

## **V SEMESTER CORPORATE ECONOMICS**

### **Course objectives:**

- To familiarize the students with the concepts, principles and dynamics of corporate economy.
- To help the students to apply the knowledge in practice.
- To make the students to understand system as it exists today.

### **Module-I: Introduction to corporate economics 10 hrs**

Introduction – meaning – nature and characteristics of corporate economics – Scope of corporate management and administration – Principles of corporate management – importance of corporate business houses in economic development of a country.

### **Module-II: Corporate Planning 10 hrs**

Meaning and definitions – Importance – Corporate budget allocation – Government rules and regulations pertaining to corporate sector. An overview of Indian Companies Act-2013.

### **Module III: Human resource and risk management 15 hrs**

Meaning of HRM – Objectives – functions of HR Manager – duties and responsibilities. Risk management – labour and management relationship – accidents – Government – Courts – Media – stake holders – Priorities of Stake holders – Benefits of HRM.

### **Module IV: Corporate Business and globalization 15 hrs**

Globalization and market forces – MNC's – Meaning significance – Corporate business and MNC's. WTO and Corporate Sector. Indian MNC's and corporate houses – growth and contribution – Problems – TATA, BIRLA, Reliance, Infosys, WIPRO and BIOCON – Future of Corporate Sector in India – Acquisition and mergers.

### **Module V: Corporate Social Responsibility 10 hrs**

Meaning of corporate social responsibility – approaches – ethical elements – training – social awareness and education – laws and regulations – criticisms and concerns – recent social security measures – corporate social responsibility and taxation.

### **SKILL DEVELOPMENT:**

- Visit both big and small corporate houses.
- Prepare charts on corporate houses in India and abroad.
- Present a report on impact of MNC's on Indian Business.
- Present a chart on disaster management.

**REFERENCE BOOKS.**

1. Human resource and personal management – Aswathappa.
2. Personal Management and Human resource – Venkataraman and Srivastav.
3. Dynamics of personal management and human resource – R.D. Agarwal.
4. Human resource management – Dr. C. B Gupta.
5. Personal and human resource management – P. Subba rao.
6. Personal Management and human resource – C. S. Venkat Rathnam and Srivastava.
7. Dynamics of Industrial relations – Dr. C. B Mermoria and Dr. Satish Mermoria.

## **V SEMESTER ENTREPRENEURIAL DEVELOPMENT**

### **Course objectives:**

- To enable students to understand the different dimensions of entrepreneurship.
- To inculcate the spirit of entrepreneurship among students and help them to become entrepreneurs.

### **Module-I: Meaning and development of Entrepreneurship 10 hrs**

Meaning – entrepreneur, Intrapreneur, enterprise – