

Syllabus

Program Name: Bachelor of Food Science and Technology

Course Title: Business Management and Entrepreneurship

Course Code: BFST-503

Semester-V

Credit: 4

Objective:

This course will enable students to develop an understanding of entrepreneurship and business management by studying entrepreneurial strategies, the identification and pursuit of new venture opportunities, and the development of business plans and financial management. Students will also study the business environment and how it directly or indirectly influences entrepreneurship and the establishment and growth of the businesses.

Course Outcomes (CO):

Upon completion of the course, the students will be able to:

CO1: Understand the meaning and concept of entrepreneurship development and basic concepts in organizational behavior.

CO2. Understand the details of marketing planning and overall marketing along with economic development issues.

CO3: Sensitized and oriented towards identifying entrepreneurial opportunities and market potential.

CO4: Gain knowledge on setting up of an enterprise and its management.

CO5: Gain knowledge of accounting and finance.

CO6. Understand the statistical methods of sampling and estimating population statistics.

Course Content:

Unit-1 (15hrs)

Accounting and Finance: Taking decision on starting a venture; Assessment of feasibility of a given venture/new venture; Approach a bank for a loan; Sources of financial assistance; Making a business proposal/Plan for seeking loans from financial institution and Banks; Funds from bank for capital expenditure and for working; Statutory and legal requirements for starting a company/venture; Budget planning and cash flow management; Basics in accounting practices: concepts of balance sheet, P&L account, and double entry bookkeeping; Estimation of income, expenditure, profit, income tax etc.

Unit-2 (15hrs)

Marketing: Assessment of market demand for potential product(s) of interest; Market conditions, segments; Prediction of market changes; Identifying needs of customers including gaps in the market, packaging the product; Market linkages, branding issues; Developing distribution channels; Pricing/Policies/Competition; Promotion/ Advertising; Services Marketing.

Negotiations/Strategy: With financiers, bankers etc.; with government/law enforcement authorities; with companies/ Institutions for technology transfer; Dispute resolution skills; External environment/ changes; Crisis/ Avoiding/ Managing; Broader vision–Global thinking

Unit-3

(15hrs)

Information Technology: How to use IT for business administration; Use of IT in improving business performance; Available software for better financial management; E-business setup, management.

Human Resource Development (HRD): Leadership skills; Managerial skills; Organization structure, pros & cons of different structures; Team building, teamwork; Appraisal; Rewards in small scale set up.

Unit-4

(15hrs)

Fundamentals of Entrepreneurship: Support mechanism for entrepreneurship in India

Role of knowledge centre and R&D: Knowledge centres like universities and research institutions; Role of technology and up-gradation; Assessment of scale of development of Technology; Managing Technology Transfer; Regulations for transfer of foreign technologies; Technology transfer agencies. Funding agencies in India: schemes, loans.

Suggested Reading:

1. Entrepreneurship: Strategies and Resources, 3/E -: Marc Dollinger; Prentice Hall
 2. Bringing New Technology to Market- Kathleen R. Allen, Prentice Hall
 3. Entrepreneurship in Action, 2/E - Mary Coulter; Prentice Hall
 4. Essentials of Entrepreneurship and Small Business management (5/ed.): Thomas W. Zimmerer, and Norman M. Scarborough.
 5. Entrepreneurship Development and Small Business Enterprises, Poornima M. Charantimath, 2e, Pearson, 2014.
 6. Entrepreneurship, A South – Asian Perspective, D. F. Kuratko and T.V. Rao, 3e, Cengage, 2012.
 7. Entrepreneurship, Arya Kumar, 4 e, Pearson 2015.
 8. The Dynamics of Entrepreneurial Development and Management, Vasant Desai, Himalaya Publishing House, 2015.
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Department of Business Administration
University of Science and Technology Meghalaya

Syllabus

Programme: MBA

Course title: Entrepreneurship and Small Business Management

Semester: IV Course Code: MBA- 401 Total Credits: 4

Objective: This course introduces students to the theory of entrepreneurship and its practical implementation. It focuses on different stages related to the entrepreneurial process, including business model innovation, monetization, small business management as well as strategies that improve performance of new business ventures. Centred on a mixture of theoretical exploration as well as case studies of real-world examples and guest lectures, students will develop an understanding of successes, opportunities and risks of entrepreneurship. The students can develop and systematically apply an entrepreneurial way of thinking that will allow them to identify and create business opportunities that may be commercialized successfully.

