) Business Ethics – Definition and its relevance to Business, Historical Perspective of Ethics, Global perspectives on business ethics. Approaches to managerial ethics. B) Trusteeship Management-Gandhi and Philosophy of Wealth Management.G.D. Birla and J.R.D Tata policies and practices of business Ethics 	10 Hours
b) Practical	a) Present seminar on best ethical practices in business.b) Prepare a report on Infosys Foundation.	5 Hours
	studies based on the above units should be discussed in the class.	
 Peter Drucker- Robbins Stephe Sherlekar S.A. L.M. Prasad-Pr R.M. Srivastar M. K. Gandhi, Indian Ethos in 	eihrich-Essentials of Management,McGraw-Hill Essentials ofmanagement en P. and Decenzo David- Fundamentals ofManagement -Modern Business Administration and Management; Himalaya Publishing rinciples ofManagement a-Principles ofManagement Trusteeship Management :TusharAgarwal and NidhiChandorkar: Himalaya Publishin s and Value System: H.C.Mrutunjaya; PHL Learning.	
 R.M. Srivastan M. K. Gandhi, Indian Ethos in 	a-Principles ofManagement Trusteeship Management :TusharAgarwal and NidhiChandorkar: Himalaya Publishin s and Value System: H.C.Mrutunjaya; PHL Learning.	gHou

- Vikalp-IIM Ahamdabad Visison-MDI,Gurgaon ٠
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MBA -1, SEM-I, PAPER II Management Accounting (Choice-Based Credit System)

b) Practical	Visit an organization to study its vision, mission and objective to crystallize organizational culture. Study organizational development techniques implemented in the same organization.	5 Hours
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Reference Books:

Organizational behaviour - Fred Luthans; Organizational Behaviour - Stephen Robbins; Organizational Behaviour - K. Aswathappa (8th revised edition); Business, Psychology and Organizational Behaviour – Eugene McKenna.

Understanding Organizational behaviour - Udai Pareek,

Theories of Personality - Calvin Hall, Gardner Lindzey and John Campbell;

Personality and Motivation - A.H.Maslow.

Organizational Behaviour - Dr. C.B.Gupta

Organizational Behaviour A Strategic Approach - Hitt, Miller, Colella

Course outcomes	Paper - VII After the completion of the course, students will be able to: 1. understand the soft skills 2. Develop professional etiquettes and manners 3. Develop effective communication skills		
Expected Skills Impartation	Decision making Effective presentations Time and emotion management Effective communication skills		
Marks : 80		ectical:20	
Syllabus Contents:			
Unit 1: a)Theory	Basics of soft skills: Introduction to soft skills, importance, understanding oneself, innovative thinking, problem management, stress and emotional management, leadership, team work		
b) Practical	 Ice breaking activities Role play activities Team work activities 		
Unit 2: a)Theory	Critical thinking Skills Introduction, Definition, importance of critical thinking, Critical thinking process- identification, research, identifying biases, inference, determining relevance, curiosity, Critical thinking habits, How to improve critical thinking skills		
b) Practical	 Critical thinking tests Critical thinking activities such as Jigsaw- developing community and disseminating knowledge Videos on critical thinking skills followed by discussion on it. 		
Unit 3: a)Theory	Effective Communication Skills Introduction, understanding communication, the Communication process, Types of communication, Barriers to effective	10 Hours	



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- 2. Entrepreneurship Development; Dr. S. S. Khanka; S. Chand
- 3. The Dynamics of Entrepreneurial Development and Management; Vasant Desai; HPH
- 4. Theories of Entrepreneurship; Vasant Desai; HPH
- Managing the Family Business Theory and Practice Thomas Zellweger, Professor of Management, University of St. Gallen, Switzerland
- Firms within Families Edited by Jennifer E. Jennings, Kimberly A. Eddleston, P. Devereaux Jennings, Ravi Sarathy
- Governance in Family Enterprises: Maximizing Economic and Emotional Success 2014 Edition by A. Koeberle-Schmid, D. Kenyon-Rouvinez, E. Poza, INOGUCHI

Suggested Additional Readings: (if web source then provide url)

- 1. Family Business Review : sage publication
- 2. www.entrpreneur.com
- 3. Internet search: Look at the top 10 families in India today, what is the reason for their success or failure? Consider family tree, businesses, and family members in FBs. What are the implications for your family and business?

Suggested Research Journals :

- 1. Journals of Family business management ISSN 2043:6238
- 2. Journals of Family Business Strategy ISSN: 1877-8585

Suggested Case Studies: Case: Ratan Tata and Cyrus Mistry, Narayan Murthy at Infosys ,Ambani brothers

PAF		CHOICE-BASED CR MBA -II SEMES TIVE – IX- ENTREPRENE ECONOMIC DEVELOPME	STER -IV URSHIP DEVELOP		8
Course Outcom	Stu	Students of this course will be able to: 1. To understand the need and importance of Economic development. 2. To study the role of entrepreneurship in the context of economic development. 3. This course prepares participants for a future career as entrepreneurs.			
Expected Skill Impartation(Thr gh theory and Practical's)	ou	Analyzing entrepreneur	rial environment.		
Marks : 100	Tot	tal Hours of Teaching : 60	Theory: 40	Practical	: 20
		Syllabus Cor	ntents		
Unit 1: a) Theory	Develo to Econ Problem Format Econor Moneta Taxatio	nic Growth and Develops ping Countries • Perpetuation nomic Development m of Poverty in India • Di- tion in Developing Countries nic Growth ary Policy in Developing Coun- on in Economic Development ving for Financing Development	of Underdevelopment isguised Unemployment • Employment, Une stries • Role of Fiscal F • Role of Fiscal Poli	nt and Obstacles ent and Capital employment and Policy and	10 Hours
b) Practical	Group d Econom Group	liscussion on the steps taken by ic Development in India. Discussion on steps taken by r desh for Economic Developme	the government to br		5 Hours



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Suggested Resea	rch Journals ournals, ni-msme. Hyderabad	
	p://sfacindia.com/VCA_Scheme.aspx	
	p://www.ifciventure.com/ p://tdb.gov.in/venture-capital-funds/	
	p://www.fao.org/docrep/s8380e/s8380e0d.htm	
2. Ins	titutional support for small-scale rural processing enterprises: the case of India.	
Suggested Additi	tp://shodhganga.inflibnet.ac.in/bitstream/10603/64016/12/12_chapter%204.	pdf
	i Indian Economy 27th Revised Edition Himalaya Publishing House onal Readings: (if web source then provide url)	
4. Dr. S.S. K	hanka Entrepreneurial Development S. Chand Publication	
3. Vasant De	sai, Entrepreneurial Development Himalaya Publishing House.	
 H.L, Ahuja Michel P 	a Development Economics S.Chand Publication. Todaro, Stephen C. Smith Economic Development Pearson Publication	
Reference Books		
Note:		_
b) Practical	scope, problems and prospects of the unit.	5 Hours
Unit 3: a) Theory b) Practical Unit 4: a) Theory	e. Entrepreneurship in Industry and service sector Field visit to an y of the above forms of enterprise and study in detail the	10 Hours
	a. Women Entrepreneurship b. Entrepreneurship in Rural and agricultural sector	
	Scope, Problems and Prospects with respect to:	
	class.	
	reasons for his/her decision to be an entrepreneur. Case studies/ articles on successful entrepreneurs can be discussed in	5 Hours
	Interview an entrepreneur and understand his/her motivations, and the	
	Weber's Theory of social belief- Hagen's Theory of social change	
	Clink between innovation and entrepreneurship. Theories of entrepreneurship- McClelland's Theory of Need for achievement- Max	
	social-cultural, environmental etc. Clink between innovation and entrepreneurship. Theories of	10 Hours
	BFactors influencing Entrepreneurship development such as individual,	
	- Start up India, digital India, Make in India	
	 aConcept of entrepreneurship Role of entrepreneurship in economic development, 	
	Entrepreneurship:	
b) Practical	Study the latest census survey and give your opinion on any of the above factors with reference to Economic Development.	5 Hours
	Demographic Transition in India.	
Unit 2: a) Theory	Population and Economic Development: Theory of Population Growth: How it affects Economic Development, c. Poverty and Environment •	, 10 Hours
	Environment, Economy and Economic Development	
	Health and Nutrition	
	Technological Progress and Economic Development • • Human Resource Development: Education, Skill development and Economic Growth •:	

practices they have for winning customer Loyalty
Case study methodology recommended for teaching core concepts of CRM including 'success' & 'failures' of CRM in India & abroad.

1. V. Kumar, Werner Reinartz, Customer Relationship Management: Concept, Strategy and Tools 3/e Springer, 2018

2. Valarie A Zeitaml, Services Marketing, 4/e, Tata McGraw Hill 2012

- Suggested Additional Readings: (if web source then provide url)
 - 1. Origin of CRM/ Relationship marketing.
 - 2. Why study CRM?
 - 3. 'Zero customer defection 'is a myth.
- Suggested Research Journal :
 - 1. Indian Journal of Marketing
 - 2. Journal of Marketing Research.

