

UNIVERSITY OF MUMBAI



NAAC ACCREDITED

SYLLABUS FOR M.COM Part- II (Sem – III & IV)

RESEARCH METHODOLOGY IN COMMERCE - I & II (Compulsory Course)

Credit Based Semester and Grading System

w.e.f. the Academic year 2014 - 2015

M.Com. II

Semester III

RESEARCH METHODOLOGY IN COMMERCE - I

Course Objectives

1. To understand Research and Research Process
2. To acquaint students with identifying problems for research and develop research strategies
3. To familiarize students with the techniques of data collection, analysis of data and interpretation

Module I - Introduction to Research (10 Lectures)

1. Meaning , Characteristics of Research
2. Need of Research in Business and Social Sciences
3. Objectives of Research
4. Types of Research :
 - a. Basic Research
 - b. Applied Research
 - c. Descriptive Research
 - d. Analytical Research
 - e. Empirical Research
5. Issues and Problems in Research

Module II- Research Methodology (10 Lectures)

1. Meaning of Research Methodology
2. Stages in Scientific Research Process
 - a. Identification and Selection of Research Problem
 - b. Formulation of Research Problem
 - c. Review of Literature
 - d. Formulation of Hypothesis
 - e. Formulation of research Design
 - f. Sample Design
 - g. Data Collection
 - h. Data Analysis
 - i. Hypothesis testing and Interpretation of Data
 - j. Preparation of Research Report

Module III- Research Design and Sample Design (08 Lectures)

1. Research Design – Meaning, Types and Significance

2. Sample Design – Meaning and Significance

Essentials of a good sampling

Stages in Sample design

Sampling methods/techniques

Sampling Errors

Module IV - Methods and Techniques of Data Collection (12 Lectures)

1. Types of Data

a. Primary Data – Meaning, Significance and Limitations

b. Secondary Data – Meaning, Significance and Limitations

2. Collection of Primary Data-

Observation method, Survey through Questionnaire, Interview
Technique

3. Collection of Secondary Data

4. Factors influencing choice of method of data collection

5. Designing of a questionnaire –

Meaning, types of questionnaire, Stages in questionnaire designing,
Essentials of a good questionnaire.

Evaluation System Semester-III

A Internal Assessment – 40% 40 Marks
Project 40 Marks Allocation of 40 marks is as under

a. Documentation	20 marks
b. Presentation	10 marks
c. Viva and Interaction	10 marks

B Semester End Examinations – 60% 60 Marks

I. Duration – These examinations shall be of **2 Hours** duration.

II. Question Paper Pattern

- 1) There shall be four questions each of 15 marks.
- 2) All questions shall be compulsory with internal choice within the questions.
- 3) Question may be subdivided into sub-questions A and B the allocation of marks depends on the weightage of the topic.

MARKS: 60	TIMES: 2 HRS.
<p>Note: 1) All the questions are COMPULSORY. 2) Figures to the right indicate full marks.</p>	
Q. 1 A) Module-I (15) <div style="text-align: center; padding: 5px;">OR</div> B) Module-I (15)	
Q. 2 Attempt Any Two : From Module-II (15) A) B) C)	
Q. 3 Attempt Any Two : From Module-III (15) A) B) C)	
Q. 4 Attempt Any Two : From Module-IV (15) A) B) C)	

M.Com. II

Semester IV

RESEARCH METHODOLOGY IN COMMERCE - II

Module I - Data Processing and Statistical Analysis (10 Lectures)

1. Meaning, Significance and problems in data processing
2. Stages in data processing :
 - a. Editing
 - b. Coding
 - c. Classification
 - d. Tabulation
 - e. Graphic Presentation
3. Statistical Analysis - Tools & Techniques
 - a. Measures of Central Tendency
 - b. Correlation Analysis
 - c. Regression Analysis
 - d. Dispersion Analysis

Module II- Hypothesis Testing & Interpretation of Data (10 Lectures)

1. Testing of Hypothesis
 - a. Steps in Hypothesis Testing
 - b. Procedure for Testing Hypothesis
 - c. Types of Hypothesis Testing –
Parametric – t,f,z
Non-Parametric-Chi square, ANOVA
2. Interpretation of Data-
Meaning, Significance and Precautions in data interpretation