Course Outcomes (COs):

After the completion of the course, the students will be able to:

- CO1. Have the ability to discern distinct entrepreneurial traits
- CO2. Know the parameters to assess opportunities and constraints for new business ideas
- CO3. Understand the systematic process to select and screen a business idea
- CO4. Design strategies for successful implementation of ideas
- CO5. Identify personal attributes that enable best use of entrepreneurial opportunities
- CO6. Write a business plan

Course Contents:

Unit 1: Introduction to Entrepreneurship

- Entrepreneurship Theories and Practices **(13hrs)**
 - Entrepreneur, Entrepreneurship and Enterprise
 - Importance and relevance of the entrepreneur- Factors influencing entrepreneurship- Pros and Cons of being an entrepreneur
 - Competence requirement for entrepreneurs-
 - Entrepreneur and enterprise life cycle,
 - Theories of Entrepreneurship

Unit 2. Entrepreneurship – Indian Context **(16 hrs)**

- Eco System of Indian Business
- Profile of some successful Entrepreneurs;
- socio-cultural, political, economic, personal entrepreneurial success and failure: reasons and remedies;
- Entrepreneurship Development
- Case Study

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Unit 3. Indian Economy - Government Policies on SME (14hrs)

- MSME Act
- Statutory Bodies & Institutions
- Start Up Eco System
- Forms of Business Ownership
- Case Study

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Unit 4. Small Business Management (10hrs)

- Classification of Business
- Rural Enterprise
- Case Study

Unit 5 Understanding Family Business (12hrs)

Suggested Reading:

1. Bharusali, Entrepreneurship Development in Manufacturing Industries, Himalaya Publishing House, Mumbai.
2. Desai, V, Management of Small Scale Industry, Himalaya Publishing House, Mumbai.
3. Essentials of Entrepreneurship and Small Business management (5/ed.): Thomas W. Zimmerer, and Norman M. Scarborough. PHI REFERENCE BOOKS
4. Entrepreneurship: Strategies and Resources, 3/E -: Marc Dollinger; Prentice Hall
5. Bringing New Technology to Market- Kathleen R. Allen, Prentice Hall
6. Entrepreneurship in Action, 2/E - Mary Coulter; Prentice Hall



Department of Business Administration
University of Science and Technology Meghalaya

Syllabus

Programme: MBA

Course Title: Manager's Skill Development

Semester: I Course Code: MBA 107 Total Credits: 2

Objective:

Managers need a wide skills set to meet the challenges they are presented with. They are required to lead and motivate their team; be able to manage change, deal with difficult people, manage performance, coach and develop their staff. Managers must also use a structured, well-informed approach to get the best results from the people and other resources they manage. The course is designed with the objective to provide managers with the knowledge and skills required to perform their role.

Course Outcomes CO):

After the completion of the course, the students will be able to:

CO1. Learn the necessary knowledge, skills and behaviours to effectively manage the role as a successful Manager.

CO2. Equip themselves with the skills necessary for them to adapt to changing demands of the industry.

CO3. Improve succession planning by providing a structured development program which will enable them to fulfil their potential within the company.

CO4. Methodology and operation of business

CO5. Learn how to build confidence and achieve better results through an enjoyable learning experience.

CO6. Learn how to adopt leadership styles to suit particular individuals or teams thereby achieving results through people.

Course Contents:

1. Introduction to managerial communication: (2hrs)

Meaning, Importance & objectives- Principles of Communication, forms of communication, Communication, Process, Barriers of effective, communication, Techniques of effective communication.

2. Nonverbal communication: (6hrs)

Body Language, Gestures, Postures, Facial Expressions, Dress codes. The Cross Cultural Dimensions of Business Communication. Listening & Speaking, techniques of eliciting response, probing questions, Observation. Business and social etiquettes.

3. Managerial speeches: (6hrs)

Principles of Effective Speech & Presentations. Technical & Non-technical presentations. Speech of introduction - speech of thanks - occasional speech - theme speech. Use of audio visual aids.

4. Interview Techniques: (2hrs)

Mastering the art of conducting and giving interviews, Placement interviews - discipline interviews - appraisal interviews - exit interviews.

5. Group communication: (2hrs)

Importance, Meetings - group discussions. Videoconferencing.

6. Introduction to managerial writing: (8hrs)

Business letters: Inquiries, Circulars, Quotations, Orders, Acknowledgments Executions, Complaints, Claims & adjustments, Collection letter, Banking correspondence, Agency correspondence, Bad news and persuading letters, Sales letters, Job application letters - Bio-data, Covering Letter, Interview Letters, Letter of Reference. Memos, minutes, Circulars & notices.

7. Reports: (4hrs)

Types of Business Reports - Format, Choice of vocabulary, coherence and cohesion, paragraph writing, organization reports by individual, Report by committee.

