

PANJAB UNIVERSITY, CHANDIGARH -160014 (INDIA)

(Estd. under the Panjab University Act VII of 1947 -enacted by the
Govt. of India)

FACULTY OF BUSINESS MANAGEMENT AND COMMERCE

PANJAB UNIVERSITY, CHANDIGARH

FB 102 ENTREPRENEURSHIP DEVELOPMENT -1

Theory: 80 Marks

Internal Assessment 20 Marks

Objective:

1. To motive students to take up entrepreneurship as a career option.
2. To expose the budding entrepreneurs to the competencies and qualities of successful entrepreneurs & to inculcate them in their personalities.
3. To identify the project idea, to develop and polish it.

UNIT -I

Entrepreneurship: entrepreneurship development, Identification of 150 important

Additional references

- Subir Roay, The story of india

- Varghese, kurien, The Amul Saga, www.india-seminar.com
- India's First Export of Wind Turbine to USA by Suzlon Energy, www.domainb.com, October 9, 2002.
- Drugs Industry Must show Heart, Financial Times. November 24, 2000
- Exotic Pursuits, The Economist, February 01, 2003.
- UN Pricks Pharma's Conscience, www.swissinfo.org December 03, 2004
- Interview with the President of the Novartis Foundation for Sustainable Development, the McKinsey Quarterly, November 08, 2006

Theory	80 Marks
Int. Assts	20 Marks

FB 103 BUSINESS MANAGEMENT-1 (Marketing)

Objective: To expose the budding entrepreneurs to issues in Marketing Management & Consumer Behaviour relevant to SME

UNIT -1

Introduction to Marketing

Theory 80 Marks
Int. Assts 20 Marks

FB 104 TOOLS FOR BUSINESS RESEARCH

Objective: Main objective of studying this paper is that it will help students to use statistical tools to simplify and organizes complex mass of data. Students will come to know how to use statistical methods to analyze the data and to interpret i.e. it will help in business research, forecasting, policy making and decision taking.

Unit-I

Matrices and Determinants, Differentiation, Partial derivatives, Elementary, Permutation and Combination Correlation:

Additiona

Perception and Learning: Outlining perceptual process stereo typing and its effects. Attributional Theory, Self Fulfilling Prophecy, other perceptual Errors

FB 106 ACCOUNTING FOR MANAGERIAL DECISIONS

Time: 3 Hours

Max. Marks : 100

External : 80

Internal : 20

UNIT -I

Introduction to Accounting: Relationship of Economics with Accounting, Accounting Concepts, conventions and principles, branches of accounting: Financial, cost and management accounting and their relationship.

Marginal Costing and Break even Analysis: Concepts of marginal cost, marginal costing and absorption costing: cost volume profit analysis, break even analysis, Assumption and practical applications of break even analysis. Decisions relating sales mix make or buy decisions and discontinuation of a product line.

Budgeting: Definition of Budget, Essential and budgeting kinds of budgets Functional Budget, Master Budget, Fixed and Flexible Budget, Budgetary control, Zero- Base Budgeting, Activity Based Budgeting.

UNIT -II

Standard Costing and Variance Analysis: Standard costing as a control technique, setting of standards and their revision. Variance analysis: Meaning and importance, Kinds of Variances and their uses computation of Material, Labour and overhead variances.

Accounting Plan and Responsibility Centres: Meaning and significance of responsibility accounting, responsibility centres: cost centre, profit centre and Investment centre. Objectives and significance of responsibility centres, transfer pricing, Reporting to management objectives need types and methods.

References:

- Horngern, Sundem and Stratton : Introduction to Management Accounting Prentice Hall of India
- Hilton : Management Accounting, The McGraw Hill
- Bhattacharyya, Deardon : Accounting for Management Text and Cases, Vikas Publishing House

Reference

- Ø M Adhikari Economics Environment of Business Sultan Chand and Sons, 2000
- Ø K Aswathappa Essentials of business Environment Himalaya Publishing House 2006
- Ø Fahey and Narayanan Macro Environment Analysis for Strategic Management West Publication Company, 1986
- Ø Richard Schaffer International Business Laws and its environment Thomson 2002
- Ø Raj Aggarwal and Parag Dlwani Business Environment Excel Books 2000
- Ø S.K. Mishra and V K Puri Economic Environment of Business Himalaya Publishing House 2000
- Ø Manab Adhikary Global Business Management in an international Economic Environment Macmillian 2004
- Ø Andrew Harrison International Business Oxford 1999