Module III - Research Report

(10 Lectures)

1. Meaning and Importance of research report writing
 - a. Essentials of a good Research Report
 - b. Structure/ layout of Research Report
 - c. Types of Research Report
 - d. Steps in research report writing
 - e. Footnotes and Bibliography
2. References and Citation methods-
 - a. APA (American Psychological Association)
 - b. MLA (Modern Language Association)
 - c. CMS (Chicago Manual Style)

Module IV - Ethics and Modern practices in Research (10 Lectures)

1. Ethical Norms in Research
2. Ethical Issues in Research – Plagiarism
3. Role of Computer in Research
 - a. Data sheet preparation – coding
 - b. Application of Statistical software – Excel and Mega stat
 - c. Introduction to SPSS, creating data Sheet using SPSS
 - d. Case analysis using SPSS

Evaluation System

Semester-IV

A

Internal Assessment – 40% 40 Marks

Project 40 Marks Allocation of 40 marks is as under

a. Documentation	20 marks
b. Presentation	10 marks
c. Viva and Interaction	10 marks

B Semester End Examinations – 60% 60 Marks

I. Duration – These examinations shall be of **2 Hours** duration.

II. Question Paper Pattern

- 1) There shall be four questions each of 15 marks.
- 2) All questions shall be compulsory with internal choice within the questions.
- 3) Question may be subdivided into sub-questions A and B the allocation of marks depends on the weightage of the topic.

MARKS: 60

TIMES: 2 HRS.

Note: 1) **All the questions are COMPULSORY.**
2) Figures to the right indicate full marks.

Q. 1 A) Module-I (15)

OR

B) Module-I (15)

Q. 2 Attempt **Any Two**: From Module-II (15)

A)

B)

C)

Q. 3 Attempt **Any Two**: From Module-III (15)

A)

B)

C)

Q. 4 Attempt **Any Two**: From Module-IV (15)

A)

B)

C)

References

1. Research Methodology – Text and Cases with SPSS Applications, by Dr S.L. Gupta and Hitesh Gupta, International Book House Pvt Ltd
2. Business Research Methodology by T N Srivastava and Shailaja Rego, Tata Mcgraw Hill Education Private Limited, New Delhi
3. Methodology of Research in Social Sciences, by O.R. Krishnaswami, Himalaya Publishing House
4. Research Methodology, Methods and Techniques by C.R Kothari
5. Research Methodology by Dr Vijay Upagude and Dr Arvind Shende
6. Business Statistics by Dr S. K Khandelwal, International Book House Pvt Ltd
7. Quantitative Techniques by Dr S. K Khandelwal, International Book House Pvt Ltd
8. SPSS 17.0 for Researchers by Dr S.L Gupta and Hitesh Gupta, 2nd edition, Dr S. K Khandelwal, International Book House Pvt Ltd
9. Foundations of Social Research and Econometrics Techniques by S.C. Srivastava, Himalaya publishing House
10. Statistical Analysis with Business and Economics Applications, Hold Rinehart & Wrintston, 2nd Edition, New York
11. Business Research Methods, Clover, Vernon T and Balsely, Howard L, Colombus O. Grid, Inc
12. Business Research Methods, Emary C. Willima, Richard D. Irwin In. Homewood
13. Research Methods in Economics and Business by R. Gerber and P.J. Verdoom, The Macmillan Company, New York
14. Research and Methodology in Accounting and Financial Management, J.K Courtis
15. Statistics for Management and Economics, by Menden Hall and Veracity, Reinmuth J.E

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SYLLABUS FOR M.COM Part II (Semester – III & IV)

Business Management Group- Paper III

Organisational Behaviour

Credit Based Semester and Grading System

w.e.f. the Academic year 2014 - 2015

University of Mumbai

M.COM. PART II (CBSGS)

Revised Syllabus of Business Management Group- Paper III

Organisational Behaviour

(W.e.f. Academic Year 2014-15)