Suggested Reading:-

1. Lesikar, R.V. & Flatley, M.E. (2005). Basic Business Communication Skills for Empowering the Internet Generation. Tata McGraw Hill Publishing Company Ltd. New Delhi.
2. Ludlow, R. & Panton, F. (1998). The Essence of Effective Communications. Prentice Hall of India Pvt. Ltd.
3. Adair, J. (2003). Effective Communication. Pan Mcmillan.
4. Thill, J. V. & Bovee, G. L. (1993). Excellence in Business Communication. McGraw Hill, New York.
5. Bowman, J.P. & Branchaw, P.P. (1987). Business Communications: From Process to Product. Dryden Press, Chicago
6. Murphy, Herta A and Peck, Charles E. (1976) - Effective Business Communications 2nd ed. Tata McGraw Hill Publishing Company Ltd. New Delhi.
7. Mohan Krishna & Banerji Meera; Developing Communication Skills: Macmillan India Ltd

Syllabus

Program: MA Rural Development

Course Title: Rural Entrepreneurship Development

Course Code: MRD-105

Semester-I

Credit: 4

Objective: This course intends to provide exposure and good understanding to the students on Rural Enterprises and its various aspects. This course educates the students about scientific methodology for learning different enterprises and design modules for rural enterprises. It also helps to develop entrepreneurial qualities among students.

Course Outcomes (CO):

After Completion of Course Student will be able to:

- CO1. Communicate Concept and Characteristics of Rural Entrepreneurship,
- CO2. Explain about the roles of Institutions supporting Rural Entrepreneurship
- CO3. Specify the need for rural technology interventions and its importance.
- CO4. Understand the theories of entrepreneurship and learn how to develop entrepreneurial skills
- CO5. Know the challenges and opportunities of rural entrepreneurship.
- CO6. Comprehend the impact of globalization and rural industries.

Course Contents:

Unit 1: Concept and Theories (15hrs)

- 1.1 Entrepreneurship: A conceptual framework
- 1.2 Importance of Rural Industrialization for Rural Development
- 1.3 Gandhian Approach to Rural Industrialization, theories of entrepreneurship
- 1.4 Appropriate Technology for Rural Industries

Unit 2: Perspective and the Practice (15hrs)

- 2.1 Research paradigm on entrepreneurship
- 2.2 Women entrepreneurship, Agri-entrepreneurship, Social entrepreneurship, Ethical entrepreneurship
- 2.3 Policies and Programmes: KVIC, DIC, NISIT, SIDO, SISI, MSME Act, 2006
- 2.4 Growth Centre Strategy, Exhibitions and Field Level Organizations.

Unit 3: Indian Entrepreneurship (18hrs)

- 3.1 Level of Indian Entrepreneurship, Contribution to Indian G.D.P
- 3.2 Entrepreneurship development in North east India

- 3.3 Entrepreneurial profile, Entrepreneurial motivation, Entrepreneurial performance.
- 3.4 Problems and prospects in developing entrepreneurship: Infrastructural facilities, Problems of market, Problem of capital, Entrepreneurial interventions, Human Resources.

Unit 4: Globalization and rural industries

(18hrs)

- 4.1 Growth Centre Strategy: Advantages of the Strategy, Operational Difficulties
- 4.2 Rural Industries and Industrial estates,
- 4.3 Globalization and rural Industrial Promotion, Imports and Exports,
- 4.4 Strategies and Policies implications.

(Practical: Visit to farm of different rural enterprise.)

Suggested Readings:

1. Vasant Desai, (2000), *Project Management and Entrepreneurship*, Himalaya Publishing House.
 2. Vasant Desai, (2011), *Towards Industrialization*, Himalaya Publishing House.
 3. Rao R.V, (1987), *Rural Industrialisation in India*, Concept Publishing.
 4. Sundaram J.B, (1980), *Rural Industrial Development*, Vora & Co.
 5. M. Soundarapandian, (2009), "*Rural Industries in India*", Neha Publishers & Distributors
 6. Dhillon, P.K. "*Women Entrepreneurs - Problems and Prospects*", New Delhi Blaze Publishers and distributors Pvt. Ltd., 1993.
 7. Kanungo, R.N. "*Entrepreneurship and Innovations*", New Delhi Sage Publications India Pvt Ltd., 1999.
 8. Sivakamasundari.S. "*Entrepreneurship Development for Rural women*", New Delhi, Asian and Pacific centre for Transfer of Technology, Vol. 1.1995.
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Syllabus

Program Name: MA Sociology

Course Title: Research Methodology

Course Code: MSO-301

Semester-III

Credit: 4

Objective:

Research in any discipline is of utmost importance for the development of the discipline and of the societies. Learning research methodology and techniques along with necessary skills is a must to undertake a good research. This course aims to provide the understanding of the nature of social phenomena, the issues involved in social research and the ways and means of understanding and studying social reality and also imparting the necessary skills to use statistical tools for outcome based research.