- Ø The Portable MBA in Entrepreneurship Case Studies by William D. Bygrave and Dan Heilly (Paperback Jun 9, 1997)
- Ø Cases in Entrepreneurship: The Venture Creation Process (The Ivey Casebook Series) by Eric A Morse and Ronald K. Mitchell (Paperback Jul 15, 2005)
- Ø Competition and Entrepreneurship by Israel M. Kirzner (Paperback Sep 15, 1978)
- Ø Exceptional Entrepreneurship (Real Life Lessons from Business Leaders) by LPP (Paperback Nov 2006)
- Ø Encyclopedia of Entrepreneurship by Calvin Kent (Hardcover Dec 1981)
- Ø Rebuilding the American Dream: Restoring American Jobs and Competitiveness Through Innovation and Entrepreneurship by Bob Skandalaris and Ken Harrington (Hardcover Dec 1, 2005)
- Ø Entrepreneurship by David Kriby (Paperback Jul 1, 2002)

FB 203 BUSINESS MANAGEMENT - III (Finance)

Working capital estimation and management Operating cycle concept,
Managing cash and cash equivalents, managing inventory managing accounts
receivable, managing payables, Mergers and Acquisitions

References:

- Ø Entrepreneurship by Robert D Hisrich, Michael P Peters and Dean A. Shepherd (Hardcover Oct 6, 2006).
- Ø James Van Horne, Financial Management Policy Prentice Hall Publications, 2005.
- Ø I.M. Pandey, Financial Management Vikas Publishing House, 2006.
- Ø Prasanna Chandra Financial Management: Theory and Practice Tata McGraw Hill Publications, 2004.
- Ø G.P. Jakhotiya, Strategic Financial Management Vikas Publication House, 2003.
- Ø Venture Capital Handbook: An Entrepreneurs Guide to Raising Venture Capital, Prentice Hall Publications, 2005.

Journals:

- Ø Finance India
- Ø Applied Finance
- Ø Journal of Finance

Semester III

FB 301 INDUSTRIAL ECONOMICS AND SOCIOLOGY

Theory :80 Marks
Internal Assessment : 20 Marks

Objective: To understand the

Reference:

- Ø The Economic Sociology of Immigration: Essays on Networks, Ethnicity and Entrepreneurship by Alejandro Portes (Paperback 1998)
- Ø Foundations of Entrepreneurship and Economic Development (Foundations of the Market Economy) by David A Harper (Hardcover 13, 2003)
- Ø Keeping the Water Flowing : Understanding the Role of Institutions, Incentives, Economics and Entrepreneurship in Ensuring Access and Optimising Utilisation of Water by Barun Mitra , Kendrakowski, and Mohit Satyanand (Hardcover April 1, 2007)
- Ø Barthawal Industrial Economics Latest Edition
- Ø M Y Khan Financial Management Latest Edition

FB 302 FAMILY BUSINESS MANAGEMENT & SUCCESSION PLANNING

Theory :80 Marks
Internal Assessment : 20 Marks

FB 303 BUSINESS MANAGEMENT - IV (OPERATIONS)

Theory :80 Marks
Internal Assessment : 20 Marks

Objective: To equip the students with basic tools to handle operations, materials, production planning and control issues in SME.

UNIT -I

Operations Management An Overview Facilities Planning: Product Selection, Process Selection, Facilities Location, Facilities Layout and Materials Handling, Capacity Planning work and Job Design: Work Design Job Design, Control Planning and Control:

FB 304

- Ø The Executive in Action: Managing for Results, Innovation and Entrepreneurship, the Effective Executive by Peter F. Drucker (Hardcover Aug, 1996)
- Ø Handbook of Entrepreneurship (Blackwell Handbooks in Management) by Hans Landstrom and Donald Sexton (Hardcover Feb 1, 2000) Illustrated
- Ø The Portable MBA in Entrepreneurship Case Studies by William D. Bygrave and Dan DHeilly (Paperback Jun 9, 1997)
- Ø Cases in Entrepreneurship: The Venture Creation Process (The Ivey Casebook Series) by Eric A. Morse and Ronald K. Mitchell (Paperback Jul 15, 2005)

FB 305 COMPUTERS IN FAMILY BUSINESS MANAGEMENT

Theory :80 Marks
Internal Assessment : 20 Marks

Objective:

To understand the use of computers in the SME as a tool for management.

To understand the application of other tools to the SME.

UNIT -I

Role of Computer in Management: Introduction to Computer Personal Computer and Its uses Spreadsheet Software and Management Application
Managerial Applications of Computers: Computer and Management Functions, Computer Based Financial Systems, Computer Based Inventory Systems, Computer in Human Resource Management, Computer and Decisional Techniques Operations, Research and Management Decision Making

UNIT -II

Linear Programming Problem Formulation and Graphical Method Linear Programming The Simplex Method Advanced Decisional Techniques Transportation Models Assignment Models PERT/CPM, Management information System an MIS Perspective Information Systems and its Economics, Management Information and Control Systems, Systems Analysis and Computer Languages System Analysis and Design Computer Programming

Reference:

Ø Prateek Bhatia Window based computers course

FB 306 TOTAL QUALITY MANAGEMENT

Time: 3 hrs

Max Marks: 100

External Exam: 80

Internal exam: 20

Objective: The course is designed for graduates from any discipline who wish to acquire a professional, theoretical and practical understanding of the increasingly important area of Total Quality Management (TQM) excellence.