Suggested Case Studies: Mahindra and Mahindra, Ford Motors, Hindustan Petroleum

	CHOICE-BASED CRE MBA -II SEMES PAPER-XX INNOVATION AND ENTR	TER -IV	р	•
Course Outcomes	 Understand the concept of entrepreneurship and related theories Evaluate the profile of successful entrepreneur Analyze entrepreneurial opportunities 			ories
Expected Skills Impartation(Through theory and Practical's)	 Entrepreneurial Skills Leadership Skills Organizational Skills 			
Marks : 100	Total Hours of Teaching : 60	Theory: 40	Practi	cal : 20
	Syllabus Cont			
Unit 1: a) Theory	 A. Innovation- Meaning, Chara innovation, Sources of innov. B. Theories of Innovation- Pet Efficiency Theory. C. Creative Thinking, Barriers improving creativity process. D. Entrepreneurial Profile (Naukri.com). 	ation, Types of inr er Drucker, Schum to creativity, Tech e: Sanjeev	iovation. peter, X- iniques for Bikhchandani	10 Hours
b) Practical	Exercise on idea generation using the class room. Problem Solving exercise using W			5 Hours
Unit 2: a) Theory	 A. Entrepreneurship- Concept of entrepreneurship, Evolution of the concept, characteristics of successful entrepreneur. B. Theories of entrepreneurship- McClelland's Theory of Need for achievement- Max Weber's Theory of social belief- Hagen's Theory of social change C. Link between Entrepreneurship and economic development D. Entrepreneurial Profile: Narayan Murthy (Infosys) 		10 Hours	
b) Practical	Visit local enterprising unit	ing an intuiting (III	10338)	



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	Guest Lecture of a Successful entrepreneur	
Unit 3: a) Theory	 A. Growth of entrepreneurship in India- Pre Independence and Post-independence growth pattern. B. Factors Affecting Entrepreneurship Growth- Economic factors, non- economic factor Government Actions C. Ethics and Entrepreneurship: Concept of Business Ethics, Importance of business ethics, Causes and issues of unethical behaviour D. Entrepreneurial Profile- Hanmant Gaikwad (BVG) 	10 Hours
b) Practical	Audio- Visual session on eminent entrepreneurs in pre independence era like G D Birla, Jamsetji Tata	5 Hours
Unit 4: a) Theory	 A. Intrapreneur- concept, importance, intrepreneurial culture Case study of Shivkumar, ITC e-choupal, SundarPichai (Google) B. Women Entrepreneur:Concept, Functions and Problems; Case Study of KiranMujamdar Shaw (Biocon), VandanaLuthara (VLCC) C. Rural Entrepreneurship: Meaning, Need and Problems; Case study ofMansukhbhaiPrajapati (Matti Cool), Varghese Kurien (AMUL). D. Social Entrepreneurship: Meaning, Difference between Business and social Entrepreneurship, Case Study of Dr. Yunus Khan (Grameen Bank), Ela Bhatt (SEWA). 	10 Hours
b) Practical	Library Exercise and book reading session on books like Business Maharajas Stay hungry and Stay foolish, Connecting dots, Leading Women.	
Note:	Profile of successful entrepreneurs can be studied using online material.	
Norman Sc. 2. Entreprener 3. Entreprener 4. The Dynam 5. Entreprener 6. Theories of	of Entrepreneurship and Small Business Management; Thomas W. Zimmer arborough; PHI arship- New Venture Creation; David H. Holt; PHI arship Development; Dr. S. S. Khanka; S. Chand aics of Entrepreneurial Development and Management; Vasant Desai; HPI arship; R.V. Badi and N. V. Badi; Vrinda Publications 'Entrepreneurship; Vasant Desai; HPH	
Suggested Additional 1. Business Leger 2. Stay Hungry St 3. www.entrprene	tay Foolish	
Suggested Research J		

CHOICE-BASED CREDIT SYSTEM MBA -II SEMESTER -IV PAPER-XXVI STARTUPS AND NEW VENTURE

	B.I	B.A. Part II Semester	·III	
	Fundar	nentals of Entrepren CC -B1	eurship	
	Teachi	ng Hours: 60 Credit	points: 4	
2	Total Marks:100	Theory Marks: 50	Internal Marks: 50	í.
Objective	To make students fa business manageme	A CARD AND A CONTRACT OF A DESCRIPTION OF A	preneurship developmen	t and small
Course outcomes	 Understa entrepret Get acqu Understa 	and the role of entrepre- neurship with the chal mainted with different t and the concept and ro	of entrepreneurship deve eneurs, and the importan lenges and opportunities heories of entrepreneurs le of woman entreprene al and social entrepreneurs	ce of s. ship urs
		Syllabus contents		
Unit – I	entrepreneurship in between entrepreneu			15Hrs
Unit – II	Theories of Entrepr Schumpeter's theory achievement, Max W		land's theory of I change, Hagen's	15Hrs
	Woman Entreprene	urship		2
Unit – III		remedial measures, si		15Hrs
Unit – IV	Rural, Social, Digit Concept and Meanin entrepreneurship, pro and concept of soc Business entreprene Grameen Bank, Su Mitticool. Digital and Techno concept, scope, pract	al and Technologic ag of rural entreprene oblems of rural entrep- ial entrepreneurship, ur and social entrep- ccess story of Man- ological Entrepreneur	ship - Introduction,	15Hrs
Reference Bo				
1. 2. 3.	Vasant Desai, Entrep S.S.Khanka, Entrepre	eneurship Developmer roject Prepration, appr	ent, Himalaya Publishin nt, S.Chand Publication aisal, implementation,	5

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Shivaji University, Kolhapur Syllabus of Environmental Studies as a Compulsory Paper for all Undergraduate Courses 2019-20

Unit 1. Nature of Environmental Studies : Definition, scope and importance.

(3 lectures)

(8 lectures)

Multidisciplinary nature of environmental studies

Need for public awareness.

Concept of sustainability. Sustainable development and it's goals with Indian context.

Unit 2. Ecosystems :

(9 lectures)

Concept of an ecosystem.

Structure and function of an ecosystem.

Producers, consumers and decomposers.

Energy flow in the ecosystem.

Ecological succession.

Food chains, food webs and ecological pyramids.

Introduction, types, characteristics features, structure and function of the following ecosystem :-

a) Forest ecosystem, b) Grassland ecosystem, c) Desert ecosystem,

d)Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Degradation of the ecosystems and it's impacts.

Unit 3. Natural Resources and Associated Problems :

a) Forest resources: Use and over-exploitation, deforestation, dams and their effects on forests and tribal people.

- b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.
- Mineral resources: Usage and exploitation. Environmental effects of extracting and using mineral resources.
- Food resources: World food problem, changes caused by agriculture ,effect of modern agriculture, fertilizer-pesticide problems.
- e) Energy resources: Growing energy needs, renewable and non- renewable energy resources, use of alternate energy sources. Solar energy, Biomass energy, Nuclear energy,
- f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification. Consumerism ,ecological foot prints, carbon foot prints, carbon credits.

Role of an individuals in conservation of natural resources. Equitable use of resources for sustainable lifestyles.



Unit 4. Biodiversity and its conservation :

Introduction- Definition: genetic, species and ecosystem diversity.

Bio-geographical classification of India.

Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values.

India as a mega- diversity nation.

Western Ghat as a biodiversity region. Hot-spots of biodiversity.

Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts, Endangered and endemic species of India, Conservation of biodiversity: In-situ and Exsitu conservation of biodiversity. Convention on Biological Diversity.

Unit 5. Environmental Pollution :

Definition: Causes, effects and control measures of: Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear hazards.

Global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Solid waste Management: Causes, effects and control measures of urban and industrial wastes. Solid waste management control rules.

Role of an individual in prevention of pollution.

Unit 6. Social Issues and the Environment :

Human population growth, impact on environment. Human Health and welfare. Environmental ethics: Role of Indian religious traditions and culture in conservation of the environment.

Environmental movements- Chipko Movement, Appiko Movement, Silent Valley. Resettlement and rehabilitation of people; its problems and concerns.

Water conservation, rain water harvesting, watershed management. water conservation by Dr.Rajendra Singh, Anna Hazare etc.

Disaster management: floods, earthquake, cyclone, tsunami and landslides. Wasteland reclamation.

Environmental communication and public awareness, case studies.

Unit 7. Environmental Protection- Policies and practises :

(5 lectures)

Environmental Protection Act.

Air (Prevention and Control of Pollution) Act.

Water (Prevention and control of Pollution) Act

Wildlife Protection Act

Forest Conservation Act

National and International conventions and agreements on environment.

(8 lectures)

(8 lectures)

(9 lectures)

Unit 8. Field Work :

Visit to a local area to document environmental assets-

River/forest/grassland/hill/mountain.

or

Visit to a local polluted site - Urban/Rural/Industrial/Agricultural

0

or

Study of common plants, insects, birds.

Study of simple ecosystems - ponds, river, hill slopes, etc.

