

MBA SEMESTER II

MBA in Information Technology and Systems Management

| Sr. No. | Subject Code | Name of Subject | Course Type |
|---------|----------------------------|--|-------------|
| 1 | MBA/201/ITS | Introduction to Information Technology | DSC |
| 2 | MBA/202/ITS | Information Systems Analysis and Design | DSC |
| 3 | MBA/203/ITS | Data Analytics and Business Intelligence | DSC |
| 4 | MBA/204/ITS MBA/205/ITS | Information Security and Cybersecurity / Emerging Technologies in IT | DSE |
| 5 | MBA/206/ITS | Introduction to Programming | DSC |
| 6 | MBA/207/ITS | Business Communication | DSC |
| 7 | MBA/208/ITSC | Entrepreneurship | DSC |

MBA/201/ITS

INTRODUCTION TO INFORMATION TECHNOLOGY

| CO | Course Outcome |
|----|--|
| 1 | Understand the fundamental concepts of Information Technology, including the evolution, components, and infrastructure, to form a strong foundational knowledge. |
| 2 | Apply practical skills in utilizing common software tools and troubleshooting basic IT issues. |
| 3 | Analyze the current and emerging IT trends and their impact on business operations and decision-making. |
| 4 | Evaluate the risks and benefits associated with the adoption of information technology in organizational settings. |

Unit 1: Evolution of Information Technology:

Historical Overview of IT Evolution, Key Milestones in IT History, The Impact of IT on Society and Business, Emerging Trends in Information Technology

Unit 2: Components of Information Systems:

Hardware Components, Memory and Storage Devices, Software Components, System Software vs. Application Software, The Role of Firmware, Data Components Types of Data and Data Representation, Databases and Data Management, People and Procedures, IT Personnel and Their Roles, IT Procedures and Best Practices

Unit 3: Information Technology Infrastructure:

IT Infrastructure Components - Servers and Data Centers Networking Equipment, Cloud Computing Resources, IT Services and Service Models, Infrastructure as a Service (IaaS), Platform as a Service (PaaS), Software as a Service (SaaS), IT Governance and Compliance, ITIL (Information Technology Infrastructure Library), Regulatory and Compliance Frameworks, Green IT and Sustainability, Energy-efficient IT Practices, E-waste Management

Unit 4: Database Management Systems:

Introduction to Databases - What is a Database, Importance of Databases in IT, Types of Databases (Relational, NoSQL, etc.).SQL Fundamentals - Structured Query Language (SQL), Basic SQL Commands (SELECT, INSERT, UPDATE, DELETE), Database Administration Basics - Database Administration Roles and Responsibilities, Backup and Recovery Procedures, Security and User Permissions, Performance Tuning and Monitoring.

Suggested Readings:

1. "Discovering Computers" by Gary Shelly, Misty Vermaat, and Thomas J. Cashman (2023). Cengage Learning.
2. "Information Technology for Managers" by George Reynolds and Judith S. Reynolds (2022). Pearson Education.
3. "Systems Analysis and Design" by Kenneth E. Kendall and Julie E. Kendall (2021). Pearson Education.
4. "Information Technology" by V. Rajaraman (2023). PHI Learning Private Limited.
5. "Computer Fundamentals and Information Technology" by Alexis Khosla (2022). BPB Publications.
6. "Information Technology for Management" by C.S.V. Murthy (2022). Himalaya Publishing House.
7. "Information Technology: An Introduction" by K.C. Laudon and Jane P. Laudon (2021). Pearson Education India.
8. "Fundamentals of Information Technology" by Leon Albert and Salvator Fernandez (2020). Kalyani Publishers.
9. "Information Technology: Principles, Practices and Applications" by Dinesh Goyal (2019). Tata McGraw-Hill Education.

