



ST JOSEPH ENGINEERING COLLEGE

An Autonomous Institution

Vamanjoor, Mangaluru - 575028

Affiliated to VTU – Belagavi & Recognized by AICTE New Delhi

NBA – Accredited: B.E. (CSE, ECE, EEE, ME and CIV) & MBA

NAAC – Accredited with A+

MBA (IEV) – II Year SCHEME & SYLLABUS (With effect from 2021-22)

AUTONOMY AND ACCREDITATION

St Joseph Engineering College (SJEC) is an Autonomous Institute under Visvesvaraya Technological University (VTU), Belagavi, Karnataka State, and is recognized by the All-India Council for Technical Education (AICTE), New Delhi. SJEC is registered under the trust “Diocese of Mangalore, Social Action Department”.

The SJEC has been conferred Fresh Autonomous Status from the Academic Year 2021-22. The college was granted autonomy by the University Grants Commission (UGC) under the UGC Scheme for Autonomous Colleges 2018 and conferred by VTU. The UGC Expert Team had visited the college on 28-29 November 2021 and rigorously assessed the college on multiple parameters. The fact that only a handful of engineering colleges in the state have attained Autonomous Status adds to the college’s credibility that has been on a constant upswing. Autonomy will make it convenient for the college to design curricula by recognizing the needs of the industry, offering elective courses of choice and conducting the continuous assessment of its students.

At SJEC, the Outcome-Based Education (OBE) system has been implemented since 2011. Owing to OBE practised at the college, SJEC has already been accredited by the National Board of Accreditation (NBA). Five of the UG programs, namely Computer Science & Engineering, Mechanical Engineering, Electronics and Communication Engineering, Electrical & Electronics Engineering and Civil Engineering and MBA programs, have accreditation from the NBA.

Also, SJEC has been awarded the prestigious A+ grade by the National Assessment and Accreditation Council (NAAC) for five years. With a Cumulative Grade Point Average (CGPA) of 3.39 on a 4-point scale, SJEC has joined the elite list of colleges accredited with an A+ grade by NAAC in its first cycle. The fact that only a small percentage of the Higher Education Institutions in India have bagged A+ or higher grades by NAAC adds to the college’s credibility that has been on a constant upswing.

The college is committed to offering quality education to all its students, and the accreditation by NAAC and NBA reassures this fact. True to its motto of “Service and Excellence”, the college’s hard work has resulted in getting this recognition, which has endorsed the academic framework and policies that the college has been practising since its inception. The college has been leveraging a flexible choice-based academic model that gives students the freedom to undergo learning in respective disciplines and a transparent and continuous evaluation process that helps in their holistic development.

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SJEC MBA

The Department of Business Administration was started in the year 2007 with an objective of producing competent industry professionals with sound ethical values and service attitude. It was approved as a research centre in the year 2011 to offer Ph D programmes by VTU, Belagavi. The Department has been accredited by National Board of Accreditation (NBA) in 2020. The Department regularly organises Management Development Programmes, Faculty Development Programmes, Capacity Building Programmes and Student Development Programmes. With its total focus on Outcome Based Education, the Department has adopted active learning strategies in delivering the curriculum.

Department Vision

To impart quality management education to bring out competent, socially responsible and conscientious professionals.

Department Mission

- Imparting contemporary curriculum and its application to business situations
- Developing proficiency through continuous industry-academia interface and research
- Encouraging entrepreneurship and venture development
- Sensitizing the students towards the needs of society
- Inculcating diligence through extra-curricular activities

Programme Educational Objectives (PEOs)

- PEO 1: Graduates will be able to apply the theoretical concepts in real-life situations
PEO 2: Graduates will be able to communicate effectively think critically and be able to manage interpersonal relationships
PEO 3: Graduates will be capable of starting entrepreneurial ventures
PEO 4: Graduates will be able to cater to the needs of the society
PEO 5: Graduates will be able to adapt to a constantly changing environment

Programme Outcomes (POs)

At graduation, SJEC MBA Graduates will have the following outcomes:

- PO 1: Apply knowledge of management theories and practices to solve business problems
PO 2: Foster Analytical and critical thinking abilities for data-based decision making
PO 3: Ability to develop Value-based Leadership ability
PO 4: Ability to understand, analyse and communicate global, economic, legal, and ethical aspects of business
PO 5: Ability to lead themselves and others in the achievement of organisational goals, contributing effectively to a team environment

Program Specific Outcomes (PSOs)

- PSO 1: Foster Soft Skills to support industry requirements
PSO 2: Develop entrepreneurial capabilities for entrepreneurship and venture creation

Scheme of Teaching and Examination
MASTER OF BUSINESS ADMINISTRATION (INNOVATION, ENTREPRENEURSHIP AND VENTURE DEVELOPMENT)
Choice Based Credit System (CBCS) and Outcome Based Education (OBE)

I Semester

SL. No.	Course	Course code	Course Title	Teaching Hours/ Week				Examination			Credits	
				Lecture	Tutorial	Practical Component	Self-Study	Duration in hours	CIE Marks	SEE Marks		Total Marks
1	PCC	21IEV101	Principles of Technology-Innovation-Management	4	0	0	0	3	50	50	100	4
2	PCC	21IEV102	Innovation Development and Management	4	0	0	0	3	50	50	100	4
3	PEC	21IE103X	Elective-I	4	0	0	0	3	50	50	100	4
4	PEC	21IE104X	Elective-II	4	0	0	0	3	50	50	100	4
5	SDC	21IEP105	Capstone Project -I: Creative Problem Solving/Idea-Proof-of-Concept	0	0	8	0	-	50	50	100	4
6	SDC	21IEP106	Capstone Project-II: Development of Innovation/Prototype and Submission	0	0	8	0	-	50	50	100	4
Total				16	0	16	0	12	300	300	600	24