Semester III

Learning Outcomes: Individual and group behaviours impact an organisation and vice versa. It is therefore important for learners to understand this aspect of management. The first four modules will help the learners

- 1) To get insights into the evolution of organisational behaviour**
- 2) To become familiar with organisational structure, design and culture**
- 3) To understand the tools and techniques used for communication in an organisation**
- 4) To understand the impact and importance of leadership and group dynamics in organisations and family businesses**

Module I: Introduction to Organizational Behaviour

- a) Definition of organizational behaviour
- b) Goals of organisational behaviour
- c) Historical Development of organisational behaviour
- d) Human Relations Movement
- e) Emerging challenges in organisational behaviour (with special focus on globalisation, ethics, corporate social responsibility and technology)

Module II: THE ORGANIZATION: Organisational Design and Culture

- a) Organizational design: Need, Significance and Types of organizational design
- b) Organizational Structures - traditional and contemporary structures
- c) Organisational design and employee behaviour
- d) Organisational culture: Meaning and dimensions
- e) Impact of culture on image and performance of the organization.
- f) Creativity and Innovation- methods of enhancing creativity and developing innovative processes)

Module III: Organizational Communication -Tool and Techniques

- a) Johari window
- b) Transactional analysis
- c) Lateral thinking
- d) Brain storming
- e) Delphi technique
- f) Power of grapevine and other informal communication techniques

Module IV: GROUPS in ORGANIZATIONS: Groups and Leadership

- a) Group Dynamics - Groups versus teams
- b) Nature and types of groups and teams :Creating effective teams
- c) Leadership as a concept and its essence.
- d) Hersey and Blanchard's situational leadership
- e) Transactional versus Transformational leaders
- f) Women as leaders
- g) Leadership in entrepreneurial and family business organization

Question Paper Pattern for Semester III for the Academic year 2014-15

Duration: 2 Hours

Total Marks: 60

Q. No.	Module	Number of questions and choice	Marks
1	I	Any two out of three	15
2	II	Any two out of three	15
3	III	Any two out of three	15
4	IV	Any two out of three	15

Recommended Reference Books :

1. Robbins, P. Stephen. (1998), Organizational Behavior: Concepts, Controversies, Applications, 8th Ed. Prentice-Hall of India Pvt. Ltd.: New Delhi.
2. Luthans, F., (2005), Organizational Behaviour, (10th Ed), Tata McGraw-Hill Pvt. Ltd.: New Delhi.
3. Greenberg J, W. & Devis, K. (2002), Organizational Behaviour : Human Behaviour at Work (11thEd), Tata McGraw-Hill Pvt. Ltd.: New Delhi.
4. Hellriedel, D. & Slocum, J.W.(2004), Organizational Behaviour (10th Ed), South Western/Thomson
5. Sekaran U.(2004), Organisational Behaviour: Text & Cases, (2nd Edition). Tata McGraw-Hill Pvt.

- Ltd.: New Delhi.
6. Nelson, D.L., & Quick, J.C., (2003), Understanding Organizational Behaviour (2nd Ed), South Western/ Thomson Learning.
 7. Moorhead, Gregory and Griffin, W. Ricky (1999), Organizational Behavior: Managing People And Organizations, 5th Ed. A.I.T.B.S. Publishers & Distributors (Regd.): New Delhi.
 8. Shani, A.B. (Rami), & Lau, J.B., (2005), Behaviour in Organizations: An Experiential Approach. (8th Ed), Tata McGraw Hill Pvt. Ltd.: New Delhi
 9. Shuchi Sharma (2013). Organisational Behaviour. Tata McGraw Hill Pvt. Ltd.: New Delhi
 10. Steven L. McShane, Mary Ann Von Glinow & Radha R. Sharma. (2012). Organisational Behaviour. (5th Edition). Tata McGraw Hill Pvt. Ltd.: New Delhi
 11. P.G. Aquinas (2013) Organisational Behaviour: Concepts, Realities, Application and Challenges. (2nd Edition). Excel Books: New Delhi
 12. Rajendra P. Maheshwari & J.P. Mahajan Business Organisation Management (2nd Revised Edition). (2012). International Book House Pvt. Ltd.: New Delhi
 13. Meera Shankar (2013). Organisational Behaviour. International Book House Pvt. Ltd.: New Delhi