MBA/202/ITS

INFORMATION SYSTEMS ANALYSIS AND DESIGN

| CO | Course Outcome |
|----|---|
| 1 | Define and explain the phases of the Systems Development Life Cycle (SDLC) and compare various SDLC methodologies. |
| 2 | Develop the skills to gather and document requirements, and create data flow diagrams and system architecture. |
| 3 | Apply best practices in system design and analysis, considering business operations, efficiency, and effectiveness. |
| 4 | Evaluate the outcomes of system implementation, analyzing its success and alignment with business objectives. |

Unit 1: Systems Development Life Cycle (SDLC)

Phases of SDLC: Planning and Requirements: Introduction to Systems Development Life Cycle (SDLC), Planning Phase: Objectives, Scope, and Feasibility, Requirement Gathering Techniques, Requirements Analysis and Documentation

Analysis and Design Phases in SDLC: Systems Analysis: Goals and Objectives, Data Flow Diagrams (DFD) and Process Modeling, Logical and Physical System Design

Implementation and Maintenance Phases: Transition from Design to Implementation, Coding and System Development, Software Testing and Quality Assurance, Deployment and Post-Deployment Support

SDLC Methodologies: Comparisons: Overview of SDLC Methodologies, Traditional SDLC Models (Waterfall, V-Model), Agile and Iterative Models (Scrum, Kanban), Choosing the Right Methodology for a Project

Unit 2: System Design and Architecture

Design Principles and Patterns: Fundamental Design Principles, Design Patterns and Best Practices, Reusability and Scalability in System Design, Adapting Design Patterns to Project Requirements.

Data Flow and Entity-Relationship Diagrams: Data Flow Diagrams (DFD) and Their Components, Entity-Relationship Diagrams (ERD) and Data Modeling, Relating Data Flow and Data Storage, Tools for Data and Entity-Relationship Diagrams.

Supply Chain Management: Exploring efficient supply chain practices and their impact on business marketing.

User Interface Design: User-Centered Design and Its Importance, User Interface Elements and Principles, Wireframing and Prototyping User Interfaces, Usability Testing and Iterative Design

Unit 3: Software Testing and Quality Assurance

Testing Levels and Types: - Levels of Software Testing: Unit, Integration, System, Acceptance, Types of Software Testing: Functional, Non-Functional, Test Planning and Test Cases

Test Planning and Execution: - Test Plan Development and Test Strategy, Test Case Design and Execution, Test Automation and Tools

Defect Management and Reporting: - Identifying and Reporting Defects, Defect Life Cycle and Prioritization, Defect Tracking and Management Tools

Automated Testing Tools: Introduction to Test Automation, Test Automation Frameworks, Popular Testing Tools (e.g., Selenium, JUnit), Benefits and Challenges of Test Automation

Unit 4: User Acceptance and System Implementation

User Acceptance Testing (UAT): Role of User Acceptance Testing (UAT), UAT Planning and Test Cases, UAT Execution and Validation, UAT Sign-Off and Transition

Deployment Strategies: Deployment Planning and Strategies, Transition Phases and Rollout Approaches, Training and Documentation for End-Users, Monitoring and Post-Deployment Support.

Change Management during Implementation: Managing Change and Resistance, Communication and Training for End-Users, Transition Plans and Go-Live Strategies, Measuring Post-Implementation Success

Suggested Readings:

1. "Systems Analysis and Design" by Kenneth E. Kendall and Julie E. Kendall (2021). Pearson Education.
2. "Systems Analysis and Design in a Changing World" by John W. Satzinger, Robert B. Jackson, and Steven D. Burd (2020). Cengage Learning.
3. "Systems Analysis and Design Methods" by Jeffrey L. Whitten and Lonnie D. Bentley (2019). Pearson Education.
4. "Systems Analysis and Design" by Rajshree Nagarajan, S. Sadagopan, and T.V. Raman (2023). Tata McGraw-Hill Education.
5. "Systems Analysis and Design" by K.C. Laudon and Jane P. Laudon (2021). Pearson Education India.
6. "Systems Analysis and Design" by Rajshree Nagarajan and S. Sadagopan (2020). Tata McGraw-Hill Education.
7. "Systems Analysis and Design" by S.K. Bhattacharya (2019). PHI Learning Private Limited.
8. "Systems Analysis and Design" by V.K. Jain (2018). Oxford University Press India.
9. "Systems Analysis and Design" by S.S. Goel (2017). Himalaya Publishing House.
10. "Systems Analysis and Design" by R.S. Khurana (2016). Vikas Publishing House.