Note: PCC: Professional Core Course; PEC: Professional Elective Course; SDC = Skill Development Course, Practical /Field Work / Assignment are part of contact hours for the faculty and must be considered in the workload. Four credit courses are designed for 50 hours Teaching – Learning process

Elective-I 21IE103X	21IE103A: Techno-Entrepreneurship – Theories and Models 21IE103B: Research Methods
Elective-II 21IE104X	21IE104A: Managerial Economics for Entrepreneurs 21IE104B: Start-up Law, Ethics and Environment in India

Scheme of Teaching and Examination
MASTER OF BUSINESS ADMINISTRATION (INNOVATION, ENTREPRENEURSHIP AND VENTURE DEVELOPMENT)
Choice Based Credit System (CBCS) and Outcome Based Education (OBE)

II Semester

SL. No.	Course	Course code	Course Title	Teaching Hours/ Week				Examination			Credits	
				Lecture	Tutorial	Practical Component	Self-Study	Duration in hours	CIE Marks	SEE Marks		Total Marks
1	PCC	21IEV201	Entrepreneurial Leadership and Organisational Behaviour	4	0	0	0	3	50	50	100	4
2	PEC	21IE202X	Elective -III	4	0	0	0	3	50	50	100	4
3	SDC	21IEP203	Capstone Project-III: Development of Business Model for the Innovation and Submission	0	0	8	0	-	50	50	100	4
4	SDC	21IEV204	Start-up/Incubation/Acceleration Residency Learning Program-1	0	0	24	0	-	50	50	100	12
Total				8	0	32	0	6	200	200	400	24

Note: PCC: Professional Core Course; PEC: Professional Elective Course; SDC = Skill Development Course
 Practical /Field Work / Assignment are part of contact hours for the faculty and must be considered in the workload.
 Four credit courses are designed for 50 hours Teaching – Learning process

Elective-III	21IE202A: Corporate and Social Entrepreneurship
21IE202X	21IE202B: New Venture Establishment and Management

Scheme of Teaching and Examination
MASTER OF BUSINESS ADMINISTRATION (INNOVATION, ENTREPRENEURSHIP AND VENTURE DEVELOPMENT)
Choice Based Credit System (CBCS) and Outcome Based Education (OBE)

III Semester

SL. No.	Course	Course code	Course Title	Teaching Hours/ Week				Examination			Credits	
				Lecture	Tutorial	Practical Component	Self-Study	Duration in hours	CIE Marks	SEE Marks		Total Marks
1	PCC	21IEV301	Venture Financing	4	0	0	0	3	50	50	100	4
2	PCC	21IEV302	Government Strategies & Policies and International Economy	4	0	0	0	3	50	50	100	4
3	PEC	21IE303X	Elective -IV	4	0	0	0	3	50	50	100	4
4	PEC	21IE304X	Elective -V	4	0	0	0	3	50	50	100	4
5	PEC	21IE305X	Elective -VI	4	0	0	0	3	50	50	100	4
6	SDC	21AEC306	Skill Certification-I	0	0	0	16	-	-	100	100	4
7	SDC	21AEC307	Skill Certification-II	0	0	0	16	-	-	100	100	4
Total				20	0	0	32	15	250	450	700	28

Note: PCC: Professional Core Course; PEC: Professional Elective Course; SDC = Skill Development Course

Practical /Field Work / Assignment are part of contact hours for the faculty and must be considered in the workload.

Four credit courses are designed for 50 hours Teaching – Learning process

Elective -IV 21IE303X	21IE303A: Digital Marketing of Innovations 21IE303B: Venture Growth Strategies	Elective -V 21IE304X	21IE304A: Buying/Selling a Small Business 21IE304B: Talent and Team Management, HR Management
Elective -VI 21IE305X	21IE305A: Technology & Global Business Linkage Opportunities 21IE305B: IPR Management and Competency Development		
Skill Certification – I & II [Outside classroom learning]	MOOCs/SWAYAM Courses of total 16 weeks duration.		

Scheme of Teaching and Examination
MASTER OF BUSINESS ADMINISTRATION (INNOVATION, ENTREPRENEURSHIP AND VENTURE DEVELOPMENT)
Choice Based Credit System (CBCS) and Outcome Based Education (OBE)

IV Semester

SL. No.	Course	Course code	Course Title	Teaching Hours/ Week				Examination			Credits	
				Lecture	Tutorial	Practical Component	Self-Study	Duration in hours	CIE Marks	SEE Marks		Total Marks
1	SDC	21IEV401	Real Time Venture Establishment and Management in Incubation/Acceleration Unit	0	0	20	0	-	50	50	100	22
2	SDC	21AEC402	Skill Certification-III	0	0	0	8	-	-	100	100	2
Total				0	0	20	8	-	50	150	200	24

Note: SDC = Skill Development Course, Practical /Field Work / Assignment are part of contact hours for the faculty and must be considered in the workload.

Skill Certification – III [Outside classroom learning]	MOOCs/SWAYAM Courses of total 8 weeks duration
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Definition of Credit:	One-hour Lecture (L) per week per semester = 1 Credit Two-hour Tutorial (T) per week per semester = 1 Credit Two-hour Practical/Laboratory (P) per week per semester = 1 Credit Four hours of Self-study = 1 Credit
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III Semester