University of Mumbai

M.COM PART II (CBSGS)

Revised Syllabus of Business Management Group- Paper III

Organisational Behaviour

(W.e.f. Academic Year 2014-15)

Semester IV

Learning outcomes: Study of the modules will help learners:

- 1) To understand the factors that impact individual behaviour in an organisation**
- 2) To become familiar with attitudes and motivation**
- 3) To gain insights into power and politics in an organisation**
- 4) To appreciate the need for change and managing change and stress in an organisation**

Module I: Individual and Organisations

- a) Factors affecting individual behaviour - personal, environmental and organizational
- b) Nature and Determinants of Personality
- c) Personality Traits - Big Five, Locus of Control, Self Esteem, Type A/ Type B Personality, Risk Taking, Machiavellianism, Self Monitoring
- d) Personality and OB
- e) Matching jobs with personalities
- f) Abilities and skills

Module II: Work, Attitudes and Motivaion.

- a) Meaning of attitudes and how they are formed
- b) Power and purpose of motivation

- c) Theories of motivation - Locke's goal setting theory, Vroom's expectancy theory. Porter and Lawler's model, Adam's equity theory, McClelland's theory of needs.
- d) Managing rewards - Job status based rewards, Competency based rewards, performance based rewards
- e) Empowerment and Self Managed Teams
- f) Quality of work life

Module III: Groups in Organisations

- a) Power-Dynamics, sources and tactics
- b) Politics - Essence. Types of political activities
- c) Ethics of power and politics
- d) Managing political behaviour
- e) Conflicts-Nature and functional and dysfunctional conflict
- f) Conflict resolution and negotiation process

Module IV: Organisational Change and Stress Management

- a) Meaning of change and factors leading to change
- b) Planned change and resistance to change
- c) Sources of stress
- d) Stress Management - Individual & Organizational Strategies
- e) Managing conflict during change initiatives.
- f) Impact of stress on performance.

Question Paper Pattern for Semester IV for the Academic year 2014-15

Duration: 2 Hours

Total Marks: 60

Q. No.	Module	Number of questions and choice	Marks
1	I	Any two out of three	15
2	II	Any two out of three	15
3	III	Any two out of three	15
4	IV	Any two out of three	15

Recommended Reference Books :

1. Robbins, P. Stephen. (1998), Organizational Behavior: Concepts, Controversies, Applications, 8th Ed. Prentice-Hall of India Pvt. Ltd.: New Delhi.
2. Luthans, F., (2005), Organizational Behaviour, (10th Ed), Tata McGraw-Hill Pvt. Ltd.: New Delhi.
3. Greenberg J, W. & Devis, K. (2002), Organizational Behaviour : Human Behaviour at Work (11thEd), Tata McGraw-Hill Pvt. Ltd.: New Delhi.

4. Hellriedel, D. & Slocum, J.W.(2004), Organizational Behaviour (10th Ed), South Western/Thomson
5. Sekaran U.(2004), Organisational Behaviour: Text & Cases, (2nd Edition). Tata McGraw-Hill Pvt. Ltd.: New Delhi.
6. Nelson, D.L., & Quick, J.C., (2003), Understanding Organizational Behaviour (2nd Ed), South Western/ Thomson Learning.
7. Moorhead, Gregory and Griffin, W. Ricky (1999), Organizational Behavior: Managing People And Organizations, 5th Ed. A.I.T.B.S. Publishers & Distributors (Regd.): New Delhi.
8. Shani, A.B. (Rami), & Lau, J.B., (2005), Behaviour in Organizations: An Experiential Approach. (8th Ed), Tata McGraw Hill Pvt. Ltd.: New Delhi
9. Shuchi Sharma (2013). Organisational Behaviour. Tata McGraw Hill Pvt. Ltd.: New Delhi
10. Steven L. McShane, Mary Ann Von Glinow & Radha R. Sharma. (2012). Organisational Behaviour. (5th Edition). Tata McGraw Hill Pvt. Ltd.: New Delhi
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12. Rajendra P. Maheshwari & J.P. Mahajan Business Organisation Management (2nd Revised Edition). (2012). International Book House Pvt. Ltd.: New Delhi
13. Meera Shankar (2013). Organisational Behaviour. International Book House Pvt. Ltd.: New Delhi