(Field work is equal to 10 lecture hours)

References :

- 1) Agarwal, K.C.2001, Environmental Biology, Nidi Pubi. Ltd., Bikaner.
- Bharucha Erach, The Biodiversity of India, Mapin Publishing pvt. Ltd., Ahmedabad 380013, India, Email:mapin@icenet.net (R)
- 3) Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc., 480p
- Clank R.S. Marine Pollution, Clanderson Press Oxford (TB)
- 5) Cunningham, W.P. Cooper, T.H.Gorhani, E. & Hepworth, M.T.2001,
- 6) Environmental Encyclopedia, Jaico Publ. Hpise, Mumbai, 1196p
- 7) De A.K., Environmental Chemistry, Wiley Wastern Ltd.
- 8) Down to Earth, Cebtre fir Scuebce and Environment (R)
- Gleick, H., 1993, Water in crisis, Pacific Institute for studies in Dev., Environment & Security. Stockholm Env. Institute. Oxford Univ. Press 473p
- Hawkins R.e., Encyclopedia of Indian Natural History, Bombay Natural History Society, Bombay (R)
- Heywood, V.H.& Watson, R.T.1995, Global Biodiversity Assessment, Cambridge Univ. Press 1140p.
- Jadhav, H.& Bhosale, V.M.1995, Environmental Protection and Laws, Himalaya Pub. Hcuse, Delhi 284p.
- Mickinney, M.L.& School. R.M.1196, Environmental Science Systems & Solutions, Web enhanced edition, 639p.
- 14) Mhaskar A.K., Mastter Hazardous, Techno-Science Publications (TB)
- 15) Miller T.G.Jr., Environmental Science. Wadsworth Publications Co. (TB)
- 16) Odum, E.P.1971, Fundamentals of Ecology, W.B.Saunders Co. USA, 574p.
- Rao M.N.& Datta, A.K.1987, Waste Water Treatment, Oxford & IBH Publ. Co. Pvt. Ltd., 345p
- 18) Sharma B.K., 2001, Environmental Chemistry, Gokel Publ. Hkouse, Meerut
- 19) Survey of the Environment, The Hindu (M)
- Townsend C., Harper, J. and Michael Begon, Essentials of Ecology, Blackwell Science (TB)
- Trivedi R.K. Handbook of Environmental Laws, Rules, Guidelines, Compliances and Standards, vol. I anfd II, Environmental Media (R)
- Trivedi R.K. and P.K. Gokel, Intriduction to air pollution, Tecgbi-Science Publications (TB)
- Wagner K.D., 1998, Environmental management, W.B. Saunders Co. Philadelphia, USA 499p.
- 24) Paryavaran shastra Gholap T.N.
- Paryavaran Sahastra Gharapure M) Magazine (R) Reference (TB) Textbook



a) Theory b) Practical	 Globalization trends and challenges, Development of Rural sector since globalization, Environment for Foreign Trade and foreign investment. Exchange rate movements and its impact on economy. India's competitiveness in the world economy and ease of doing business in India. 	10 Hours 5 hours
Delhi, 2010 2. M.M. Sulph 2011 3. Maheswari 4. Rudder dutt	gal Aspects Of Business, Tata Mcgraw- Hill Publishing Company Limite D. Keith-davis & William Frederick, Business And Society, McgrawHill, hey & Az-Har Basheer, LAWS FOR BUSINESS, Phi Learning Pvt. Ltd. & Maheswari, Mercantile Law, Himalaya Publishing House. Mumbai t & Sundaram, Indian Economy, Vikas Publishing House, New Delhi. ment of Business by Veena Keshav Pailwar Publisher: PHI learning Pvt. 1	Tokyo. Delhi,
Delhi.		

MBA -I SEM-I **Organizational Behaviour** (Choice-Based Credit System) PAPER-VI

Course Outcomes:

- Relate with the historical growth, factors and model of Organizational COI Behavior.
- CO2 Understand the determinants and various theories of personality development.
- CO3 Understand the concept of perception and the process.
- Understand the concept of attitude and values. Elaborate the sources and types of values. CO4
- CO5 Relate different theories of motivation and Leadership with current situation and know the roles and activities of leadership
- CO6 Understand the various strategies for managing conflicts in organization .
- CO7 Understand the concept of organizational culture, organizational change and Development.

Expected Skills Implementation (Through theory and Practical's) : Reading, Understanding, predicting individual behavior.

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Marks : 100	Total Hours of Teaching: 60	Theory: 40 Pract	ical: 20
Syllabus Contents:			
Unit 1: a) Theory	Introduction to OB : Definition, Nature, : Evolution of Organizational 10 Hot Behaviour Approach – Historical perspective – from Robert Owen(1825) to Elton Mayo(1925), Disciplines contributing to OB – Psychology, Sociology, Anthropology, Social Psychology, Economics & political Science; Approaches to the study of OB -Human Resource Approach, Contingency Approach, Productivity Approach, and System Approach.		
b) Practical	Identify the factors influencing individual desirable and undesirable behavior (individual behavior is influenced by number of factors viz. working conditions, leadership, colleagues, social factors and the like) and present them before class for its validity.		
Unit 2: a) Theory	Micro Perspectives of OB : Indivi Biographical characteristics & Learn factor & Organizational factors. Per personality Personality theories – Argyris, Types of Personality – Type Learning & Perception- meaning, nat theories & principles; Attitude-co formation of attitude, Values- cond values.	ned characteristics, Environmental sonality- concept, determinants of Sigmund Freud, Erikson, Chris A & type B ure & process. Learning- meaning, oncept, components of attitude,	
b) Practical	Individual introspection to know per study its consequences. Suggest negative traits to positive. Present the validity.	remedial measures to transform	5 Hours
Unit 3: a) Theory	Micro & Macro Dynamics of OB: Mo theories of motivation A. H. Maslow, Vroom, Theory Z ; Individual conflict conflict resolution. Group - Definition Stages of group formation. Group dy dynamics. Behavioural Problems in g Stress-Causes effect & coping strateg Democratic, lassez-fair; theories of lo Managerial Grid, Situational- Harsey contingency theory, Contemporary is and transformational, Roles & activit	Herzberg, Elderfer, McClelland, t &group interpersonal conflict, n, Importance, Types of groups. namics – factors affecting group roup communication process. ty, Leadership styles – Autocratic, eadership- Behavioural- Blanchard, Fiedler's LPC sues in leadership- Transactional	10 Hours
b) Practical	Visit an organization to know motiv its correlation with individual p motivational techniques with decisio Possible consequences on individual	productivity. Discuss theoretical on maker in respective unit for its	5 Hours
Unit 4: a) Theory	Macro Perspective of OB: Organizati organizational culture, Organizational change, how to overcome resistance to Development- OD techniques- sensiti process consultation, team building.	l Change- process, resistance to o change. Organizational	10 Hours

	MBA -1 SEM Indian Ethos and Ma (Choice-Based Cred Paper - 1	nagement	
Course Outcomes	 Students of this course will able to do: understand sources of organizational ethical culture and different behavior Understand the way of righteousness in the Gita Identify the features of Indian ethos Analyze Principles of Management Understand dynamics of ethics in management. 		
Expected Skills Implementation (Through theory and Practical's)	 Philosophical approach Recognizing and analyzing ethical issues Understandings of Cultural Variation 		
Marks: 80	Total Hours of Teaching: 60	Theory: 40 P	ractical: 20
Syllabus Contents:			
Unit 1: a) Theory		Approach-Scientific Managem ach-Human Relations Approach bach, erent levels of Management a / Objectives (MBO) – Definition	ent ch- und
b) Practical	Visit local organization and study different levels of management.		
Unit 2: a) Theory	 A) Planning and Organizing: Planning-nature, types and limitation of planning Organizing-meaning, Process, Organization structure, Types of organizational structure. B) Staffing, Directing and Controlling: Staffing- concept, need and importance. Directing- concept, need and principles of directing. Controlling - Steps in Control Process-Need-Types of control Method- Techniques of Controlling-Benefits. 		
b) Practical	Visit local organization and study C duties and responsibility.	The second se	5 Hours



Unit 3: a) Theory	A) Indian Ethos: Meaning, Features, Need, History, Relevance, Principles Practiced by Indian Companies, Requisites, Elements, Role of Indian Ethos in Managerial Practices.	
	 B) Management Lessons from Religion Scriptures: Management Lessons from Vedas, Management Lessons from Mahabharata.Management Lessons from Bible, Management Lessons from Quran ManagementLessons from Kautilla'sArthashastra Indian Heritage in Business Management, Production and Consumption. Ethics v/s Ethos 	
b) Practical	a. Study awareness of Indian Ethos in local Industries.b. Study the success stories of Family business	5 Hours
Unit 4: a) Theory	 Business Ethics A) Business Ethics – Definition and its relevance to Business, Historical Perspective of Ethics, Global perspectives on business ethics. Approaches to managerial ethics. B) Trusteeship Management-Gandhi and Philosophy of Wealth Management.G.D. Birla and J.R.D Tata policies and practices of business Ethics 	10 Hours
b) Practical	a) Present seminar on best ethical practices in business.b) Prepare a report on Infosys Foundation.	5 Hours
Note: Relevant case	studies based on the above units should be discussed in the class.	
 Peter Drucker- Robbins Steph Sherlekar S.A. L.M. Prasad-Pi R.M. Srivastar M. K. Gandhi, Indian Ethos in 	eihrich-Essentials of Management,McGraw-Hill Essentials ofmanagement en P. and Decenzo David- Fundamentals ofManagement -Modern Business Administration and Management; Himalaya Publishingl rinciples ofManagement a-Principles ofManagement Trusteeship Management :TusharAgarwal and NidhiChandorkar: Himalaya Publishin s and Value System: H.C.Mrutunjaya; PHL Learning.	
Suggested Resea	reh Journal :	
 Vikalp-IIM A Visison-MDI, 		

MBA –I, SEM-I, PAPER II Management Accounting (Choice-Based Credit System)

b) Practical	Visit an organization to study its vision, mission and objective to crystallize organizational culture. Study organizational development techniques implemented in the same organization.	5 Hours
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Reference Books:

Organizational behaviour - Fred Luthans; Organizational Behaviour - Stephen Robbins; Organizational Behaviour - K. Aswathappa (8th revised edition); Business, Psychology and Organizational Behaviour – Eugene McKenna.

