

<b>Semester V</b>			
<b>SBE – E- Business</b>			
<b>Code : 15UBAS51</b>	<b>Hrs/Week: 4</b>	<b>Hrs/Semester:60</b>	<b>Credits: 3</b>

### **Objectives**

- **To learn the methodology of doing Business with Internet. Also, the course has been developed to introduce the concept of electronic market space and electronic commerce Infrastructure.**

### **Unit - I: Introduction**

E-Commerce Framework – Traditional vs. E-Business Applications – Architectural Framework – The Internet as Network Infrastructure – Major Categories of E-Commerce – B2C, B2B, C2B and C2C.

### **Unit - II: Networks**

Overview of Communication Network – Communication Processors – Communication Media – Types of Networks – Communication Satellite – Wireless Networks – Wireless Internet Access ISDN – Dial-Up – Broadband.

### **Unit-III: EDI in Business**

E-Commerce and World Wide Web – E-Payment Systems – Electronic Data Interchange (EDI) – EDI Applications in Business, Intranet Application in Business.

### **Unit-IV: E-Payment Systems**

Online Payment – Payments Cards – Electronic Cash – Electronic Wallets – Digital Cards – Types – Stored Value Cards – Internet Technologies – Banking – Net, Mobile.

### **Unit-V: World Wide Web – Process**

Web Hosting Services – Web Servers, Domain Naming Systems (DNS) – Types – POP, IMAP – Accredited Registrars – Country Coded and Top Level Domains – Internet Regulatory Organizations

### **Text Books:**

- Gray Schneider, Electronic Commerce, Thomson Course Technology, Noida, 7th Annual Edition, 2007.
- U.S.Pandey, Rahul Srivastava, Saurabh Shukla, E-Commerce and its applications, S.Chand, New Delhi, 1st Edition, 2007.
- R.Kolkata and A.B.Whinston: Frontiers of Electronic Commerce, New Delhi, Addison Wesley, 1996.

### **Books for Reference:**

- P.T.Joseph: Electronic Commerce: A Managerial Perspective, Prentice Hall of India Learning, New Delhi, 3rd Edition, 2008.
- Efraim Turbon, Jae Lee, David King, H.Michael Chung, Electronic Commerce, A Managerial Perspective, Pearson Education Asia, 2001.

<b>Semester V</b>			
<b>Self Study Course (Compulsory) Entrepreneurial Development Programme</b>			
<b>Code : 15UBASS3</b>	<b>Hrs/Week: -</b>	<b>Hrs/Semester: -</b>	<b>Credits: 1</b>

## **Objectives**

- **To impart knowledge on entrepreneurship and help for setting up own business**
- **To open up avenues for employability**

## **Unit I**

Entrepreneurship – Definition – Need – Functions of Entrepreneur types of Entrepreneur – Role of Entrepreneurs – Entrepreneur – Role of Entrepreneurship in economic development.

## **Unit II**

Qualities of a good Entrepreneur – Concept of women Entrepreneurship – Functions and problems of women Entrepreneurs – Rural Entrepreneurship – Need – Problems – How to develop rural Entrepreneurship.

## **Unit III**

Factors affecting Entrepreneurial growth – agencies dealing with Entrepreneurs – Banks and Service organizations – IDBI – NSIC – SIO – SISI – ITCOT – DIC center for Entrepreneurship development – Industrial Estates – Technical Consultancy organization.

## **Unit IV**

Small Industries – Characteristics – Objectives – Scope – Role of Small Industries in economic development – problems of small industries – Tax concessions to small industries in rural and backward areas.

## **Unit V**

Project identification – selection – meaning of project – signification – report – contents of project report – Entrepreneurship development programmes – need objectives – content – evaluation.

## **Text Book**

- Entrepreneurship Development – N.P.Srinivasan, Sultan Chand & Sons.

## **Books for Reference:**

- Dynamics of Entrepreneurial Development – Vasanth Desai, Himalaya Publishing House. Entrepreneurship Development – S.S.Khanka, S.Chand & CO.
- Entrepreneurship Development – P.Saravanavel

Semester VI			
Core Integral –IV Entrepreneurial Development Programme			
Code : 18UBAI62	Hrs/Week: 7	Hrs / Sem : 105	Credits : 4

**Vision:**

To foster entrepreneurial thinking, promote, facilitate the business knowledge and develop the aspiring entrepreneurial thought among the students.

**Mission:**

Help to realize the entrepreneurial potential of people for the emergence of an enterprising society and vibrant economy.