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SYLLABUS FOR M.COM Part II

(Semester – III & IV)

Business Management Group- Paper IV

International Marketing

Credit Based Semester and Grading System

w.e.f. the Academic year 2014 - 2015

University of Mumbai
M.COM PART-II (CBSGS)
Revised Syllabus of Business Management Group- Paper IV
International Marketing
(W.e.f. Academic Year 2014-15)
Semester III

Learning Outcomes:

- 1) Understanding the nature, scope and challenges of international marketing**
- 2) Understanding the recent trends in international marketing**
- 3) Gaining insights into international marketing environment**
- 4) Familiarity with the role of international institutions and regulatory bodies**

Module I: Introduction to International Marketing

- a) Meaning, Scope, differences from domestic marketing
- b) Benefits and motivating factors
- c) Challenges and Constraints
- d) International trade theories
- e) Overview of India's foreign trade

Module II: Overview of International Marketing

- a) Current and emerging trends in international marketing
- b) Role of MNCs in international trade, major international marketing decisions
- c) Modes of entry in international markets
- d) Methods of payment in international trade
- e) Role of trade blocs in international trade, settlement of international disputes.

Module III: International Marketing Environment

- a) Importance of social and cultural environment
- b) Analysis of legal and economic environment
- c) Understanding political and financial environment
- d) Impact of global environment on international trade.

Module IV: Role of International Institutions and Regulatory Bodies

- a) Role of International Monetary Fund (IMF), International Bank For Reconstruction and Development (IBRD)
- b) International Development Association (IDA)- functions
- c) International Finance Corporation (IFC) and Multilateral Investment Guarantee Agency (MIGA)
- d) Role of World Trade Organisation (WTO) in regulating international trade
- e) Latest developments in WTO.

Question Paper Pattern for Semester III for the Academic year 2014-15

Duration: 2 Hours

Total Marks: 60

Q. No.	Module	Number of questions and choice	Marks
1	I	Any two out of three	15
2	II	Any two out of three	15
3	III	Any two out of three	15
4	IV	Any two out of three	15

Recommended Reference Books:

- 1) International Marketing: Text & Cases by Cherunilam, Francis (Edition 11th Rev.) (2010.) Himalaya Publishing House: Mumbai
- 2) International Marketing by Cateora Philip R., Graham John L. & Salwan Prashant. (13th Edition). (2011) Tata McGraw Hill Education Private Limited: New Delhi
- 3) International Marketing by Vasudeva P.K. (4th Edition) (2010). Excel Books Publication: New Delhi
- 4) International Marketing by Paliwoda Stanley J. & Thomas Michael J. (3rd Edition) (2002). Viva Books Private Ltd.: Mumbai
- 5) Global Marketing Management by Keegan Warren J. & Bhargava Naval K. (7th Edition) (2011). Dorling Kindersley (India) Pvt. Ltd.: New Delhi
- 6) International Marketing Strategy: Analysis, Development & Implementation by Doole Isobel & Lowe Robin (2nd Edition). (1999). Business Press (A Division Of Thomson Learning In.): London
- 7) International Marketing Analysis & Strategy by Onkvisit Sak & Shaw John J. (3rd Edition) (2007). Prentice Hall of India Private Limited: New Delhi.
- 8) International Marketing by Panda R. N. (2013). Advance Learner Press: New Delhi

- 9) International Marketing by Philip Cateora, Mary Gilly and John Graham, (15^t Edition) (2014) Tata McGraw Hill Education Private Limited: New Delhi
- 10) International Marketing – Text and Cases by Justin Paul and Ramneek Kapoor (2nd Edition) (2012) Tata McGraw Hill Education Private Limited: New Delhi
- 11) International Marketing by P.K.Vasudeva (4th Edition- Revised) (2013) Excel Books Publication: New Delhi

University of Mumbai

M.COM PART-II (CBSGS)