Venture Financing			
Course Code	21IEV301	CIE Marks	50
Teaching Hours/Week (L:T:P:S)	(4:0:0:0)	SEE Marks	50
Credits	04	Exam Hours	03
Course Learning Objectives: <ol style="list-style-type: none"> 1. Discuss entrepreneurial finance and its role. 2. Examine venture capital and angel investing as sources of venture financing. 3. Analyse investment Management, staged financing and exits 			
Module-1			
Entrepreneurial finance-Principles and role-The successful Venture life cycle-Life cycle stages and the entrepreneurial process-Financing through the venture life cycle.			10 Hours
Module-2			
Entrepreneurial venturing and financing-Venture capital/Private equity-Business angels-types-Business Angels (BAs) Versus Venture Capital-Investment characteristics of business angels and venture capitalists-Business Angel Investment Process-Deal Negotiation and the Deal Agreement.			10 Hours
Module-3			
Alternative sources of financing-Bootstrapping-Credit cards-Business loans-Friends and family- Incubators-crowdfunding-factoring-venture debt- Grants and Subsidies.			10 Hours
Module-4			
Investment rounds-Friends and family-Micro seed round-Seed round-Series A round-B,C,D investment rounds-Deciding investment amounts and prospects-Needed, realistic and Ideal Investment levels-Identifying prospective investors-Ways to contact investors. Investment Management, Staged Financing, and Exits-Entrepreneur-Investor Relationship-Post Investment Management-Staged Financing-Venture Growth and Scalability-Investment Exits-Exit Options: Trade sale, Management buyout, Financial Sale, Strategic Sale, Initial Public Offering (IPO).			10 Hours
Module-5			
Institutional Finance to Entrepreneurs in India -Institution & Schemes of Govt. of India – NABARD – IDBI – IFCI – ICICI – EXIM Bank – DIC - DRDA – Local banks – Rules – Schemes and Programmes- Training organizations of schemes for entrepreneurs- Incentives and concessions to Entrepreneurs.			10 Hours
Course Outcomes:			
At the end of the course the student will be able to:			
20IEV301.1	Identify, by life cycle stage, the relevant types of financing and investors.		
20IEV301.2	Examine venture capital and angel investing as sources of venture financing.		
20IEV301.3	Discuss the alternative sources of financing ventures.		

20IEV301.4	Analyse investment management, staged financing, and exits.
20IEV301.5	Discuss the institutional finance to Entrepreneurs in India.
20IEV301.6	Analyse the incentives and concessions to entrepreneurs.

Sl. No.	Title of the Book	Name of the Author/s	Name of the Publisher	Edition and Year
Textbooks				
1	Entrepreneurial Finance	J. Chris Leach, Ronald W. Melicher	South Western-Cengage Learning	4 th ed,2012
2	Financing New Ventures: An Entrepreneur's Guide to Business Angel Investment	Geoffrey Gregson	Business Expert Press	2014
3	The Art of Startup Fundraising	Alejandro Cremades	Wiley	2016
Reference Books				
1	Venture Capital & The Finance of Innovation	Andrew Metrick, Ayako Yasuda	John Wiley & Sons, Inc.	2 nd ed.,2011
2	Raising - Venture Capital For The Serious Entrepreneur	Dermot Berkery	McGraw-Hill,	2007
3	Raising Venture Capital	Rupert Pearce and Simon Barnes	John Wiley & Sons,Ltd	2006
Web links/Video Lectures:				
https://slideplayer.com/slide/10021519/ https://pt.coursera.org/lecture/entrepreneurship-2/angels-venture-capitalists-pICwe https://www.youtube.com/watch?v=MHQ8pvJOY-M https://www.youtube.com/watch?v=nqdf09LbX4Y https://www.youtube.com/watch?v=zFcoDn6Rwfc				

Course Articulation Matrix

Course Outcomes (COs)	Program Outcomes (POs)					
	PO1	PO2	PO3	PO4	PO5	PO6
20IEV301.1	2	-	-	-	-	-
20IEV301.2	-	2	-	-	-	-
20IEV301.3	-	2	-	-	-	-
20IEV301.4	-	-	-	2	-	-
20IEV301.5	-	2	-	-	-	-
20IEV301.6	-	-	-	1	-	-

1: Low 2: Medium 3: High

Government Strategies & Policies and International Economy			
Course Code	21IEV302	CIE Marks	50
Teaching Hours/Week (L:T:P:S)	(4:0:0:0)	SEE Marks	50
Credits	04	Exam Hours	03
Course Learning Objectives: <ol style="list-style-type: none"> 1. To discuss the role of Indian government in entrepreneurship and venture creation 2. To examine the support to MSMEs and women entrepreneurs 3. To analyse the nature of international entrepreneurship and entrepreneurship opportunities 			
Module-1			
Role of government in entrepreneurship and venture creation- Entrepreneurial ecosystem Start-up Policies of Indian Government-Pradhan Mantri Kaushal Vikas Yojana (PMKVY)-Start-up India-Atal Innovation Mission (AIM): Atal Tinkering Labs (ATL), Atal Incubation Centres (AICs) -Make In India--Digital India <p style="text-align: right;">10 Hours</p>			
Module-2			
Support for MSMEs: Pradhan Mantri Mudra Yojana-Credit Guarantee Trust Fund for Micro & Small Enterprises (CGT SME)- Credit Linked Capital Subsidy for Technology Upgradation (CLCSS)- Design Clinic for Design Expertise to MSMEs. <p style="text-align: right;">10 Hours</p>			
Module-3			
Entrepreneurship and Skill Development Programme (ESDP)- Industrial Motivation Campaigns (IMCs)- Entrepreneurship Awareness Programmes (EAPs)- Entrepreneurship-cum-Skill Development Programme (E-SDP)- Management Development Programmes (MDPs)- Entrepreneurship Development Programmes (EDPs)/ Technology based Entrepreneurship Development Programmes (TEDPs) <p style="text-align: right;">10 Hours</p>			
Module-4			
Schemes for agricultural entrepreneurs-Animal Husbandry Infrastructure Development Fund-Dairy Entrepreneurship Development Scheme-Livestock Insurance Scheme-Agriculture Infrastructure Fund-Credit facility for farmers-Crop insurance schemes-KCC for animal husbandry and fisheries-National Scheme of Welfare of Fishermen-Pradhan Mantri Kisan Samman Nidhi-Pradhan Mantri Krishi Sinchai Yojana. <p>Support for women entrepreneurs: Support to Training and Employment Programme For Women (STEP) - Trade-Related Entrepreneurship Assistance And Development (TREAD)-The Women Entrepreneurship Platform (WEP): Iccha Shakti, Gyaan Shakti, Karma Shakti</p> <p style="text-align: right;">10 Hours</p>			
Module-5			
The Nature of International Entrepreneurship and Entrepreneurship Opportunities- Traits of an International Entrepreneur Export-driven new venture creation and economic growth- Drivers and strategies of international new ventures. <p style="text-align: right;">10 Hours</p>			
Course Outcomes:			
At the end of the course the student will be able to:			
21IEV302.1	To discuss the start-up policies of Indian Government.		
21IEV302.2	To examine the schemes and support for MSMEs.		