**Course Outcome:**

CO.No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	know the basic concept of entrepreneur & their roles.	1	Un
CO-2	understand the importance of entrepreneurship to the society	1,3	Un
CO-3	gain the information on women entrepreneurship and their barriers faced.	4	Re
CO-4	gain knowledge on agencies dealing with entrepreneurs.	2,3	Un
CO-5	understand the roles of small scale industries in economic development.	1,2	Ev
CO-6	analyse tax concessions to small industries in rural and backward areas.	4	An
CO-7	understand project identification and prepare project report.	8	Un
CO-8	know and apply the entrepreneurial development programme.	1,4	Ap

Semester VI			
Core Integral –IV Entrepreneurial Development Programme			
Code : 18UBAI62	Hrs/Week: 7	Credit : 4	Hrs/Sem: 105

#### Unit - I Introduction:

Entrepreneurship – Definition – Need – Functions of Entrepreneur types of Entrepreneur – Role of Entrepreneurs – Entrepreneur – Role of Entrepreneurship in economic development.

#### Unit – II Women Entrepreneur:

Qualities of a good Entrepreneur – Concept of women Entrepreneurship – Functions and problems of women Entrepreneurs – Rural Entrepreneurship – Need – Problems – How to develop rural Entrepreneurship.

#### Unit – III Schemes for Entrepreneurs:

Factors affecting Entrepreneurial growth – agencies dealing with Entrepreneurs – Banks and Service organisations – IDBI – NSIC – SIO – SISI – ITCOT – DIC center for Entrepreneurship development – Industrial Estates – Technical Consultancy organisation.

#### Unit – IV Small Industries

Small Industries – Characteristics – Objectives – Scope – Role of Small Industries in economic development – problems of small industries – Tax concessions to small industries in rural and backward areas.

#### Unit – V Project Identification:

Project identification – selection – meaning of project – signification – report – contents of project report – Entrepreneurship development programmes – need objectives – content – evaluation.

#### Text Book

1. Srinivasan. N.P Entrepreneurship Development, New Delhi: Sultan Chand & Sons.

#### Books for Reference:

1. Vasanth Desai, Dynamics of Entrepreneurial Development. Mumbai: Himalaya Publishing House.
2. Khanka.S.S.Entrepreneurship Development. New Delhi: S.Chand & CO.

<b>SEMESTER IV</b>			
<b>NME II – Entrepreneurship</b>			
<b>Course Code: 21UBAN41</b>	<b>Hrs/Week: 2</b>	<b>Hrs/Sem: 30</b>	<b>Credits: 2</b>

**Objectives:**

- To help student to establish their own enterprises.
- To discuss current issues in starting their own business.

**Course Outcome:**

<b>CO No.</b>	<b>Upon completion of this course, students will be  able to</b>	<b>PSO  addressed</b>	<b>Cognitive  Level</b>
CO-1	know the basic meaning of entrepreneur.	1	Un
CO-2	gain knowledge on classifications of entrepreneurs	1,3	Ap
CO-3	understand about starting a business	3,6	Un
CO-4	familiarize with project appraisal	1,6	Un
CO-5	understand about the functions of DIC.	3,4	Un
CO-6	gain knowledge on project report	3,4	Ap
CO-7	understand the importance of women entrepreneur	1,5	Un
CO-8	know the challenges faced by women entrepreneur	1,6	Un

SEMESTER IV			
NME II – Entrepreneurship			
Course Code: 21UBAN41	Hrs/Week: 2	Hrs/Sem: 30	Credits: 2

### **Unit I Introduction to Entrepreneurship:**

Entrepreneurship – Meaning – definition – need – importance – functions – Entrepreneur – meaning – Qualities – Roles of entrepreneur – Economic development – types – Entrepreneurship as career.

### **Unit II Business start-up:**

How to start business – product selection – forms of ownership – plant location – land, building, water and power – raw materials – machinery – man power – infrastructural facility.

### **Unit III Institutional support for Entrepreneurship development:**

DIC – functions – meaning – importance – contents of project report – project appraisal.

### **Unit IV Project report:**

Project report – meaning – importance – contents of project report – formulation of project report – project appraisal.

### **Unit V Women entrepreneurship:**

Women entrepreneurship in India – women entrepreneurship in economic development – influencing factors – challenges and opportunities.

### **Text Book:**

1. Dr.C.B.Gupta, Dr. N.P.Srinivasan, Entrepreneurship development in India, New Delhi, Sultan chand and sons, 2020.

### **Books for Reference:**

2. Vasath Desai, *Dynamics of Entrepreneurial development*, Mumbai, Himalaya Publishing House, 2009.

3. S.S.Khanka, *Entrepreneurial development*, New Delhi, S.Chand & Co publishing, 2006.