Revised Syllabus of Business Management Group- Paper IV

International Marketing

(W.e.f. Academic Year 2014-15)

Semester IV

Learning Outcomes:

- 1) **Understanding of the product and pricing strategies adopted by firms for international marketing**
- 2) **Understanding the challenges of logistics, supply chain and promotion in international marketing**
- 3) **Gaining insights into the procedural aspects of international marketing environment**

Module-I- International Product Planning and Pricing Strategies

- a) Product planning in international markets, product extension
- b) Process of new product development for international markets
- c) Importance of packaging and labeling in international markets
- d) International Product Life Cycle
- e) Pricing strategies for international markets, factors influencing pricing decisions.

Module-II- International Distribution, Logistics and Supply Chain Management

- a) Direct and Indirect marketing channels of distribution in foreign markets
- b) International logistics and global supply chain management
- c) Global manufacturing strategies
- d) Global sourcing, Inventory management.

Module-III- International Product Promotion and Brand Building

- a) Importance of sales promotion, Advertising, Direct marketing in international markets,
- b) Objectives and process of personal selling
- c) e-marketing, Importance of e-commerce in international trade
- d) Importance of brand building in international markets.

Module-IV- Procedural and Policy Framework

- a) Foreign Trade Policy (FTP)
- b) Export Documentation, Export-Import Procedure
- c) Export Incentives
- d) Steps in excise and customs clearance, Shipping procedure, Bank formalities
- e) Export risk insurance.

Question Paper Pattern for Semester IV for the Academic year 2014-15

Duration: 2 Hours

Total Marks: 60

Q. No.	Module	Number of questions and choice	Marks
1	I	Any two out of three	15
2	II	Any two out of three	15
3	III	Any two out of three	15
4	IV	Any two out of three	15

Recommended Reference Books:

- 1) International Marketing: Text & Cases by Cherunilam, Francis (Edition 11th Rev.) (2010.) Himalaya Publishing House: Mumbai
- 2) International Marketing by Cateora Philip R., Graham John L. & Salwan Prashant. (13th Edition). (2011) Tata McGraw Hill Education Private Limited: New Delhi
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- 7) International Marketing Analysis & Strategy by OnkvisitSak& Shaw John J. (3rd Edition) (2007). Prentice Hall of India Private Limited: New Delhi.
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- 9) International Marketing by Philip Cateora, Mary Gilly and John Graham, (15th Edition) (2014) Tata McGraw Hill Education Private Limited: New Delhi
- 10) International Marketing – Text and Cases by Justin Paul and Ramneek Kapoor (2nd Edition) (2012) Tata McGraw Hill Education Private Limited: New Delhi
- 11) International Marketing by P.K.Vasudeva (4th Edition- Revised) (2013) Excel Books Publication: New Delhi

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SYLLABUS FOR M.COM Part II (Semester – III & IV)

Business Management Group- Paper V

Entrepreneurship Management

Credit Based Semester and Grading System

w.e.f. the Academic year 2014 - 2015

UNIVERSITY OF MUMBAI

M.COM PART-II (CBSGS)

Revised Syllabus of Business Management Group- Paper V

Entrepreneurship Management

(w.e.f. Academic Year 2014-15)

Semester III

Learning Outcomes:

- **Understanding the evolution of entrepreneurship**
- **Understanding the impact of environmental factors on entrepreneurship**
- **Gaining insights into the process of setting up an entrepreneurial venture**
- **Familiarity with different entrepreneurial models and principles and strategies adopted by successful entrepreneurs**

Module-I. Paradigm of Entrepreneurship

- a) Introduction, importance and significance of Entrepreneurship Management
- b) Definition and points of distinction between Entrepreneur, Intrapreneur, Entrepreneurship and Manager. Entrepreneurs – Types and Functions.
- c) Stages in the Evolution of Entrepreneurship, Theories of Cantillon, Kirzner, Schumpeter, Knight, (Classical/ Neoclassical) Biological and Sociological Theories of Entrepreneurship
- d) Attributes and characteristics of a successful entrepreneur. Entrepreneurial culture and Entrepreneurship promotion in India.