Understanding Organizational behaviour - Udai Pareek,

Theories of Personality - Calvin Hall, Gardner Lindzey and John Campbell;

Personality and Motivation - A.H.Maslow.

Organizational Behaviour - Dr. C.B.Gupta

Organizational Behaviour A Strategic Approach - Hitt, Miller, Colella

	(Choice Based Credit System) MBA-I SEM-I (Internal) Soft Skills Development Paper - VII		
Course outcomes	After the completion of the course, students will be able to: 1. understand the soft skills 2. Develop professional etiquettes and manners 3. Develop effective communication skills		
Expected Skills Impartation	Decision making Effective presentations Time and emotion management Effective communication skills		
Marks : 80		actical:20	
Syllabus Contents:		10 Hours	
Unit 1: a)Theory	Basics of soft skills: Introduction to soft skills, importance, understanding oneself, innovative thinking, problem management, stress and emotional management, leadership, team work		
b) Practical	 Ice breaking activities Role play activities Team work activities 		
Unit 2: a)Theory	Critical thinking Skills Introduction, Definition, importance of critical thinking, Critical thinking process- identification, research, identifying biases, inference, determining relevance, curiosity, Critical thinking habits, How to improve critical thinking skills		
b) Practical	 Critical thinking tests Critical thinking activities such as Jigsaw- developing community and disseminating knowledge Videos on critical thinking skills followed by discussion on it. 		
Unit 3: a)Theory	Effective Communication Skills Introduction, understanding communication, the Communication process, Types of communication, Barriers to effective	10 Hours	

Page 46 of 67

- 2. Entrepreneurship Development; Dr. S. S. Khanka; S. Chand
- 3. The Dynamics of Entrepreneurial Development and Management; Vasant Desai; HPH
- 4. Theories of Entrepreneurship; Vasant Desai; HPH
- Managing the Family Business Theory and Practice Thomas Zellweger, Professor of Management, University of St. Gallen, Switzerland
- Firms within Families Edited by Jennifer E. Jennings, Kimberly A. Eddleston, P. Devereaux Jennings, Ravi Sarathy
- Governance in Family Enterprises: Maximizing Economic and Emotional Success 2014 Edition by A. Koeberle-Schmid, D. Kenyon-Rouvinez, E. Poza, INOGUCHI

Suggested Additional Readings: (if web source then provide url)

- 1. Family Business Review : sage publication
- 2. www.entrpreneur.com
- 3. Internet search: Look at the top 10 families in India today, what is the reason for their success or failure? Consider family tree, businesses, and family members in FBs. What are the implications for your family and business?

Suggested Research Journals :

- 1. Journals of Family business management ISSN 2043:6238
- 2. Journals of Family Business Strategy ISSN: 1877-8585

Suggested Case Studies: Case: Ratan Tata and Cyrus Mistry, Narayan Murthy at Infosys ,Ambani brothers

РАР	CHOICE-BASED C MBA -II SEM ELECTIVE – IX- ENTREPREM ER- IV ECONOMIC DEVELOPM	IESTER -IV NEURSHIP DEVELOPM		x
Course Outcome	es 1. To understand the nee 2. To study the role of er development.	 Students of this course will be able to: To understand the need and importance of Economic development. To study the role of entrepreneurship in the context of economic development. This course prepares participants for a future career as entrepreneurs. 		
Expected Skills Impartation(Thr gh theory and Practical's)	ou	Analyzing entrepreneurial environment.		
Marks : 100		Total Hours of Teaching : 60 Theory : 40 Practical :		
	Syllabus C	ontents		
Unit 1: a) Theory	Economic Growth and Developing Countries • Perpetuat to Economic Development Problem of Poverty in India • Formation in Developing Countr Economic Growth Monetary Policy in Developing Co Taxation in Economic Developme Borrowing for Financing Developme	ion of Underdevelopment Disguised Unemployment ies • Employment, Unemp puntries • Role of Fiscal Pol ent • Role of Fiscal Policy	and Obstacles and Capital ployment and icy and	10 Hours
b) Practical	Group discussion on the steps taken by the government to bring about Economic Development in India. Group Discussion on steps taken by neighbouring countries like Bangladesh for Economic Development of the nation		5 Hours	

	Factors in economic development Technological Progress and Economic Development • • Human Resource	
Unit 2: a) Theory	Development: Education, Skill development and Economic Growth •: Health and Nutrition Environment, Economy and Economic Development • Population and Economic Development: Theory of Population Growth: How it affects Economic Development, c. Poverty and Environment •	10 Hours
b) Practical	Demographic Transition in India. Study the latest census survey and give your opinion on any of the above factors with reference to Economic Development.	5 Hours
Unit 3: a) Entrepreneurship: aConcept of entrepreneurship -Role of entrepreneurship in economic development, - Start up India, digital India, Make in India BFactors influencing Entrepreneurship development such as individual, social-cultural, environmental etc. Clink between innovation and entrepreneurship. Theories of entrepreneurship- McClelland's Theory of Need for achievement- Max Weber's Theory of social belief- Hagen's Theory of social change		10 Hours
b) Practical	Interview an entrepreneur and understand his/her motivations, and the reasons for his/her decision to be an entrepreneur. Case studies/ articles on successful entrepreneurs can be discussed in class.	5 Hours
Unit 4: a) Theory	Unit 4: a) Scope, Problems and Prospects with respect to: a. Women Entrepreneurship	
b) Practical	Field visit to an y of the above forms of enterprise and study in detail the scope, problems and prospects of the unit.	5 Hours
 Michel P. Vasant De Dr, S.S. K Misra, Put 	a Development Economics S.Chand Publication. Todaro, Stephen C. Smith Economic Development Pearson Publication esai, Entrepreneurial Development Himalaya Publishing House. hanka Entrepreneurial Development S. Chand Publication ri Indian Economy 27 th Revised Edition Himalaya Publishing House	
1. ht 2. In ht 3. ht 4. ht	ional Readings: (if web source then provide url) tp://shodhganga.inflibnet.ac.in/bitstream/10603/64016/12/12_chapter%204 stitutional support for small-scale rural processing enterprises: the case of India tp://www.fao.org/docrep/s8380e/s8380e0d.htm tp://www.ifciventure.com/ tp://tdb.gov.in/venture-capital-funds/ tp://sfacindia.com/VCA_Scheme.aspx	adf
2 The Iourr	rch Journals Journals, ni-msme. Hyderabad als of Entrepreneurship- Sage Journals Studies: http://www.nimsme.org/ranzo/uploads/articles/case%20study-25_1	035.pdf

	practices they have for winning customer Loyalty
Note:	Case study methodology recommended for teaching core concepts of CRM including 'success' & 'failures' of CRM in India & abroad.
Deference Deel	

Reference Books:

- 1. V. Kumar, Werner Reinartz, Customer Relationship Management: Concept, Strategy and Tools 3/e Springer, 2018
- 2. Valarie A Zeitaml, Services Marketing, 4/e, Tata McGraw Hill 2012

Suggested Additional Readings: (if web source then provide url)

- 1. Origin of CRM/ Relationship marketing.
- Why study CRM ?
 'Zero customer defection 'is a myth.

Suggested Research Journal :

- 1. Indian Journal of Marketing
- 2. Journal of Marketing Research.

Suggested Case Studies: Mahindra and Mahindra, Ford Motors, Hindustan Petroleum

	CHOICE-BASED CREDIT SYSTEM MBA -II SEMESTER -IV PAPER-XXV INNOVATION AND ENTREPRENEURSHIP	
Course Outcomes	 Understand the concept of entrepreneurship and related the Evaluate the profile of successful entrepreneur Analyze entrepreneurial opportunities 	ories
Expected Skills Impartation(Through theory and Practical's)	 Entrepreneurial Skills Leadership Skills Organizational Skills 	
Marks: 100	Total Hours of Teaching : 60 Theory : 40 Practic	cal: 20
	Syllabus Contents	
Unit 1: a) Theory	 A. Innovation- Meaning, Characteristics, Purpose/ goals of innovation, Sources of innovation, Types of innovation. B. Theories of Innovation- Peter Drucker, Schumpeter, X- Efficiency Theory. C. Creative Thinking, Barriers to creativity, Techniques for improving creativity process. D. Entrepreneurial Profile: Sanjeev Bikhchandani (Naukri.com). 	
b) Practical	Exercise on idea generation using brain storming exercise within the class room. Problem Solving exercise using Why- Why Analysis.	
Unit 2: a) Theory	 A. Entrepreneurship- Concept of entrepreneurship, Evolution of the concept, characteristics of successful entrepreneur. B. Theories of entrepreneurship- McClelland's Theory of Need 	
b) Practical	Visit local enterprising unit	5 Hours