MBA/203/ITS

DATA ANALYTICS AND BUSINESS INTELLIGENCE

| CO | Course Outcome |
|----|--|
| 1 | Understand the different types of data analytics (descriptive, predictive, prescriptive) and data collection methods. |
| 2 | Apply data cleaning and preprocessing techniques and construct basic business intelligence dashboards. |
| 3 | Analyze and interpret data using descriptive statistics and data visualization to derive actionable insights. |
| 4 | Evaluate the impact of data analytics on decision-making and the ability to make data-driven decisions in real-world business scenarios. |

Unit 1: Introduction to Data Analytics

Data Analytics Process and Lifecycle: Introduction to Data Analytics, Understanding the Data Analytics Lifecycle, Steps in the Data Analytics Process, Role of Data Analysts

Unit 2: Types of Data Analytics: Descriptive, Predictive, Prescriptive:

Descriptive Analytics: Exploring Historical Data, Predictive Analytics: Forecasting Future Trends, Prescriptive Analytics: Data-Driven Decision-Making, Real-World Applications of Data Analytics

Unit 3: Data Cleaning and Preprocessing:

Importance of Data Cleaning, Data Cleaning Techniques, Data Transformation and Normalization, Handling Missing Data and Data Quality

Unit 4: Market Research Reporting and Presentation

Research Report Structure: Organizing research findings into a clear and comprehensive report.

Data Visualization: Creating visual representations of data using charts and graphs.

Research Presentation Skills: Communicating research findings effectively to stakeholders.

Actionable Insights: Translating research results into actionable recommendations for decision-making.

Suggested Readings:

1. Marketing Research: An Applied Orientation" by Naresh K. Malhotra.
2. Marketing Research" by Aaker, Kumar, and Day.
3. Essentials of Marketing Research" by Joseph F. Hair Jr., Mary Celsi, and Robert P. Bush.
4. Marketing Research" by Rajendra Nargundkar.
5. Marketing Research: Text and Cases" by G.C. Beri.
6. Marketing Research: Theory and Practice" by S. Sreejesh and Sanjay Mohapatra.
7. Marketing Research: Concepts, Practice and Cases" by A.V. Vedpuriswar.
8. Marketing Research" by P. Gopalakrishnan and M. Saivadivel.
9. Marketing Research: Text and Applications" by K. Sreejesh and Sangeetha Lakshmi.
10. Marketing Research" by V. Kumar.

MBA/204/ITS

INFORMATION SECURITY AND CYBERSECURITY

| CO | Course Outcome |
|----|--|
| 1 | Define emerging technologies and their significance, as well as identify key technologies like AI, blockchain, and IoT. |
| 2 | Apply strategies for navigating technological disruption and manage technology adoption in organizations. |
| 3 | Analyze the ethical and legal implications of emerging technologies and assess their compliance with regulations. |
| 4 | Evaluate the potential future trends in technology and their impact on business, fostering a forward-looking perspective in the context of evolving technology landscapes. |

Unit 1: Foundations of Information Security

Understanding Information Security - Introduction to Information Security, Key Terminology and Concepts, Goals of Information Security, Security Threats and Vulnerabilities

Information Security Policies and Governance - Creating Security Policies and Procedures, Legal and Regulatory Compliance, Risk Management and Assessment, Security Governance and Frameworks

Security Awareness and Training - Employee Training Programs, Social Engineering and Phishing Awareness, Security Culture and Best Practices, Incident Reporting and Response

Unit 2: Technical Aspects of Cybersecurity

Network Security - Network Security Fundamentals, Firewall and Intrusion Detection Systems Secure Network Design, VPNs and Secure Communication

Authentication and Access Control - Authentication Methods (Passwords, Biometrics), Access Control Models, Identity and Access Management (IAM), Multi-Factor Authentication (MFA)

Cryptography and Data Protection - Principles of Cryptography, Encryption and Decryption, Public Key Infrastructure (PKI), Data Encryption Best Practices

Unit 3: Cybersecurity Operations and Incident Response

Security Operations and Monitoring - Security Information and Event Management (SIEM), Continuous Monitoring, Security Incident Logging and Analysis, Threat Intelligence and Threat Hunting

Incident Response and Recovery - Incident Response Planning, Identifying and Containing Incidents, Recovery and Post-Incident Analysis, Legal and Reporting Requirements

Security Testing and Vulnerability Assessment - Penetration Testing and Ethical Hacking, Vulnerability Scanning and Assessment, Security Audits and Assessments, Remediation and Patch Management

Unit 4: Compliance and Regulations in Cybersecurity

Regulatory Frameworks and Compliance Requirements - Overview of Major Regulatory Standards (e.g., GDPR, HIPAA, PCI DSS), Compliance Challenges in Different Industries, Compliance Audits and Assessments, Navigating International Data Privacy Laws

Ethical and Legal Aspects of Cybersecurity - Legal Aspects of Cybersecurity, Intellectual Property and Copyright Issues, Cybersecurity and Digital Forensics, Ethical Hacking and Responsible Disclosure

Security and Privacy in a Global Context - Cross-Border Data Flows and Privacy, Security Implications in International Business, Cultural Differences and Cybersecurity, Managing Security and Privacy in Global Operations

Reference Books:

1. Whitman, M. E., & Mattord, H. J. (2021). **Principles of Information Security**. Cengage Learning.
2. Schneier, B. (2015). **Data and Goliath: The Hidden Battles to Collect Your Data and Control Your World**. W. W. Norton & Company.
3. Anderson, R. (2020). **Security Engineering: A Guide to Building Dependable Distributed Systems**. Wiley.
4. Dhillon, G. (2017). **Principles of Information Systems Security: Texts and Cases**. Wiley.
5. Pai, D. K. (2018). **Cybersecurity: What You Need to Know About Computer and Cyber Security, Social Engineering, The Internet of Things + An Essential Guide to Ethical Hacking for Beginners**. CreateSpace Independent Publishing Platform.
6. Shinder, D. L., & Shinder, M. D. (2016). **Scene of the Cybercrime: Computer Forensics Handbook**. Syngress.
7. Khawaja, S., & Bagul, D. (2021). **Ethical Hacking: Tools, Techniques, and Strategies for Security Professionals**. Wiley.
8. Peltier, T. R. (2016). **Information Security Policies, Procedures, and Standards: Guidelines for Effective Information Security Management**. CRC Press.
9. Fruhwirth, C., & Reid, S. (2019). **Cybersecurity and Privacy: Bridging the Gap**. Wiley.
10. Norsworthy, S. M., & Harbert, T. W. (2018). **Protecting Your Internet Identity: Are You Naked Online?**. Rowman & Littlefield Publishers.

MBA/205/ITS

EMERGING TECHNOLOGIES IN IT

| CO | Course Outcome |
|----|--|
| 1 | Define key terms and concepts related to information security and identify common cybersecurity threats. |
| 2 | Develop security policies and governance strategies, including risk management, compliance, and incident response planning. |
| 3 | Apply technical skills in network security, access control, and security operations to protect information assets. |
| 4 | Analyze and assess the security and legal compliance of network systems, demonstrating a strong understanding of ethical and legal aspects in cybersecurity. |

Unit 1: Introduction to Emerging Technologies

Understanding Emerging Technologies - Definition and Overview, Significance and Impact on Business, The Pace of Technological Change, Technology Adoption Lifecycle
Key Emerging Technologies - Artificial Intelligence (AI) and Machine Learning, Internet of Things (IoT) and Smart Devices, Blockchain Technology and Cryptocurrencies, Augmented and Virtual Reality (AR/VR)

Innovation and Competitive Advantage - Technological Innovation Models, Competitive Analysis and Market Disruption, Business Transformation through Technology, Case Studies in Innovation and Success

Unit 2: Implementing Emerging Technologies

Assessment and Technology Selection - Evaluating Business Needs and Objectives, Assessing Technological Readiness, Identifying Suitable Emerging Technologies, Cost-Benefit Analysis and Risk Assessment

Technology Integration and Deployment - Strategic Implementation Planning, Overcoming Integration Challenges, Monitoring and Evaluation, Change Management and Employee Training

Security and Ethical Considerations - Data Privacy and Ethical Use of Technology, Cybersecurity and Risk Mitigation, Compliance with Regulations (e.g., GDPR), Ethical Dilemmas in Emerging Tech.

Unit 3: Business Applications of Emerging Technologies

AI and Machine Learning in Business - Predictive Analytics and Decision Support, AI in Customer Service and Personalization, Automation and Process Optimization.

IoT and Smart Systems - IoT in Supply Chain and Logistics, Smart Cities and Urban Planning, Data Collection and Analysis in IoT, IoT in Healthcare and Industry.

Blockchain and Cryptocurrencies - Blockchain in Financial Services, Supply Chain and Provenance Tracking, Smart Contracts and Decentralized Apps (DApps), Regulatory and Security Challenges.

Unit 4: Strategy and Future Trends

Developing an Emerging Tech Strategy - Aligning IT with Business Goals, Identifying Technology Champions, Strategic Planning for Technology Adoption.

Technology Disruption and Market Trends - Identifying Disruptive Technologies, Strategies for Navigating Technological Disruption, The Impact of Emerging Technologies on Industries, Market Analysis and Competitive Positioning

Ethical and Legal Implications of Emerging Technologies - Ethical Considerations in Technology Adoption, Regulatory Compliance and Legal Frameworks, Intellectual Property Issues.

Reference Books:

1. Kurzweil, R. (2005). **The Singularity Is Near: When Humans Transcend Biology**. Penguin Books.
2. Kelly, K. (2017). **The Inevitable: Understanding the 12 Technological Forces That Will Shape Our Future**. Penguin Books.

3. Christensen, C. M., Raynor, M. E., & McDonald, R. (2015). **What Is Disruptive Innovation?**. Harvard Business Review.
4. Rifkin, J. (2014). **The Zero Marginal Cost Society: The Internet of Things, the Collaborative Commons, and the Eclipse of Capitalism**. Palgrave Macmillan.
5. Tapscott, D., & Tapscott, A. (2016). **Blockchain Revolution: How the Technology Behind Bitcoin Is Changing Money, Business, and the World**. Penguin Books.
6. Rose, D. S. (2017). **Enchanted Objects: Design, Human Desire, and the Internet of Things**. Scribner.
7. Brynjolfsson, E., & McAfee, A. (2016). **The Second Machine Age: Work, Progress, and Prosperity in a Time of Brilliant Technologies**. W. W. Norton & Company.
8. Diamandis, P. H., & Kotler, S. (2015). **Bold: How to Go Big, Create Wealth and Impact the World**. Simon & Schuster.
9. West, J. (2017). **Scale: The Universal Laws of Life, Growth, and Death in Organisms, Cities, and Companies**. Penguin Press.
10. Gilder, G. (2018). **Life After Google: The Fall of Big Data and the Rise of the Blockchain Economy**. Gateway Editions.