Module -II. Impact of Environmental Factors on Entrepreneurship

- a) Ownership- Types, Importance and factors influencing the selection of ownership type.
- b) Entrepreneurship and business environment (Micro and Macro factors) Importance of Environmental Scanning – SWOT Analysis.
- c) Role of Entrepreneurs in 'Balanced Regional Development'.
- d) SMEs and Entrepreneurship Development.

Module -III. Setting up an Entrepreneurial Venture

- a) Defining business idea, sources and methods of generating business ideas.
- b) Meaning of project and project report/ feasibility study and selection of a project.
- c) Preparing a Business plan – Steps in product choice, deciding on locational aspects, Marketing plan, financial plan.
- d) Understanding Business Life Cycle and Product Life Cycle- organisational plan and projections.

Module-IV. Emerging Entrepreneurial Models and Successful Entrepreneurs

- a) Zig-Zag principles of entrepreneurship (reasons of failure and ways to success)
- b) Emerging Entrepreneurial opportunities – Franchising, BPO, KPO.
- c) Role of e-commerce in facilitating Entrepreneurship development.
- d) Successful Indian Entrepreneurs highlighting entrepreneurial strategies used by them.

Question Paper Pattern for Semester III for the Academic year 2014-15

Duration of the examination: 2 Hours

Total Marks: 60

Q. No.	Module	Number of questions and choice	Marks
1	I	Any two out of three	15
2	II	Any two out of three	15
3	III	Any two out of three	15
4	IV	Any two out of three	15

Recommended Reference books:

- 1 Chaudhury, Suman K. (Editor) and Nayak, Sudhansu K. (Editor):
Micro-Finance and Rural Women Entrepreneurship in India. (1st ed.)
New Delhi. SSDN Publishers and Distributors., 2012.
- 2 Das, S. C.: Entrepreneurship :Msmes Micro-Small and Medium Enterprises.
[[Issues and Opportunities]] (1st ed.) Delhi. Wisdom Publications, 2010.
- 3 Desai , Vasant: Entrepreneurship and Management of Small and Medium Enterprises.
Mumbai. Himalaya Publishing House, 2011.
- 4 Desai, Vasant: Small - Scale Industries and Entrepreneurship. Mumbai.
Himalaya Publishing House, 2006.

- 5 Drucker, Peter: Innovation and Entrepreneurship. [Practice and Principles] (1st ed.) Books USA. Broadway, 1985.
- 6 Dutta ,Bholanath: Entrepreneurship Management : Text andCases. New Delhi. Excel Books, 2012.
- 7 Gopal R. and ManjrekarPradip: Entrepreneurship and Innovation Management. [An Industry Perspective] (1st ed.) New Delhi. Excel Books, 2010.
- 8 Gordon, E. and Katarajan , K.: Entrepreneurship Development. (4 threv.ed.) New Delhi. Himalaya Publishing House, 2012.
- 9 Hisrich, Robert, Peters, Michael and Shepherd, Dean: Entrepreneurship. (6th ed.) New Delhi. Tata McGraw-Hill Publishing Company Limited, 2007.
- 10 Janakiram, B.: Management Entrepreneurship. (1st ed.) New Delhi. Excel Books, 2010.
- 11 Karthikeyan, M.: Entrepreneurship in Cooperatives. (1st ed.) New Delhi. Discovery Publishing House, 2012.
- 12 Kaushik, Dinanath: Essentials of Entrepreneurship. (1st ed.) New Delhi. Cyber Tech Publications, 2013.
- 13 Kumar S. Anil.: Small Business and Entrepreneurship. New Delhi. I.K. International Publishing House, 2008.