21IEV302.3	To discuss the entrepreneurship and skill development Programme (ESDPs) .
21IEV302.4	To analyse the schemes for agricultural and women entrepreneurs in India.
21IEV302.5	To examine the traits of an international entrepreneur.
21IEV302.6	To analyse the drivers and strategies of international new ventures.

Sl. No.	Title of the Book	Name of the Author/s	Name of the Publisher	Edition and Year
Textbooks				
1	Entrepreneurial Ecosystems for Tech Start-ups in India	M H Bala Subrahmanya	De Gruyter	2021
2	Technology Business Incubators in India Structure, Role and Performance	M H Bala Subrahmanya, H S Krishna	De Gruyter	2021
3	e Book of Schemes for Micro, Small and Medium Enterprises (MSMEs)	Office of the Development Commissioner (MSME) Ministry of Micro, Small & Medium Enterprises Government of India	MSME	2020
Reference Books				
1	Entrepreneurial Development	S S Khanka	S. Chand Limited	2006
2	Entrepreneurship Development in India	Debasish Biswas and Chanchal Dey	Routledge	2021
3	Skill Development and Entrepreneurship in India	Rameshwari Pandya	New Century Publications	2016
Web links/Video Lectures/MOOCs				
http://www.simplynotes.in/mbabba/role-of-government-in-promoting-entrepreneurship/ https://msmedi.dcmsme.gov.in/ https://www.youtube.com/watch?v=49O32Eg0dD0				

Course Articulation Matrix

Course Outcomes (COs)	Program Outcomes (POs)					
	PO1	PO2	PO3	PO4	PO5	PO6
21IEV302.1	-	-	-	2	-	-
21IEV302.2	-	-	-	2	-	-
21IEV302.3	-	-	-	2	-	-
21IEV302.4	-	-	-	2	-	-
21IEV302.5	-	-	-	-	-	1
21IEV302.6						1

1: Low 2: Medium 3: High

Digital Marketing of Innovations			
Course Code	21IE303A	CIE Marks	50
Teaching Hours/Week (L: T:P:S)	(4:0:0:0)	SEE Marks	50
Credits	04	Exam Hours	03
Course Learning Objectives: 1.To discuss the framework for developing a digital marketing strategy. 2.To evaluate the impact of digital media and technology on the marketing mix 3.To analyse marketing communications using digital media channels			
Module-1			
Innovation marketing- Introduction-Why Great Innovation Needs Great Marketing-Digital Marketing Fundamentals- Digital marketing and multichannel marketing-Paid, owned and earned media -The intersection of the three key online media types-The growing range of digital marketing platforms-Key features of digital marketing strategy-Benefits of digital marketing-5 Ss of internet marketing-Different forms of online presence-Framework for developing a digital marketing strategy.			
			10 Hours
Module-2			
Digital marketing communications -Introduction-Relationship between digital and traditional communications-Using digital media channels to support business objectives- Key types of digital media channels-Different types of social media marketing tools-Benefits of digital media-Key challenges of digital communications-Case study of eBay.			
			10 Hours
Module-3			
Digital marketing strategy-Digital marketing strategy as a channel marketing strategy -The scope of digital marketing strategy-How to structure a digital marketing strategy -Situation analysis-Strategy formulation for digital marketing.			
			10 Hours
Module-4			
Impact of digital media and technology on the marketing mix-Using the Internet to vary the marketing mix-Product, Place of purchase Price, Promotion-Service elements: People, process and physical evidence. Relationship marketing using digital platforms-From e-CRM to social CRM -The challenge of customer engagement-Benefits of using e-CRM to support customer engagement -Marketing applications of e-CRM -Customer lifecycle management-Using digital media to increase customer loyalty and value.			
			10 Hours
Module-5			
Marketing communications using digital media channels-Search engine marketing-Search engine optimisation-Paid search marketing-Online public relations-Affiliate marketing-email marketing-social media and viral marketing.			
			10 Hours
Course Outcomes:			
At the end of the course the student will be able to:			
21IE303A.1	To explain the fundamentals of digital marketing and multichannel marketing.		
21IE303A.2	To explain the usage of digital media channels to support business objectives.		
21IE303A.3	To examine the strategy formulation for digital marketing.		

21IE303A.4	To assess the impact of digital media and technology on the marketing mix.
21IE303A.5	To analyse marketing communications using digital media channels.
21IE303A.6	To examine social media and viral marketing.