MBA/206/ITS

INTRODUCTION TO PROGRAMMING

| CO | Course Outcome |
|----|--|
| 1 | Define and apply programming paradigms and foundational concepts, and utilize variables and control structures in program development. |
| 2 | Create functions and solve practical problems, demonstrating programming skills and algorithm design capabilities. |
| 3 | Write, debug, and optimize programs in a specific language, and apply programming to real-world challenges. |
| 4 | Analyze and evaluate the efficiency of algorithms and code, enabling critical thinking in programming and problem-solving. |

Unit 1: Fundamentals of Programming

Understanding Programming Concepts - What Is Programming? Programming Paradigms (Procedural, Object-Oriented, etc.), Programming Languages and Their Types, Importance of Logic in Programming

Basic Programming Structures - Variables and Data Types, Operators and Expressions, Conditional Statements (If-Else, Switch), Loops (For, While, Do-While)

Problem Solving and Algorithm Design - Problem Solving Strategies, Pseudocode and Flowcharts, Developing Algorithms, Efficiency and Optimization in Algorithms

Unit 2: Programming with Data

Working with Arrays and Lists - Array Declaration and Initialization, Array Operations (Accessing, Modifying, Sorting), Lists and Data Structures, Searching and Sorting Algorithms

Functions and Modular Programming - Functions and Their Role, Function Declarations and Parameters, Scope and Lifetime of Variables, Modular Programming and Code Reusability

File Handling and Input/Output - Reading and Writing to Files, Error Handling and Exception Handling, Handling Input and Output Streams, Serialization and Data Persistence

Unit 3: Object-Oriented Programming (OOP)

Introduction to OOP - Principles of Object-Oriented Programming, Classes and Objects, Encapsulation and Data Abstraction, Inheritance and Polymorphism

OOP Concepts and Techniques - Constructors and Destructors, Method Overloading and Overriding, Composition and Aggregation, Design Patterns in OOP

Software Development with OOP - OOP in Real-World Applications, Building OOP-Based Systems, OOP Best Practices and Guidelines.

Unit 4: Problem Solving and Application Development

Designing and Developing Applications - Software Development Life Cycle, Requirements Gathering and Analysis, Designing User Interfaces, Implementation and Testing.

Debugging and Troubleshooting - Identifying and Fixing Programming Errors, Debugging Tools and Techniques, Code Reviews and Quality Assurance, Handling Exceptions and Errors

Introduction to Web Development - Web Technologies (HTML, CSS, JavaScript), Building Basic Web Applications, Web Development Frameworks, Responsive Design and User Experience

Reference Books:

1. **"Python Crash Course"** by Eric Matthes: This book is a hands-on guide to Python programming for beginners.
2. **"C Programming Absolute Beginner's Guide"** by Perry, Miller, and Johnson: An accessible introduction to programming in C.
3. **"Java: A Beginner's Guide"** by Herbert Schildt: A comprehensive introduction to Java for beginners.

4. **"Introduction to Programming with C++"** by Y. Daniel Liang: This book provides a beginner-friendly introduction to C++ programming.
5. **"Let Us C"** by Yashavant Kanetkar: A popular book for learning C programming, widely used in Indian educational institutions.
6. **"Python for Data Science Handbook"** by Jake VanderPlas: A great resource for learning Python programming in the context of data science.
7. **"C Programming for the Absolute Beginner, Second Edition"** by Vine, Vine, and Perry: A beginner's guide to C programming with practical examples.
8. **"Learn Python the Hard Way"** by Zed A. Shaw: This book offers a hands-on approach to learning Python for beginners.
9. **"C++ for Beginners"** by B. Chandrasekaran: A book tailored for beginners to learn C++ programming.
10. **"Automate the Boring Stuff with Python"** by Al Sweigart: A practical guide to automating everyday tasks using Python.

MBA/207/ITS

Business Communication

Course Outcomes: On successful completion of the course the learner will be able to

| CO | COURSE OUTCOMES |
|----|--|
| 1 | Demonstrate students to verbal and non-verbal communication ability to solve workplace communication issues. |
| 2 | Create and deliver effective business presentations, using appropriate tools. |
| 3 | Draft effective business correspondence with brevity and clarity. |
| 4 | Develop the students for job market. |

Unit-1

Significance of Verbal Communication- Need of Communication Skills for Managers, Channels ,forms and dimensions of communication, Non-Verbal communication, Principles of non-verbal communication - through clothes and body language, Barriers of communication and how to overcome barriers.