- 14 Lall, Madhurima and Sahai, Shikha: Entrepreneurship. (2nd ed.) New Delhi. Excel Books, 2008.
- 15 Latha, K. Lawanya: Small Scale Entrepreneurship. New Delhi. Serials Publications, 2010.
- 16 Loss, Monica and Bascunan, F.L.: Entrepreneurship Development. (1st ed.) New Delhi. Global Vision Publishing House, 2011.
- 17 Mathur, Abha: Business Entrepreneurship and Management. New Delhi. Taxman Publications (P) Ltd,
- 18 Morse, Eric and Mitchell, Ronald K.: Cases in Entrepreneurship. [Venture Creation Process] (1st ed.) New Delhi. Sage Publications India Pvt Ltd, 2007.
- 19 Munoz, J.M.: International Social Entrepreneurship
- 20 Nagayya, D. and Behum, S.S.: Women Entrepreneurship and Small Enterprises in India. New Delhi. New Century Publications, 2012.
- 21 Rathiha, R.: Women Entrepreneurship in the Changing Scenario. (1st ed.) New Delhi. Discovery Publishing House Pvt. Ltd., 2011.
- 22 Roy, Rajeev: Entrepreneurship (With CD # C01213). (2nd ed.) New Delhi. Oxford University Press, 2011.
- 23 Sarwate, Dilip M: Entrepreneurship Development and Project Management:

- Text and Cases. Mumbai. Everest Publishing House, 2004.
- 24 Sathe, Vijay: Corporate Entrepreneurship (Top Managers and New Business Creation).
Cambridge. Cambridge University Press, 2003.
- 25 Seth, Amita: Entrepreneurship and E-Business Development for Women.
(1st ed.) New Delhi. ALP Books, 2009.
- 26 Sharma , K. C. and Sharma, J.N. : Entrepreneurship Development.
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UNIVERSITY OF MUMBAI

M.COM PART-II (CBSGS)

Revised Syllabus of Business Management Group- Paper V

Entrepreneurship Management

(w.e.f. Academic Year 2014-15)

Semester IV

Learning Outcomes:

- **Gaining insights into funding of and financial management in Entrepreneurial ventures**
- **Familiarity with Entrepreneurship Development Programmes in India**
- **Understanding the problems faced by Entrepreneurs and measures to overcome them**
- **Familiarity with the recent trends in Entrepreneurship in India**

Module -I. Financial Management in Entrepreneurial Ventures

- a) Understanding Finance- Factors affecting capital structure,
- b) Fixed and working capital – Meaning, Factors and Sources.
- c) Micro Finance – Concept and importance.
- d) SHG – Concept and importance

Module -II. Entrepreneurship Promotion in India

- a) Entrepreneurship Development Programme (EDP) – Objectives and Methods.
- b) Various Organizations providing Entrepreneurship development programmes.
- c) Role of Mergers, Acquisitions and Joint Ventures, in entrepreneurial initiatives
- d) Role of Government in Entrepreneurial development in India. Various incentives and subsidies provided for encouraging Entrepreneurs.

Module-III. Hindrances in Entrepreneurial initiatives

- a) Challenges for entrepreneurs in Manufacturing, Marketing, Finance and Human Resource Management
- b) Sales and Marketing research oriented problems- other External problems- Time management.
- c) Women Entrepreneurs in India- Problems and measures.
- d) Rural Entrepreneurship- challenges and opportunities.

Module -IV. Recent trends in Entrepreneurship

- a) Future of Entrepreneurship in India
 - b) Recent trends in Entrepreneurship in India - Financing strategies, Advertising. Acquiring latest technology, Use of social media and Information management.
 - c) Role of Entrepreneur Development Cell in encouraging young minds- structure of an Entrepreneur Development Cell- Need for strengthening entrepreneurial initiatives of youth in India as an alternate to employment oriented options.
 - d) Intellectual Property - Patents, Trademarks, Copyrights, Trade secrets etc. (Procedure for obtaining exclusive rights and protecting the same)
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Question Paper Pattern for Semester IV for the Academic year 2014-15

Duration of the examination: 2 Hours

Total Marks: 60

Q. No.	Module	Number of questions and choice	Marks
1	I	Any two out of three	15
2	II	Any two out of three	15
3	III	Any two out of three	15
4	IV	Any two out of three	15

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Enterprises.Mumbai. Himalaya Publishing House, 2011.
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- 24 Munoz, J.M.: International Social Entrepreneurship.
- 25 Nagayya, D. and Behum , S.S.: Women Entrepreneurship and Small Enterprises in India.
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