A. Growth of entrepreneurship in India- Pre Independence and				
Unit 3: a) Theory Unit 3: a) Theory Difference of business ethics, Causes and issues of unethical behaviour D. Entrepreneurial Profile- Hanmant Gaikwad (BVG)				
Audio- Visual session on eminent entrepreneurs in pre	5 Hours			
 A. Intrapreneur- concept, importance, intrepreneurial culture Case study of Shivkumar, ITC e-choupal, SundarPichai (Google) B. Women Entrepreneur:Concept, Functions and Problems; Case Study of KiranMujamdar Shaw (Biocon), VandanaLuthara (VLCC) C. Rural Entrepreneurship: Meaning, Need and Problems; Case study ofMansukhbhaiPrajapati (Matti Cool), Varghese Kurien (AMUL). D. Social Entrepreneurship: Meaning, Difference between Business and social Entrepreneurship, Case Study of Dr. Yunus Khan (Grameen Bank), Ela Bhatt (SEWA). 				
Library Exercise and book reading session on books like Business Maharajas Stay hungry and Stay foolish, Connecting dots, Leading Women.				
Profile of successful entrepreneurs can be studied using online material.				
arborough; PHI rship-New Venture Creation; David H. Holt; PHI rship Development; Dr. S. S. Khanka; S. Chand ics of Entrepreneurial Development and Management; Vasant Desai; HPF rship; R.V. Badi and N. V. Badi; Vrinda Publications Entrepreneurship; Vasant Desai; HPH				
ds; GeetaParimal ay Foolish				
ournal :				
	 B. Factors Affecting Entrepreneurship Growth- Economic factors, non-economic factor Government Actions C. Ethics and Entrepreneurship: Concept of Business Ethics, Importance of business ethics, Causes and issues of unethical behaviour D. Entrepreneurial Profile- Hanmant Gaikwad (BVG) Audio- Visual session on eminent entrepreneurs in preindependence era like G D Birla, Jamsetji Tata A. Intrapreneur- concept, importance, intrepreneurial culture Case study of Shivkumar, ITC e-choupal, SundarPichai (Google) B. Women Entrepreneur:Concept, Functions and Problems; Case Study of KiranMujamdar Shaw (Biocon), VandanaLuthara (VLCC) C. Rural Entrepreneurship: Meaning, Need and Problems; Case study ofMansukhbaiPrajapati (Matti Cool), Varghese Kurien (AMUL). D. Social Entrepreneurship: Meaning, Difference between Business and social Entrepreneurship, Case Study of Dr. Yunus Khan (Grameen Bank), Ela Bhatt (SEWA). Library Exercise and book reading session on books like Business Maharajas Stay hungry and Stay foolish, Connecting dots, Leading Women. Profile of successful entrepreneurs can be studied using online material. fEntrepreneurship and Small Business Management; Thomas W. Zimmer triborough; PHI rship Development; Dr. S. S. Khanka; S. Chand is of Entrepreneurship Asait (Y Hing Prince) Prince Prince Prince) Prince Prince			

CHOICE-BASED CREDIT SYSTEM MBA -II SEMESTER -IV PAPER-XXVI STARTUPS AND NEW VENTURE

	B.B.A. Part II Semester III					
	Fundamentals of Entrepreneurship CC-B1					
	Teaching Hours: 60 Credit points: 4					
	Total Marks:100 Theory Marks: 50 Internal Marks: 50					
Objective	To make students familiar about the entrepreneurship development and small business management.					
Course outcomes	 Have a fair idea about aspects of entrepreneurship dev Understand the role of entrepreneurs, and the important entrepreneurship with the challenges and opportunitie Get acquainted with different theories of entrepreneurs Understand the concept and role of woman entreprene Understand the concept of rural and social entrepreneurs 	ce of s. ship urs				
	Syllabus contents	manife				
Unit – I	Entrepreneurship Meaning & concept, characteristics of entrepreneurship, role of entrepreneurship in economic development, Difference between entrepreneur and intrapreneur, Type of entrepreneurship, factors affecting entrepreneur growth					
Unit – II	Theories of Entrepreneurship Schumpeter's theory of innovation, McCelland's theory of achievement, Max Weber's theory of social change, Hagen's theory of status withdrawal, Entrepreneurial Supply theory – John Kunkle					
Unit – III	Woman Entrepreneurship Concept of woman entrepreneurship, Functions & problems of woman entrepreneur, remedial measures, success story of any women entrepreneurs.					
Unit – IV	women entrepreneurs. Rural, Social, Digital and Technological Entrepreneurship Concept and Meaning of rural entrepreneurship, Need of rural entrepreneurship, problems of rural entrepreneurship, Meaning and concept of social entrepreneurship, Difference between Business entrepreneur and social entrepreneur, Case – The Grameen Bank, Success story of Mansukhbhai Prajapati – Mitticool. Digital and Technological Entrepreneurship – Introduction, concept, scope, practical examples. Start-Ups and eco system. Introduction to Unicorn.					
Reference Bo						
1. 2.	Vasant Desai, Entrepreneurship Development, Himalaya Publishing S.S.Khanka, Entrepreneurship Development, S.Chand Publication Prasanna Chandra, Project Prepration, appraisal, implementation, ' McGraw Hill Gordon and Natrajan, Entrepreneurship Development					

Shivaji University, Kolhapur Syllabus of Environmental Studies as a Compulsory Paper for all Undergraduate Courses 2019-20

Unit 1. Nature of Environmental Studies : Definition, scope and importance.

(3 lectures)

Multidisciplinary nature of environmental studies

Need for public awareness.

Concept of sustainability. Sustainable development and it's goals with Indian context. -

Unit 2. Ecosystems :

(9 lectures)

Concept of an ecosystem.

Structure and function of an ecosystem.

Producers, consumers and decomposers.

Energy flow in the ecosystem.

Ecological succession.

Food chains, food webs and ecological pyramids.

Introduction, types, characteristics features, structure and function of the following ecosystem :-

a) Forest ecosystem, b) Grassland ecosystem, c) Desert ecosystem,

d)Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

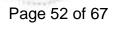
Degradation of the ecosystems and it's impacts.

Unit 3. Natural Resources and Associated Problems :

a) Forest resources: Use and over-exploitation, deforestation, dams and their effects on forests and tribal people.

- b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.
- c) Mineral resources: Usage and exploitation. Environmental effects of extracting and using mineral resources.
- d) Food resources: World food problem, changes caused by agriculture ,effect of modern agriculture, fertilizer-pesticide problems.
- e) Energy resources: Growing energy needs, renewable and non- renewable energy resources, use of alternate energy sources. Solar energy, Biomass energy, Nuclear' energy,
- f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification. Consumerism ,ecological foot prints, carbon foot prints, carbon credits.

Role of an individuals in conservation of natural resources. Equitable use of resources for sustainable lifestyles.



(8 lectures)

Unit 4. Biodiversity and its conservation :

Introduction- Definition: genetic, species and ecosystem diversity.

Bio-geographical classification of India.

Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values.

India as a mega- diversity nation.

Western Ghat as a biodiversity region. Hot-spots of biodiversity.

Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts, Endangered and endemic species of India, Conservation of biodiversity: In-situ and Exsitu conservation of biodiversity. Convention on Biological Diversity.

Unit 5. Environmental Pollution :

Definition: Causes, effects and control measures of: Air pollution,

 Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear hazards.

Global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Solid waste Management: Causes, effects and control measures of urban and industrial wastes. Solid waste management control rules.

Role of an individual in prevention of pollution.

Unit 6. Social Issues and the Environment :

(9 lectures)

Human population growth, impact on environment. Human Health and welfare. Environmental ethics: Role of Indian religious traditions and culture in conservation of the environment.

Environmental movements- Chipko Movement, Appiko Movement, Silent Valley. Resettlement and rehabilitation of people; its problems and concerns.

Water conservation, rain water harvesting, watershed management. water conservation by Dr.Raiendra Singh, Anna Hazare etc.

Disaster management: floods, earthquake, cyclone, tsunami and landslides. Wasteland reclamation.

Environmental communication and public awareness, case studies.

Unit 7. Environmental Protection- Policies and practises :

(5 lectures)

Environmental Protection Act.

Air (Prevention and Control of Pollution) Act.

Water (Prevention and control of Pollution) Act

Wildlife Protection Act

Forest Conservation Act

National and International conventions and agreements on environment.

(8 lectures)

(8 lectures)

Unit 8. Field Work :

Visit to a local area to document environmental assets-

River/forest/grassland/hill/mountain.

or

Visit to a local polluted site - Urban/Rural/Industrial/Agricultural

or

OF

Study of common plants, insects, birds.

Study of simple ecosystems - ponds, river, hill slopes, etc.

(Field work is equal to 10 lecture hours)

References :

1) Agarwal, K.C.2001, Environmental Biology, Nidi Pubi. Ltd., Bikaner.