Unit-2

Presentation skills: Principles of Effective Presentations, Planning, Structure and Delivery, Presentation Style, Tools used to make Presentation impactful, Dynamics of group presentation and individual presentation. Just-a-Minute Presentation, Listening Skills, Negotiation Skill.

Unit-3

Do's and Don'ts of Business Writing: Business correspondence, Report Writing, Email Etiquette, Resume Writing. Meetings - Meeting and Boardroom Protocol - Guidelines for planning a meeting, Case Analysis.

Unit-4:

Interview Techniques- Essentials of placement interviews, web /video conferencing, telemeeting, Preparation for Interview, Group Discussions-Do's and Don'ts of GD, mock GD's on 2 topics.

Suggested Readings:

- 1) Business Communication for Managers, Payal Mehra, Pearson Education India; Second edition.
- 2) Business Communication, Asha Kaul, Prentice Hall India Learning Private Limited
- 3) Business Communication Today, Bovee C L et. al., Pearson Education
- 4) Business Communication, P.D. Chaturvedi, Pearson Education.
- 5) Business Communication, T N Chhabra, Bhanu Ranjan, Sun India
- 6) Verbal and Non-Verbal Reasoning, Prakash, P, Macmillan India Ltd., New Delhi
- 7) Objective English, Thorpe, E, and Thorpe, S, Pearson Education, New Delhi

MBA/208/ITSC

Entrepreneurship

Course Outcomes: On successful completion of the course the learner will be able to

| CO | COURSE OUTCOMES |
|----|--|
| 1 | Explore entrepreneurial path and acquaint them with the essential knowledge of starting new ventures. |
| 2 | Students will learn tools and techniques for generating, testing and developing innovative startup ideas into successful enterprise. |

Unit I: Foundations of Entrepreneurship Development

Concept and Need of Entrepreneurship Development, Concepts of Entrepreneur, Intrapreneur/Corporate Entrepreneur comparative study, Entrepreneurship Career opportunities, Entrepreneurship as a style of management, The Entrepreneur's Role, Task and Personality, Entrepreneurship in emerging economies.

Unit II: Idea Generation

Definition of Innovation, Invention, Creativity, Identification of profitable pain points, Idea evaluation & validation methods, Opportunity recognition and entry strategies: New product, Franchising, Partial Momentum, Sponsorship and Acquisition, The Strategic Window of Opportunity: Scanning, Positioning and Analyzing.

Unit III: Business Planning Process

Types of Entrepreneurial Venture and the Entrepreneurial Organization, The business plan as an entrepreneurial tool, elements of Business Plan, Market Analysis, Development of product/idea, Critical risk contingencies of the proposal and its management Scheduling, Role of the following Govt. Agencies in the Entrepreneurship Development

Unit IV: Project Management and Role of Government

Technical, Financial, Marketing Personnel and Management feasibility Reports, Project financing: Debt, Venture Capital Funding, Angel Capitalist, Role of Central Government and State Government in promoting Entrepreneurship with various incentives, subsidies, grants etc.

Suggested Readings:

1. Dynamics of Entrepreneurship Development – Vasant Desai.
2. Entrepreneurship: New Venture Creation – David H. Holt
3. Entrepreneurship Development New Venture Creation – Satish Taneja, S.L.Gupta
4. Project management – K. Nagarajan.

5. Entrepreneurship: Strategies and Resources – Marc J. Dollinger
6. Innovation and Entrepreneurship – Peter F. Drucker
7. New Vistas of Entrepreneurship: Challenges & Opportunities – A. Sahay,
M.S.Chhikara
8. Entrepreneurship and Small Business Management – Siropolis
9. The Entrepreneurial Connection - GurmeetNaroola
10. Corporate Entrepreneurship – Vijay Sathe
11. Make The Move: Demystifying Entrepreneurship – Ishan Gupta, RajatKhare