UNIT I

Introduction to TQM: History, Aims, Objectives, Benefits, Gurus and their principles, TQM process and phases of a typical implementation of TQM.

Reasons for use of TQM, proven example and benefits, methods to assist the progress of TQM

Introduction to Tools and Techniques: Brainstorming, Affinity Diagram, Benchmarking, Fishbone Diagram, Check Sheet, Flow Chart, Line Graph, Run

UINT -II

Semester IV

FB 401 INTERNATIONAL TRADE & DOCUMENTATION

Theory :80 Marks
Internal Assessment : 20 Marks

Objective: The objective of this course is to expose the students to the theoretical and practical aspects of international trade and to understand formalities and documentation required in international trade.

UNIT -I

International Trade: Classical and modern theories of international trade, gains from trade.

Meaning and Scope of International marketing tasks. Reasons for entering export market. International Economic Environment. Regional Economic cooperation. World Trade Trends Tariffs and Non-tariff restrictions. The selection of export markets, planning of export marketing strategy, product, Pricing, promotion and distribution channels. Preparation of Export Marketing Plan, Indian exports and Import Policy, Export promotions organizations. Export Incentives.

UNIT -II

The procedures and practices in the context of processing of an export order producing for export. Export Quality Control. Export finance. Shipment and procedures thereof: Export documents. Processing of an export order. Pre shipment and post shipment finance; Pre-shipment credit: meaning, procedure and documents required; post-shipment credit negotiations of export bills under L/C, bills purchases/discounts; role of ECGC in export financing; EXIM bank: its role and functions. Theories and practice of for

References:

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FB 404B ADVANCED FAMILY BUSINESS MANAGEMENT

Theory : 80 Marks
Internal Assessment 20 Marks

Objective: To Prepare and plan for the situations at different points in life cycle and to understand legal and cultural aspects of family business. Making plans to remove major hurdles in the smooth conduct, growth and succession of family business. To understand the family business, value of the problems and prospects thereof apart from legal and cultural issues and to understand the foundations of strong and thriving family business.

UNIT -I

Issues, Problems and unique concerns of family business, involvement and management, Family management and Control of Business, Interactions between the family and business systems. Learn success of the family business. Avoiding Mismanagement, Succession Planning, Study of some family businesses in the context and analyze alternative strategies to overcome problems.

UNIT -II

Venture Growth Strategies: Venture growth Strategic issues, Entrepreneurial Management, Innovation in Family Business Separation of Ownership and Management Professional management. Acting as a venture capitalist for next generation. Study of some family businesses in the context.

References:

- Ø Cases in Entrepreneurship: The Venture Creation Process (The Ivey Casebook Series) by Eric A. Morse and Ronald K. Mitchell (Paperback 15, 2005)
- Ø Handbook of Entrepreneurship (Blackwell Handbooks in Management) by Hans Landstrom and Donald Sexton (Hardcover 1, 2000) Illustrated
- Ø Innovation and Entrepreneurship Practice and Principles by Peter F. Drucker (Hardcover 1985)
- Ø Asian Models of Entrepreneurship: Context, Policy and Practice (Asian Pacific Business) by Leo Paul Dana (Hardcover Feb 27, 2007)

FB 404C SERVICES MANAGEMENT

Theory :80 Marks
Internal Assessment : 20 Marks

Objective: The objective of the paper is to expose the students to the environment of serv

FB 404 D RURAL AND AGRICULTURAL ENTREPRENEURSHIP

Theory :80 Marks
Internal Assessment : 20 Marks

UNIT -I

Agri- Entrepreneurship Environment, Changing paradigms and global structure, Trends, technical, legal, economic, social and environmental factors and their impact on the establishment and growth of agrienterprises.

The trade, agriculture and allied policy issues. Potentials and opportunities, emerging trends and current trends in-agriculture & Agri-Entrepreneurship. Role of IT in Agriculture, Biotechnology, Organic Farming, Food Processing and Agri Eco tourism. Concepts of futuristic trading, retailing, franchising, commodity trading, farm diversification and value added products and processes.

UNIT -II

Agri-Enterprise: Selection & Management Planning and management of private investments in the agriculture sector project identification, preparation, appraisal, monitoring and evaluation, logical framework, cost benefit analysis, social and environmental assessment within the context of new ventures as well as ongoing projects.

Agri- Business Marketing: Marketing the agriproducts effectively and profitably. Strategies for managing supply chain issues. The strategic, tactical and operational issues relating to effective management of supply chain of Agri producers, pr

FB 404 E RETAIL AND SUPPLY CHAIN MANAGEMENT

Theory :80 Marks

Internal Assessment : 20 Marks

Objective: The main objective of this paper is to highlight the nature, importance and problems of retail sector & supply chain management. The course will expose