- Bharucha Erach, The Biodiversity of India, Mapin Publishing pvt. Ltd., Ahmedabad 380013, India, Email:mapin@icenet.net (R)
- 3) Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc., 480p
- 4) Clank R.S. Marine Pollution, Clanderson Press Oxford (TB)
- 5) Cunningham, W.P. Cooper, T.H.Gorhani, E. & Hepworth, M.T.2001.
- 6) Environmental Encyclopedia, Jaico Publ. Hpise, Mumbai, 1196p
- 7) De A.K., Environmental Chemistry, Wiley Wastern Ltd.
- 8) Down to Earth, Cebtre fir Scuebce and Environment (R)
- Gleick, H., 1993, Water in crisis, Pacific Institute for studies in Dev., Environment & Security. Stockholm Env. Institute. Oxford Univ. Press 473p
- Hawkins R.e., Encyclopedia of Indian Natural History, Bombay Natural History Society, Bombay (R)
- Heywood, V.H.& Watson, R.T.1995, Global Biodiversity Assessment, Cambridge Univ. Press 1140p.
- Jadhav, H.& Bhosale, V.M.1995, Environmental Protection and Laws, Himalaya Pub. Hcuse, Delhi 284p.
- Mickinney, M.L.& School. R.M.1196, Environmental Science Systems & Solutions, Web enhanced edition, 639p.
- 14) Mhaskar A.K., Mastter Hazardous, Techno-Science Publications (TB)
- 15) Miller T.G.Jr., Environmental Science. Wadsworth Publications Co. (TB)
- 16) Odum, E.P.1971, Fundamentals of Ecology, W.B.Saunders Co. USA, 574p.
- Rao M.N.& Datta, A.K.1987, Waste Water Treatment, Oxford & IBH Publ. Co. Pvt. Ltd., 345p
- 18) Sharma B.K., 2001, Environmental Chemistry, Gokel Publ. Hkouse, Meerut
- 19) Survey of the Environment, The Hindu (M)
- Townsend C., Harper, J. and Michael Begon, Essentials of Ecology, Blackwell Science (TB)
- Trivedi R.K. Handbook of Environmental Laws, Rules, Guidelines, Compliances and Standards, vol. I and II, Environmental Media (R)
- 22) Trivedi R.K. and P.K. Gokel, Intriduction to air pollution, Tecgbi-Science Publications (TB)
- Wagner K.D., 1998, Environmental management, W.B. Saunders Co. Philadelphia, USA 499p.
- 24) Paryavaran shastra Gholap T.N.
- Paryavaran Sahastra Gharapure M) Magazine (R) Reference (TB) Textbook

(10 lectures)

Unit 4. a) Theory b) Practical	 Globalization trends and challenges, Development of Rural sector since globalization, Environment for Foreign Trade and foreign investment. Exchange rate movements and its impact on economy. India's competitiveness in the world economy and ease of doing business in India. 	10 Hours 5 hours
Delhi, 2010 2. M.M. Sulph 2011 3. Maheswari	gal Aspects Of Business, Tata Mcgraw- Hill Publishing Company Limite 0. Keith-davis & William Frederick, Business And Society, McgrawHill, ney & Az-Har Basheer, LAWS FOR BUSINESS, Phi Learning Pvt. Ltd. & Maheswari, Mercantile Law, Himalaya Publishing House. Mumbai t & Sundaram, Indian Economy, Vikas Publishing House, New Delhi.	Tokyo.
Economic Environn Delhi.	nent of Business by Veena Keshav Pailwar Publisher: PHI learning Pvt.	Ltd. New
https://www.focus-e	ia.org/casestudies/Case_Studies.asp?cat=Economics conomics.com/countries/india	
https://www.scribd.e	at.com/economy-data/8/stats.aspx com/doc/38327363/Business-Law-Contracts-Notes	
Law in India.pdf	esai.com/fileadmin/user_upload/pdfs/Research%20Papers/Intellectual_P	roperty
	nals: conomic journal - <u>https://journals.sagepub.com/home/iej</u> ofeconomicsandresearch.com/	

MBA -I SEM-I
Organizational Behaviour
(Choice-Based Credit System)
PAPER-VI

Course Outcomes:

- CO1 Relate with the historical growth, factors and model of Organizational Behavior.
- CO2 Understand the determinants and various theories of personality development.
- CO3 Understand the concept of perception and the process.
- CO4 Understand the concept of attitude and values. Elaborate the sources and types of values.
- CO5 Relate different theories of motivation and Leadership with current situation and know the roles and activities of leadership
- CO6 Understand the various strategies for managing conflicts in organization.
- CO7 Understand the concept of organizational culture, organizational change and
- Development.
- Expected Skills Implementation (Through theory and Practical's) :
- Reading, Understanding, predicting individual behavior.

Predicting behavior of individual in the group.

Marks : 100	Total Hours of Teaching: 60	* Theory: 40 Prac	tical: 20	
Syllabus Contents:				
Unit 1: a) Theory	Introduction to OB : Definition, Nature, : Evolution of Organizational Behaviour Approach – Historical perspective – from Robert Owen(1825) to Elton Mayo(1925), Disciplines contributing to OB – Psychology, Sociology, Anthropology, Social Psychology, Economics & political Science; Approaches to the study of OB -Human Resource Approach, Contingency Approach, Productivity Approach, and System Approach.			
b) Practical	Identify the factors influencing individual desirable and undesirable behavior (individual behavior is influenced by number of factors viz. working conditions, leadership, colleagues, social factors and the like) and present them before class for its validity.			
Unit 2: a) Theory	Micro Perspectives of OB : Individual behaviour: Personal factors- Biographical characteristics & Learned characteristics, Environmental factor & Organizational factors. Personality- concept, determinants of personality Personality theories – Sigmund Freud, Erikson, Chris Argyris, Types of Personality – Type A & type B Learning & Perception- meaning, nature & process. Learning- meaning, theories & principles; Attitude-concept, components of attitude, formation of attitude, Values- concept, types of values, sources of values.			
b) Practical	Individual introspection to know personality traits negative – positive, study its consequences. Suggest remedial measures to transform negative traits to positive. Present the same before class for its validity.			
Unit 3: a) Theory	Micro & Macro Dynamics of OB: Motivation-concept, types of motives, theories of motivation A. H. Maslow, Herzberg, Elderfer, McClelland, Vroom, Theory Z ; Individual conflict &group interpersonal conflict, conflict resolution. Group - Definition, Importance, Types of groups. Stages of group formation. Group dynamics – factors affecting group dynamics. Behavioural Problems in group communication process. Stress-Causes effect & coping strategy, Leadership styles – Autocratic, Democratic, lassez-fair; theories of leadership- Behavioural- Managerial Grid, Situational- Harsey Blanchard, Fiedler's LPC contingency theory, Contemporary issues in leadership- Transactional and transformational, Roles & activities of leadership			
b) Practical	Visit an organization to know moti- its correlation with individual motivational techniques with decisi Possible consequences on individual	vational technique so as to find out productivity. Discuss theoretical on maker in respective unit for its		
Unit 4: a) Theory	Macro Perspective of OB: Organiza organizational culture, Organization change, how to overcome resistance Development- OD techniques- sensit process consultation, team building.	al Change- process, resistance to to change. Organizational	10 Hours	

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b) Practical Visit an organization to study its vision, mission and objective to crystallize organizational culture. Study organizational development techniques implemented in the same organization.			
Behaviour - K. Aswathap Business, Psychology and	 Fred Luthans; Organizational Behaviour - Stephen Robbins; Orga pa (8th revised edition); Organizational Behaviour – Eugene McKenna. Ional behaviour - Udai Pareek, 	nizational	

2.11

Personality and Motivation – A.H.Maslow. Organizational Behaviour – Dr. C.B.Gupta Organizational Behaviour A Strategic Approach – Hitt, Miller, Colella

	(Choice Based Credit System) MBA-I SEM-I (Internal) Soft Skills Development Paper - VII			
Course outcomes	After the completion of the course, students will be able to: 1. understand the soft skills 2. Develop professional etiquettes and manners 3. Develop effective communication skills			
Expected Skills Impartation	 Decision making Effective presentations Time and emotion management Effective communication skills 			
Marks: 80	Total Hours of teaching:60		Practical:20	
Syllabus Contents:				
Unit 1: a)Theory	Basics of soft skills: Introduction to soft skills, import innovative thinking, problem management, leadership, team v	10 Hours		
b) Practical	 Ice breaking activities Role play activities Team work activities 			
Unit 2: a)Theory	Critical thinking Skills Introduction, Definition, importa thinking process- identification, inference, determining relevance Critical thinking habits, How to	10 Hours		
b) Practical	 Critical thinking tests Critical thinking activitie community and dissemin Videos on critical thinkin it. 	05 Hours		
Unit 3: a)Theory	Effective Communication Skills Introduction, understanding communication, the Communication process, Types of communication, Barriers to effective			

	MBA -1 SEM Indian Ethos and Ma (Choice-Based Credi Paper - 1	nagement		
Course Outcomes	 Students of this course will able to db: understand sources of organizational ethical culture and different behavior Understand the way of righteousness in the Gita Identify the features of Indian ethos Analyze Principles of Management Understand dynamics of ethics in management. 			
Expected Skills Implementation (Through theory and Practical's)				
Marks : 80	Total Hours of Teaching: 60 Theory: 40 Practical: 20			
Syllabus Contents:				
Unit 1: a) Theory	 A) Introduction and Evolution of of management. Classical A Approach- Behavioral Approa Contingency, Operational Appro B) Levels of Management: Different skills required. Management by Meaning and Significance, MBC 	pproach-Scientific Manage ch-Human Relations Appr ach, rent levels of Management Objectives (MBO) – Defin	ement oach- t and	
b) Practical	Visit local organization and study di	ferent levels of management	. 5 Hours	
Unit 2: a) Theory	 A) Planning and Organizing limitation of planning Organization structure, Types B) Staffing, Directing and Com and importance. Directing- directing. Controlling - Steps i control Method- Techniques or 	Organizing-meaning, Pro of organizational structure. trolling: Staffing- concept, concept, need and principle n Control Process-Need-Typ	need	
b) Practical	Visit local organization and study Or duties and responsibility.	ganization structure along wi	th 5 Hours	