Course Outcomes (CO):

Upon Successful completion of this course, the students will be able to:

CO1. Conceptualise, apply, analyse, synthesize, and/or evaluate information and process the same actively and skilfully.

CO2. Understand Philosophical Roots of Social Research and Nature of Social Reality.

CO2. Learn various methodological perspectives in social research.

CO3. Achieve all-round idea related to practice of various research methods.

CO4. Learn Macro data and Data Analysis and application.

CO5. Appropriately select the methods to employ and determine the significance of research findings.

CO6. Learn to represent the output systematically in a table/graph and explain the findings in writings.

Course Contents:

Unit I Philosophical Roots of Social Research and Nature of Social Reality (15 hrs)

Issues in the theory of epistemology - forms and types of knowledge;

Philosophy of social science - Enlightenment, reason and science, Cartesian philosophy, structure of scientific revolution (Kuhn);

Meaning and nature of social research - Nature of social phenomena and Logic of Inquiry in social science research, Scientific method, Objectivity and subjectivity, facts and value, Reliability and Validity;

Inductive and deductive research, Theory building, Hypothesis.

Unit II Methodological Perspectives (15 hrs)

Positivism, Phenomenology, Ethnomethodology and Symbolic Interactionism;

Interpretative understanding;

Hermeneutics - inductive analysis, experiments in ethno-methodology, 'because of' and 'in order to' motive in phenomenological sociology;

Feminist methodological perspectives;

Post-Structuralism and Post Modernism.

Unit III Quantitative Methods and Survey Research and Qualitative Research Techniques

(15 hrs)

Assumptions of quantification and measurement, Research design and its types, Sampling design; Techniques of data collection - Questionnaire, interview schedule, interview; Measurement and Scaling, Limitations of Survey;

Techniques and methods of qualitative research - Participant observation/ethnography, interview guide; Case study method, Content analysis, Oral history, narratives, Life history, genealogy; Methodological dilemmas and issues in qualitative research; Encounters and experiences in field work; Qualitative data format and processing;

Unit IV Macro Data and Data Analysis

(15 hrs)

Methods and use of macro-statistics and secondary sources - Durkheim's suicide, census, NSS; Triangulation – Mixing qualitative and quantitative methodologies; Social Research, Action Research and Participatory Research; Data analysis, Report writing, and Bibliography and References; Ethical Issues in Social Research;

Suggested Readings:

1. Bose, Pradip Kumar, 1995: Research Methodology. New Delhi: ICSSR.
2. Kothari, CR, 2012, Research Methodology: Methods and Techniques, New Age International Pvt. Ltd.
3. Young, PV, 2010, Scientific Social Survey and Research, PHI Learning Pvt. Ltd., N Delhi.
4. Barnes, John A. 1979. Who Should Know What? Social Science, Privacy and Ethics, Harmondsworth: Penguin.
5. Benton, Ted. and Craib, Ian. 2001. *Philosophy of Social Science: The Philosophical Foundations of Social Thought*. New York: Palgrave.
6. Beteille A, and T.N. Madan. 1975. Encounter and Experience: Personal Accounts of Fieldwork. New Delhi: Vikas Publishing House Pvt. Ltd.
7. Bleicher, M. 1988. The Hermeneutic Imagination. London: Routledge and Kegan Paul.
8. Bryman, Alan. 1988. Quality and Quantity in Social Research, London: Unwin Hyman.
9. Corbetta, Piergiorgio. 2003. *Social Research: Theory, Methods and Techniques*. New Delhi: Sage.
10. Feyerabend, Paul. 1975. Against Method: Outline of an Anarchistic Theory of Knowledge. London: Humanities Press.
11. Hawthorne, Geoffrey, 1976. Enlightenment and Despair: A History of Sociology, Cambridge: Cambridge University.
12. Kuhn, T. S. 1970. The Structure of Scientific Revolutions. London: The University of Chicago Press.
13. Madge, John. 1970. The Origins of Scientific Sociology. London: Tavistock.
14. Marsh, Catherine. 1988. Exploring Data. Cambridge: Polity Press.
15. Michael, A Malec, 2012. Essential Statistics for Social Research, Rawat, Jaipur.