Sl. No.	Title of the Book	Name of the Author/s	Name of the Publisher	Edition and Year
Textbooks				
1	Digital Marketing	Dave Chaffey and Fiona Ellis-Chadwick	Pearson Education Limited	Sixth edition, 2016
2	Digital Marketing Strategy	Simon Kingsnorth	Kogan Page Limited	2016
3	Digital Marketing: A Practical Approach	Alan Charlesworth	Routledge	Third Edition, 2018
1	The Art of Digital Marketing	Ian Dodson	John Wiley & Sons, Inc	2016
2	Understanding Digital Marketing	Damian Ryan	Kogan Page Limited	2014
3	Marketing 4.0: Moving from Traditional to Digital	Philip Kotler, Hermawan Kartajaya, and Iwan Setiawan	Wiley	2017
Web links/Video Lectures				
1. https://www.youtube.com/watch?v=1mTQs86wXz8				
2. https://www.youtube.com/watch?v=MmfaZV96x7A				
3. https://www.youtube.com/watch?v=dxOGKCODSXI				
4. https://www.youtube.com/watch?v=ghFwpoH71NM				

Course Articulation Matrix

Course Outcomes (COs)	Program Outcomes (POs)					
	PO1	PO2	PO3	PO4	PO5	PO6
21IE303A.1	2	-	-	-	-	-
21IE303A.2	-	2	-	-	-	-
21IE303A.3	-	-	-	-	2	-
21IE303A.4	-	2	-	-	-	-
21IE303A.5	-	-	-	2	-	-
21IE303A.6	-	-	-	2	-	-

1: Low 2: Medium 3: High

Venture Growth Strategies			
Course Code	21IE303B	CIE Marks	50
Teaching Hours/Week (L: T:P)	(4:0:0:0)	SEE Marks	50
Credits	04	Exam Hours	03
Course Learning Objectives: <ol style="list-style-type: none"> 1. To discuss dimensions of growth and growth barriers 2. To explain the measurement of growth 3. To analyse the financing and people aspects of growth 			
Module-1			
Venture growth-Introduction- Stages of growth-Leadership versus management-Modelling growth-Horizons of growth-Using growth models-Growth enablers and drivers-Growth Barriers-Internal barriers-external barriers-Growth planning: SWOT and LEPEST. <p style="text-align: right;">10 Hours</p>			
Module-2			
Five Dimensions of Growth- Growth via New or Current Customers- Growth via New or Current Geographies- Growth via Building or Acquiring New Products- Growth from Current or New Capabilities- Growth via Culture- Case studies- Opportunities for growth in India. <p style="text-align: right;">10 Hours</p>			
Module-3			
Measuring growth-Revenue, Turnover and sales-Market share-Profit/income-Growth from shareholders perspective-Range and depth-Other measures-Difficulties of assessment and interpretation-Pace and capacity. <p style="text-align: right;">10 Hours</p>			
Module-4			
Financing growth-Generating and managing cash-Managing the investment in growth-External sources of finance-Equity finance-Going public. People and growth-Recruitment-Getting best from people-Remuneration-Team effort-Intangible strengths and vulnerabilities. <p style="text-align: right;">10 Hours</p>			
Module-5			
Different types of growth-organic growth-Growth by acquisition-Undervalued companies-Injecting new ideas and talent-Management buyouts-Growth by merger-Other routes of growth-The changing nature of growth. <p style="text-align: right;">10 Hours</p>			
Course Outcomes:			
At the end of the course the student will be able to:			
21IE303B.1	To explain the growth enablers and the drivers of growth.		
21IE303B.2	To examine the five dimensions of growth.		
21IE303B.3	To measure the growth in terms of revenue, turnover and sales.		
21IE303B.4	To examine the financing growth and people and growth.		
21IE303B.5	To discuss the different types of growth.		
21IE303B.6	To explain the changing nature of growth.		

Sl. No.	Title of the Book	Name of the Author/s	Name of the Publisher	Edition and Year
Textbooks				
1	Guide to Managing Growth	Rupert Merson	John Wiley and Sons	2011
2	Disciplined Growth Strategies	Peter S. Cohan	Apress	2017
3	Business Development: A guide to small business strategy	David Butler	Butterworth-Heinemann	2001
Reference Books				
1	The Strategic Drucker	Robert W. Swaim	John Wiley & Sons (Asia) Pte. Ltd	2010
2	The Entrepreneur's Growth Startup Handbook	David N. Feldman	John Wiley & Sons	2013
3	Energize Growth® Now	Lisa Nirell	John Wiley & Sons, Inc.	2009
Web links/Video Lectures				
https://www.mckinsey.com/featured-insights/employment-and-growth/indias-ascent-five-opportunities-for-growth-and-transformation				
https://hbr.org/2016/05/the-greatest-barriers-to-growth-according-to-executives				
https://www.digitalsilk.com/stages-of-business-growth				
https://www1.chester.ac.uk/business-growth/case-studies				
https://www.klipfolio.com/resources/kpi-examples/sales/sales-growth				
https://hingemarketing.com/blog/story/mergers-and-acquisitions-as-part-of-your-growth-strategy				

Course Articulation Matrix

Course Outcomes (COs)	Program Outcomes (POs)					
	PO1	PO2	PO3	PO4	PO5	PO6
21IE303B.1	2	-	-	-	-	-
21IE303B.2	-	2	-	-	-	-
21IE303B.3	-	2	-	-	-	-
21IE303B.4	-	-	-	2	-	-
21IE303B.5	-	2	-	-	-	2
21IE303B.6	-	-	-	-	2	-

1: Low 2: Medium 3: High

Buying/Selling a Small Business			
Course Code	21IE304A	CIE Marks	50
Teaching Hours/Week (L: T:P:S)	(4:0:0:0)	SEE Marks	50
Credits	04	Exam Hours	03
Course Learning Objectives: <ol style="list-style-type: none"> 1. To discuss the entrepreneurship through acquisition 2. To examine the aspects of making an offer 3. To explain the completion of acquisition and post-acquisition transition 			
Module-1			
Entrepreneurship through acquisition-The acquisition process-Preparing for search, Anticipating the cost of search, Parameters of search, Scope and budgeting for search-Finding the right small business to buy-Managing the search effectively.			10 Hours
Module-2			
Deciding why, when and how to sell your business-Driving forces to sell the business-Prioritising the motivation-The routes to successful small business sales-setting the goals and objectives.			10 Hours
Module-3			
Preparing the small business for sale-Pre sale to do list-Necessary Documentation-Choosing the sales team-setting the asking price-preparing a selling memo-Marketing the			10 Hours
Module-4			
Making an offer-Preliminary due diligence-Deal terms: Deal structure,financing,timing,and other fundamental aspects. Completing the acquisition-Confirmatory due diligence-Raising debt- Raising acquisition equity-Negotiating the purchase agreement-Closing and beyond.			10 Hours
Module-5			
Managing the transition-post acquisition integration- strategies for post acquisition success-post acquisition growth strategies-Human aspects.			10 Hours
Course Outcomes:			
At the end of the course the student will be able to:			
21IE304A.1	To explain the process of acquisition.		
21IE304A.2	To examine the driving forces to sell the business.		
21IE304A.3	To discuss the details of preparing the small business for sale.		
21IE304A.4	To explain the deal structure, financing, timing, and other fundamental aspects.		
21IE304A.5	To explain the post-acquisition transition.		
21IE304A.6	To analyse the HR aspects of mergers.		