Unit 3: a) Theory	Meaning, Features, Need, History, Relevance, Principles Practiced by Indian Companies, Requisites, Elements, Role of Indian Ethos in Managerial Practices.				
	B) Management Lessons from Religion Scriptures: Management Lessons from Vedas, Management Lessons from Mahabharata.Management Lessons from Bible, Management Lessons from Quran ManagementLessons from Kautilla'sArthashastra Indian Heritage in Business Management, Production and Consumption. Ethics v/s Ethos				
b) Practical	 a. Study awareness of Indian Ethos in local Industries. b. Study the success stories of Family business 	5 Hours			
Unit 4: a) Theory	Business Ethics	10 Hours			
	 A) <u>Business Ethics</u> – Definition and its relevance to Business, Historical Perspective of Ethics, Global perspectives on business ethics. Approaches to managerial ethics. B) Trusteeship Management-Gandhi and Philosophy of Wealth Management.G.D. Birla and J.R.D Tata policies and practices of business Ethics 				
b) Practical	a) Present seminar on best ethical practices in business.b) Prepare a report on Infosys Foundation.	5 Hours			
Note: Relevant case	studies based on the above units should be discussed in the class.				
 Peter Drucker- Robbins Steph Sherlekar S.A. L.M. Prasad-Pr R.M. Srivastar M. K. Gandhi, Indian Ethos in 	eihrich-Essentials of Management,McGraw-Hill Essentials ofmanagement en P. and Decenzo David- Fundamentals ofManagement -Modern Business Administration and Management; Himalaya Publishing rinciples ofManagement a-Principles ofManagement Trusteeship Management :TusharAgarwal and NidhiChandorkar: Himalaya Publishin s and Value System: H.C.Mrutunjaya; PHL Learning.				
Suggested Resea	rch Journal :				

MBA –I, SEM-I, PAPER II Management Accounting (Choice-Based Credit System)

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- 2. Entrepreneurship Development; Dr. S. S. Khanka; S. Chand
- 3. The Dynamics of Entrepreneurial Development and Management; Vasant Desai; HPH
- 4. Theories of Entrepreneurship; Vasant Desai; HPH
- Managing the Family Business Theory and Practice Thomas Zellweger, Professor of Management, University of St. Gallen, Switzerland
- Firms within Families Edited by Jennifer E. Jennings, Kimberly A. Eddleston, P. Devereaux Jennings, Ravi Sarathy
- Governance in Family Enterprises: Maximizing Economic and Emotional Success 2014 Edition by A. Koeberle-Schmid, D. Kenyon-Rouvinez, E. Poza, INOGUCHI

Suggested Additional Readings: (if web source then provide url)

- 1. Family Business Review : sage publication
 - 2. www.entrpreneur.com
 - 3. Internet search: Look at the top 10 families in India today, what is the reason for their success or failure? Consider family tree, businesses, and family members in FBs. What are the implications for your family and business?

Suggested Research Journals :

Journals of Family business management ISSN 2043:6238

2. Journals of Family Business Strategy ISSN: 1877-8585

Suggested Case Studies: Case: Ratan Tata and Cyrus Mistry, Narayan Murthy at Infosys ,Ambani brothers

PA	ELE PER- IV	CHOICE-BASED CF MBA -II SEME ECTIVE – IX- ENTREPRENI V ECONOMIC DEVELOPMI	STER -IV EURSHIP DEVELOR	PMENT RENEURSHIP		
Course Outcomes Students of this course will be able to: 1. To understand the need and importance of Economic development. 2. To study the role of entrepreneurship in the context of economic development. 3. This course prepares participants for a future career as entrepreneurs.				2		
Expected Skil Impartation(Th gh theory and Practical's)	rou	Analyzing entrepreneu	rial environment.			
Marks : 100 To		otal Hours of Teaching : 60	Theory : 40	Practical	actical : 20	
		Syllabus Co	ntents			
Unit 1: a) Theory	Economic Growth and Development: Common Characteristics of Developing Countries • Perpetuation of Underdevelopment and Obstacles to Economic Development Problem of Poverty in India • Disguised Unemployment and Capital Formation in Developing Countries • Employment, Unemployment and Economic Growth Monetary Policy in Developing Countries • Role of Fiscal Policy and Taxation in Economic Development • Role of Fiscal Policy: Government Borrowing for Financing Development.		10 Hours			
b) Practical	Group discussion on the steps taken by the government to bring about			5 Hours		

Unit 2: a) Theory	Factors in economic development Technological Progress and Economic Development • • Human Resource Development: Education, Skill development and Economic Growth •: Health and Nutrition Environment, Economy and Economic Development • Population and Economic Development: Theory of Population Growth: How it affects Economic Development, c. Poverty and Environment • Demographic Transition in India.	, 10 Hours
b) Practical	Study the latest census survey and give your opinion on any of the above factors with reference to Economic Development.	5 Hours
Unit 3: a) Theory	Entrepreneurship: aConcept of entrepreneurship -Role of entrepreneurship in economic development, - Start up India, digital India, Make in India BFactors influencing Entrepreneurship development such as individual, social-cultural, environmental etc. Clink between innovation and entrepreneurship. Theories of entrepreneurship- McClelland's Theory of Need for achievement- Max Weber's Theory of social belief- Hagen's Theory of social change	10 Hours
b) Practical	Interview an entrepreneur and understand his/her motivations, and the reasons for his/her decision to be an entrepreneur. Case studies/ articles on successful entrepreneurs can be discussed in class.	5 Hours
Unit 4: a) Theory	Scope, Problems and Prospects with respect to: a. Women Entrepreneurship b. Entrepreneurship in Rural and agricultural sector c. Entrepreneurship in Industry and service sector	10 Hours
b) Practical	Field visit to an y of the above forms of enterprise and study in detail the scope, problems and prospects of the unit.	5 Hours
Note: Reference Books:		
1. H.L, Ahuja 2. Michel P. 3. Vasant De 4. Dr, S.S. K 5. Misra, Pur Suggested Additi 1. <u>htt</u> 2. Ins <u>htt</u> 3. <u>htt</u> 4. <u>htt</u>	a Development Economics S.Chand Publication. Todaro, Stephen C. Smith Economic Development Pearson Publication sai, Entrepreneurial Development Himalaya Publishing House. hanka Entrepreneurial Development S. Chand Publication i Indian Economy 27 th Revised Edition Himalaya Publishing House onal Readings: (if web source then provide url) p://shodhganga.inflibnet.ac.in/bitstream/10603/64016/12/12_chapter%204. titutional support for small-scale rural processing enterprises: the case of India. p://www.fao.org/docrep/s8380e/s8380e0d.htm p://www.fao.org/docrep/s8380e/s8380e0d.htm p://www.fao.org/totrep/s8380e/s8380e0d.htm	pdf
5. htt Suggested Resear	p://sfacindia.com/VCA_Scheme.aspx	
1. SEDME Jo 2. The Journa	ournals, ni-msme. Hyderabad Ils of Entrepreneurship- Sage Journals	175 - 15
Suggested Case St	udies: http://www.nimsme.org/ranzo/uploads/articles/case%20study-25_10	035.pd1

	practices they have for winning customer Loyalty	
Note:	Case study methodology recommended for teaching core concepts of CRM including 'success' & 'failures' of CRM in India & abroad,	
3/e Springer, 2	erner Reinartz, Customer Relationship Management: Concept, Strategy and 2018 aml, Services Marketing, 4/e, Tata McGraw Hill 2012	Tools
Suggested Additiona 1. Origin of CR 2. Why study CI	I Readings: (if web source then provide url) M/ Relationship marketing.	
The second se	r defection 'is a myth. Journal :	

- Indian Journal of Marketing
- 2. Journal of Marketing Research.