Sl. No.	Title of the Book	Name of the Author/s	Name of the Publisher	Edition and Year
Textbooks				
1	HBR Guide to Buying a Small Business	Richard S. Ruback and Royce Yudkoff	Harvard Business Review Press	2017
2	The BizBuySell Guide to Selling Your Small Business	Barbara Findlay Schenck	Createspace Independent Pub	2012
3	Buying And Selling A Business:An Entrepreneur's Guide	Jo Haigh ·	Little, Brown Book Group	2013
Reference Books				
1	Buying and Selling a Small Business	Verne A. Bunn	Small Business Administration	1979
2	The Complete Guide to Buying a Business	Fred S. Steingold	NOLO	2015
3	How to Buy And/or Sell a Small Business for Maximum Profit	Rene V. Richards, Constance H. Marse	Atlantic Publishing Group	2013
Web links/Video Lectures				
https://www.youtube.com/watch?v=ccaGmVeLcto https://www.youtube.com/watch?v=sySyAuU5PGw https://www.youtube.com/watch?v=DkQ4p-C87vo https://www.forbes.com/sites/allbusiness/2018/07/15/35-step-guide-entrepreneurs-starting-a-business/?sh=38479b5b184b https://www.youtube.com/watch?v=JiZ6GFC7Lfw				

Course Articulation Matrix

Course Outcomes (COs)	Program Outcomes (POs)					
	PO1	PO2	PO3	PO4	PO5	PO6
21IE304A.1	2	-	-	-	-	-
21IE304A.2	-	2	-	-	-	-
21IE304A.3	-	2	-	-	-	-
21IE304A.4	-	2	-	2	-	-
21IE304A.5	-	-	-	-	2	-
21IE304A.6	-	-	-	-	2	-

1: Low 2: Medium 3: High

Talent and Team Management, HR Management			
Course Code	21IE304B	CIE Marks	50
Teaching Hours/Week (L: T:P:S)	(4:0:0:0)	SEE Marks	50
Credits	04	Exam Hours	03
Course Learning Objectives: 1.To discuss the role of HR function 2.To explain the development of a talent management strategy 3.To analyse the determinants of high performing teams			
Module-1			
Human Resource Management-Introduction-HR System-Models of HRM-Aims of HRM-Policy goals and Characteristics of HRM-Role of HR function-Organising the HR function-Outsourcing HR work-Evaluating the HR function-HRM Policies-Need for HR policies-HR Policy Areas-Formulating and Implementing HR policies.			10 Hours
Module-2			
Human Resource Planning-Role-Aims of Human Resource Planning- The Process of Human Resource Planning-Resourcing strategy- Estimating Future Human Resource Requirements-Action Planning.			10 Hours
Module-3			
International HRM- Issues in International HRM- International Organizational Models-Cultural diversity and cross-cultural working-International HR Policies and managing expatriates-International perspectives on learning, training and talent development -International perspectives on diversity and equality.			10 Hours
Module-4			
Talent management- The elements of talent management- Developing A Talent Management Strategy-Attraction Strategies-Retention Strategies-Career Management-Talent management for knowledge workers. Creating a Talent Management System for Organization Excellence-Steps to Creating a Talent Management System-Institutional Strategies for Dealing with Talent Management Issues-Developing a Talent Management Information Strategy.			10 Hours
Module-5			
Team Management - Meaning and Concept- Team Management Skills-Types of teams-Characteristics of a Good/Effective Team--Determinants of High-Performing Teams: The Four Cs-Team Composition and Performance-Developing the Competencies of High-Performing Teams-Measurement of Team Competencies-Common Problems Found in Teams-Managing Conflict in The Team.			10 Hours
Course Outcomes:			
At the end of the course the student will be able to:			
21IE304B.1	To explain the characteristics of HRM		
21IE304B.2	To discuss the process of human resource planning		
21IE304B.3	To discuss the issues in International HRM		
21IE304B.4	To create a talent management system for organization excellence		
21IE304B.5	To examine the determinants of high-performing teams		
21IE304B.6	To explain management of conflict in the team.		

Sl. No.	Title of the Book	Name of the Author/s	Name of the Publisher	Edition and Year
Textbooks				
1	A Handbook of Human Resource Management Practice	Michael Armstrong	Kogan Page Limited	Tenth edition 2006
2	The Talent Management Handbook	Lance A. Berger and Dorothy R. Berger	McGraw-Hill	2004
3	Team Building	W. Gibb Dyer Jr., Jeffrey H. Dyer and William G. Dyer	John Wiley & Sons	Fifth Edition, 2013
Reference Books				
1	Strategic Human Resource Management	Michael Armstrong	Kogan Page Limited	Fourth edition 2008
2	Creating High Performance Teams	Ramon J. Aldag and Loren W. Kuzuhara	Routledge	2015
3	Demystifying Talent Management	Kimberly Janson	Maven House Press,	2015
Web links/Video Lectures				
<ol style="list-style-type: none"> https://www.youtube.com/watch?v=67qjuWIUCtc https://www.youtube.com/watch?v=3svnlB5ORDc https://www.youtube.com/watch?v=Pk8hN7lw_RA https://www.youtube.com/watch?v=9zQTC8bBEhs https://www.youtube.com/watch?v=GA5iBR8KvDU 				

Course Articulation Matrix

Course Outcomes (COs)	Program Outcomes (POs)					
	PO1	PO2	PO3	PO4	PO5	PO6
21IE304B.1	2	-	-	-	-	-
21IE304B.2	2	-	-	-	-	-
21IE304B.3	-	-	-	2	-	-
21IE304B.4	-	-	-	-	2	-
21IE304B.5	-	-	-	-	2	-
21IE304B.6	-	-	2	-	-	-

1: Low 2: Medium 3: High

Technology & Global Business Linkage Opportunities			
Course Code	21IE305A	CIE Marks	50
Teaching Hours/Week (L: T:P:S)	(4:0:0:0)	SEE Marks	50
Credits	04	Exam Hours	03
Course Learning Objectives: <ol style="list-style-type: none"> 1. To examine the impact of Information Technology (IT) on globalization and business 2. To discuss the relevance of business networking and creation of new opportunities 3. To examine the business models for e-commerce 			
Module-1			
The Importance of Technology in Entrepreneurship-Processes of Globalization-Impact of Information Technology (IT) on Globalization and Business-Categories of information technology: Functional IT, Network IT, Enterprise IT-Emerging technology and business opportunities. 10 Hours			
Module-2			
Business networking-Benefits of Business Networking-Types of Business Networking-Tips for Networking Success-Goals of Business Networking-Types of Business Networking Organizations-Importance of Business Networking for Start-ups and Entrepreneurs-Significance of international network for business-Business networking and Creation of New Opportunities. 10 Hours			
Module-3			
Technology and Networking-Networking Online and Using social media-Finding Business Networking Forums-Spotting easy referral opportunities-Choosing the Right Platform for Your Business-Networking on Facebook, Twitter and other platforms. 10 Hours			
Module-4			
Digital business and e-commerce-Difference between digital business and e-commerce-Digital business opportunities-Risks and barriers to digital business adoption-Marketplace analysis for e-commerce-Business models for e-commerce-Online start-up companies. Digital business strategy-Strategy process models for digital business-Strategic analysis-Strategic objectives-Strategy implementation-Digital business strategy implementation success factors for SMEs-Focus on Aligning and impacting digital business strategies. 10 Hours			
Module-5			
International Expansion and Global Market Opportunity Assessment-Global Strategic Choices-Rationale for International Expansion-PESTEL Analysis-PESTEL and Globalization-International-Expansion Entry Modes- Technology and Impact on Global Business. 10 Hours			
Course Outcomes:			
At the end of the course the student will be able to:			
21IE305A.1	To explain the role of technology for business opportunities		
21IE305A.2	To discuss the importance of business networking for start-ups and entrepreneurs		
21IE305A.3	To analyse networking online and using social media		
21IE305A.4	To explain the digital business strategy implementation		
21IE305A.5	To assess international expansion and global market opportunity		
21IE305A.6	To assess the impact of technology on Global Business		

Sl. No.	Title of the Book	Name of the Author/s	Name of the Publisher	Edition and Year
Textbooks				
1	Business Networking For Dummies	Stefan Thomas	John Wiley & Sons, Ltd.	2014
2	Digital Business and E-Commerce Management	Dave Chaffey	Pearson Education Limited	Sixth edition,2015
3	International Business: Opportunities and Challenges in a Flattening World	Mason Andrew Carpenter and Sanjyot P. Dunung	Flat World Knowledge	2011
Reference Books				
1	International Business	John B. Cullen and K. Praveen Parboteeah	Routledge	2010
2	Happy About® Online Networking	Liz Ryan	Happy About®	2006
3	E-Business and E-Commerce Management	Dave Chaffey	Pearson Education Limited	Fourth Edition,2009
Web links/Video Lectures				
https://unctad.org/system/files/official-document/diaeed20091_en.pdf https://www.youtube.com/watch?v=AZsIPn3h6Dw https://www.mckinsey.com/~media/McKinsey/Business%20Functions/McKinsey%20Digital/Our%20Insights/Digital%20globalization%20The%20new%20era%20of%20global%20flows/MGI-Digital-globalization-Full-report.ashx https://www.innovationpolicyplatform.org/www.innovationpolicyplatform.org/content/international-linkages/index.html				

Course Articulation Matrix

Course Outcomes (COs)	Program Outcomes (POs)					
	PO1	PO2	PO3	PO4	PO5	PO6
21IE305A.1	2	-	-	-	-	-
21IE305A.2	-	-	-	-	-	2
21IE305A.3	-	2	-	-	-	-
21IE305A.4	-	-	-	-	2	-
21IE305A.5	-	-	-	2	-	-
21IE305A.6	-	-	-	2	-	-