Suggested Case Studies: Mahindra and Mahindra, Ford Motors, Hindustan Petroleum

CHOICE-BASED CREDIT SYSTEM MBA -II SEMESTER -IV PAPER-XXV INNOVATION AND ENTREPRENEURSHIP 1. Understand the concept of entrepreneurship and related theories Course Outcomes 2. Evaluate the profile of successful entrepreneur Analyze entrepreneurial opportunities Expected Skills Entrepreneurial Skills 1. Impartation(Through Leadership Skills theory and 3. Organizational Skills Practical's) Marks : 100 Total Hours of Teaching : 60 Theory: 40 Practical: 20 Syllabus Contents A. Innovation- Meaning, Characteristics, Purpose/ goals of innovation, Sources of innovation, Types of innovation. B. Theories of Innovation- Peter Drucker, Schumpeter, X-Efficiency Theory. 10 Unit 1: a) Theory C. Creative Thinking, Barriers to creativity, Techniques for Hours improving creativity process. D. Entrepreneurial Profile: Sanjeev Bikhchandani (Naukri.com). Exercise on idea generation using brain storming exercise within b) Practical the class room. 5 Hours Problem Solving exercise using Why- Why Analysis. A. Entrepreneurship- Concept of entrepreneurship, Evolution of the concept, characteristics of successful entrepreneur. B. Theories of entrepreneurship- McClelland's Theory of Need 10 Unit 2: a) Theory for achievement- Max Weber's Theory of social belief-Hours Hagen's Theory of social change C. Link between Entrepreneurship and economic development D. Entrepreneurial Profile: Narayan Murthy (Infosys) b) Practical Visit local enterprising unit 5 Hours

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	Guest Lecture of a Successful entreprepeur	
Unit 3: a) Theory	 A. Growth of entrepreneurship in India- Pre Independence and Post-independence growth pattern. B. Factors Affecting Entrepreneurship Growth- Economic factors, non- economic factor Government Actions C. Ethics and Entrepreneurship: Concept of Business Ethics, Importance of business ethics, Causes and issues of unethical behaviour D. Entrepreneurial Profile- Hanmant Gaikwad (BVG) 	10 Hours
b) Practical	Audio- Visual session on eminent entrepreneurs in pre independence era like G D Birla, Jamsetji Tata	5 Hours
v Unit 4: a) Theory	 A. Intrapreneur- concept, importance, intrepreneurial culture Case study of Shivkumar, ITC e-choupal, SundarPichai (Google) B. Women Entrepreneur:Concept, Functions and Problems; Case Study of KiranMujamdar Shaw (Biocon), VandanaLuthara (VLCC) C. Rural Entrepreneurship: Meaning, Need and Problems; Case study ofMansukhbhaiPrajapati (Matti Cool), Varghese Kurien (AMUL). D. Social Entrepreneurship: Meaning, Difference between Business and social Entrepreneurship, Case Study of Dr. Yunus Khan (Grameen Bank), Ela Bhatt (SEWA). 	10 Hours
b) Practical	Library Exercise and book reading session on books like Business Maharajas Stay hungry and Stay foolish, Connecting dots, Leading. Women.	5 Hours
Note:	Profile of successful entrepreneurs can be studied using online material.	
Norman Scar 2. Entrepreneur 3. Entrepreneur 4. The Dynamic 5. Entrepreneur 6. Theories of H Suggested Additional F 1. Business Legend 2. Stay Hungry Star 3. www.entrpreneur Suggested Research Jo 1. Entrepreneur	y Foolish r.com urnal :	
Journal of Entrep	preneurship and innovation in emerging economics	

CHOICE-BASED CREDIT SYSTEM MBA -II SEMESTER -IV PAPER-XXVI STARTUPS AND NEW VENTURE

	B.B.A. Part II Semester III		
	Fundamentals of Entrepreneurship CC-B1		
	Teaching Hours: 60 Credit points: 4		
	Total Marks:100 Theory Marks: 50 Internal Marks: 50		
Objective	To make students familiar about the entrepreneurship development and small business management.		
Course outcomes	 Have a fair idea about aspects of entrepreneurship dev Understand the role of entrepreneurs, and the important entrepreneurship with the challenges and opportunities Get acquainted with different theories of entrepreneurs Understand the concept and role of woman entreprene Understand the concept of rural and social entrepreneurs 	ce of s. ship urs	
	Syllabus contents		
Unit – I	Entrepreneurship Meaning & concept, characteristics of entrepreneurship, role of entrepreneurship in economic development, Difference between entrepreneur and intrapreneur, Type of entrepreneurship, factors affecting entrepreneur growth	15Hrs	
Unit – II	Theories of Entrepreneurship Schumpeter's theory of innovation, McCelland's theory of achievement, Max Weber's theory of social change, Hagen's theory of status withdrawal, Entrepreneurial Supply theory – John Kunkle	15Hrs	
Unit – III	Woman Entrepreneurship Concept of woman entrepreneurship, Functions & problems of woman entrepreneur, remedial measures, success story of any women entrepreneurs.	15Hrs	
Unit – IV	Rural, Social, Digital and Technological Entrepreneurship Concept and Meaning of rural entrepreneurship, Need of rural entrepreneurship, problems of rural entrepreneurship, Meaning and concept of social entrepreneurship, Difference between Business entrepreneur and social entrepreneur, Case – The Grameen Bank, Success story of Mansukhbhai Prajapati – Mitticool. Digital and Technological Entrepreneurship – Introduction, concept, scope, practical examples. Start-Ups and eco system. Introduction to Unicorn.	15Hrs	
Reference Bo	oks:		
2. 3.	Vasant Desai, Entrepreneurship Development, Himalaya Publishing S.S.Khanka, Entrepreneurship Development, S.Chand Publication Prasanna Chandra, Project Prepration, appraisal, implementation, ' McGraw Hill Gordon and Natrajan, Entrepreneurship Development		

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Shivaji University, Kolhapur^{*} Syllabus of Environmental Studies as a Compulsory Paper for all Undergraduate Courses 2019-20

Unit 1. Nature of Environmental Studies :

Definition, scope and importance.

(3 lectures)

2

Multidisciplinary nature of environmental studies

Need for public awareness.

Concept of sustainability. Sustainable development and it's goals with Indian context. .

Unit 2. Ecosystems :

(9 lectures)

Concept of an ecosystem.

Structure and function of an ecosystem.

Producers, consumers and decomposers.

Energy flow in the ecosystem.

Ecological succession.

Food chains, food webs and ecological pyramids.

Introduction, types, characteristics features, structure and function of the following ecosystem :-

a) Forest ecosystem, b) Grassland ecosystem, c) Desert ecosystem,

d)Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

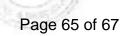
Degradation of the ecosystems and it's impacts.

Unit 3. Natural Resources and Associated Problems :

(8 lectures)

- a) Forest resources: Use and over-exploitation, deforestation, dams and their effects on forests and tribal people.
- b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.
- c) Mineral resources: Usage and exploitation. Environmental effects of extracting and using mineral resources.
- Food resources: World food problem, changes caused by agriculture ,effect of modern agriculture, fertilizer-pesticide problems.
- e) Energy resources: Growing energy needs, renewable and non- renewable energy resources, use of alternate energy sources. Solar energy, Biomass energy, Nuclear' energy,
- f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification. Consumerism ,ecological foot prints, carbon foot prints, carbon credits.

Role of an individuals in conservation of natural resources. Equitable use of resources for sustainable lifestyles.



Unit 4. Biodiversity and its conservation :

Introduction- Definition: genetic, species and ecosystem diversity.

Bio-geographical classification of India.

Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values.

India as a mega- diversity nation.

Western Ghat as a biodiversity region. Hot-spots of biodiversity.

Threats to biodiversity: habitat loss, poaching of wildlife, man- wildlife conflicts, Endangered and endemic species of India, Conservation of biodiversity: In-situ and Exsitu conservation of biodiversity. Convention on Biological Diversity.

Unit 5. Environmental Pollution :

(8 lectures)

(8 lectures)

- · Definition: Causes, effects and control measures of: Air pollution,
- Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear hazards.

Global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Solid waste Management: Causes, effects and control measures of urban and industrial wastes. Solid waste management control rules.

Role of an individual in prevention of pollution.

Unit 6. Social Issues and the Environment :

(9 lectures)

Human population growth, impact on environment. Human Health and welfare. Environmental ethics: Role of Indian religious traditions and culture in conservation of the environment.

Environmental movements- Chipko Movement, Appiko Movement, Silent Valley. Resettlement and rehabilitation of people; its problems and concerns.

Water conservation, rain water harvesting, watershed management. water conservation by Dr.Rajendra Singh, Anna Hazare etc.

Disaster management: floods, earthquake, cyclone, tsunami and landslides. Wasteland reclamation.

Environmental communication and public awareness, case studies.

Unit 7. Environmental Protection- Policies and practises :

(5 lectures)

Environmental Protection Act.

Air (Prevention and Control of Pollution) Act.

Water (Prevention and control of Pollution) Act

Wildlife Protection Act

Forest Conservation Act

National and International conventions and agreements on environment.

Unit 8. Field Work :

(10 lectures)

4

Visit to a local area to document environmental assets-

River/forest/grassland/hill/mountain.

or tria or

Visit to a local polluted site - Urban/Rural/Industrial/Agricultural

Study of common plants, insects, birds.

or

Study of simple ecosystems - ponds, river, hill slopes, etc. (Field work is equal to 10 lecture hours)

References :

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- 380013, India, Email:mapin@icenet.net (R)
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- 19) Survey of the Environment, The Hindu (M)
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- Trivedi R.K. Handbook of Environmental Laws, Rules, Guidelines, Compliances and Standards, vol. I anfd II, Environmental Media (R)
- 22) Trivedi R.K. and P.K. Gokel, Intriduction to air pollution, Tecgbi-Science Publications (TB)
- Wagner K.D., 1998, Environmental management, W.B. Saunders Co.Philadelphia, USA 499p.
- 24) Paryavaran shastra Gholap T.N.
- 25) Paryavaran Sahastra Gharapure
 - M) Magazine (R) Reference (TB) Textbook

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