1: Low 2: Medium 3: High

IPR Management and Competency Development			
Course Code	21IE305B	CIE Marks	50
Teaching Hours/Week (L: T:P:S)	(4:0:0:0)	SEE Marks	50
Credits	04	Exam Hours	03
Course Learning Objectives: <ol style="list-style-type: none"> 1. To discuss the Intellectual Property System in India 2. To explain the patents, copyrights Trademarks, Industrial designs and GI law in India 3. To examine the IP management activities 			
Module-1			
Introduction to Intellectual Property- Intellectual property and physical property-Importance of Intellectual property-Intellectual Property Rights (IPR)-Classification of IPRs-Intellectual Property System in India-Development of TRIPS Complied Regime In India-National IPR Policy of India- Objectives and provisions. <p style="text-align: right;">10 Hours</p>			
Module-2			
Concept of Patent-The Patents Act-Salient Features of the Act-Product/Process Patents-Elements of Patentability-Inventions Not Patentable-Procedure of grant of Patent- E filing of Patent Application-Rights of Patentee-Term of patent-Milestones in Indian Patent Law- -Transfer of Patent rights-Infringement of Patent rights-Remedies- Case Study: Novartis in India, Bajaj Auto Ltd vs TVS Motor Company. <p style="text-align: right;">10 Hours</p>			
Module-3			
Copyright-Meaning-Publication-Copyright registration in India-Ownership of Copy right-The rights of the owner-Term of copyright-Infringement of copyright-Remedies-Copyright (Amendment) Act 2012-The Information Technology Act,2000-Internet and Copyright issues-Case Study: Google Library Project. <p style="text-align: right;">10 Hours</p>			
Module-4			
Trade mark- Important Definitions in The Trade Marks Act, 1999- Procedure of registration of trade mark in India-Infringement of Trade Mark-Remedies against Trade Mark Infringement-Case Study: L'Oréal Trade Mark Dispute. <p style="text-align: right;">10 Hours</p>			
Module-5			
Industrial Designs-Registration of Designs-Infringement of Industrial Designs and Remedies-Integrated Circuit Layout Design-Trade Secrets-Geographical Indications (GI)-Infringement of Geographical Indications-Status of GI registration in India Intellectual Property Management-Need and Importance-Major IP management activities-5Cs model of managing IP- Competencies for Intellectual Property Management-Commercialization aspects of IPR: IPR licensing and business opportunities from expired patents. <p style="text-align: right;">10 Hours</p>			
Course Outcomes:			
At the end of the course the student will be able to:			
21IE305B.1	To discuss the Intellectual Property System in India.		
21IE305B.2	To explain the aspects of patent law in India.		
21IE305B.3	To explain the legal aspects of copyrights.		
21IE305B.4	To explain the legal aspects of trade marks.		
21IE305B.5	To discuss the legal aspects of Industrial Designs, GI and IP management activities.		
21IE305B.6	To discuss the aspects of intellectual property management.		

Sl. No.	Title of the Book	Name of the Author/s	Name of the Publisher	Edition and Year
Textbooks				
1	Intellectual Property Rights	Neeraj Pandey, and Khushdeep Dharni	PHI Learning	2014
2	Intellectual Property Asset Management	David Bainbridge and Claire Howell	Routledge	2014
3	Law Relating to Intellectual Property Rights	Virendra Kumar Ahuja	LexisNexis Butterworths	2007
Reference Books				
1	Law Relating to Intellectual Property	Sreenivasulu N.S .	Partridge Publishing India	2013
2	Intellectual Property Rights:Text and Cases	Rajagopalan Radhakrishnan .	Excel Books	2008
3	Fundamentals of Intellectual Property Rights	B. Ramakrishna and H. S. Anil Kumar	Notion Press	2017
Web links/Video Lectures				
https://dpiit.gov.in/policies-rules-and-acts/policies/national-ipr-policy https://www.icsi.edu/media/webmodules/FINAL_IPR&LP_BOOK_10022020.pdf https://corpbiz.io/learning/design-infringement-in-india/				

Course Articulation Matrix

Course Outcomes (COs)	Program Outcomes (POs)					
	PO1	PO2	PO3	PO4	PO5	PO6
21IE305B.1	2	-	-	-	-	-
21IE305B.2	-	-	-	2	-	-
21IE305B.3	-	-	-	2	-	-
21IE305B.4	-	-	-	2	-	-
21IE305B.5	-	-	-	-	2	-
21IE305B.6				2		

1: Low 2: Medium 3: High

IV Semester

Real Time Venture Establishment and Management in Incubation/Acceleration Unit			
Course Code	21IEV401	CIE Marks	50
Teaching Hours/Week (L:T:P:S)	(0:0:20:0)	SEE Marks	50
Credits	22	Exam Hours	03
Course Learning Objectives:			
1. To decide the name of the enterprise and the ownership pattern 2. To decide on the product mix and markets to serve 3. To create the venture			
Real Time Venture Establishment and Management in Incubation/Acceleration Unit			
Real Time Venture Establishment requires operational actions and decisions. It requires managerial skills of coordination with the various agencies. Project management skills are required. There is lead time from planning to implementation stage. Close monitoring has to be made to see that the venture establishment is as per the plan. Delay will increase the cost and have impact on the finances of the firm. Venture management is a business management practice that focuses on being both innovative and challenging in the realm of introducing what could be a completely new product or entering a promising newly emerging market.			
Suggested contents:			
<ul style="list-style-type: none"> • Selection of the Name of the enterprise • Deciding on the ownership pattern — sole proprietor, partnership, private or public limited company and limited liability partnership • Registration of the firm • Preparation of business plan and project report • Deciding on the product mix and markets to serve • Raising of finance • Recruitment of people • Deciding on the channel of distribution • Hiring or construction of building • Ordering and installation of machinery • Sources of raw materials to be finalized and purchases made. • Commencement of production 			
Mode of Evaluation: Periodic reviews, Presentations, Final viva			
Course Outcomes:			
At the end of the course the student will be able to:			
21IEV401.1	To decide the name of the enterprise and the ownership pattern		
21IEV401.2	To originate the registration of the firm		
21IEV401.3	To decide on the product mix ,sources of raw materials and markets to serve		
21IEV401.4	To choose the channels of distribution.		
21IEV401.5	To examine the financing the venture and recruitment of people.		
21IEV401.6	To decide the commencement of business.		

Course Articulation Matrix

Course Outcomes (COs)	Program Outcomes (POs)					
	PO1	PO2	PO3	PO4	PO5	PO6
21IEV401.1	2	-	-	-	-	-
21IEV401.2	-	2	-	-	-	-
21IEV401.3	-	-	-	2	-	-
21IEV401.4	-	-	-	2	-	2
21IEV401.5	-	-	-	-	-	2
21IEV401.6						2

1: Low 2: Medium 3: High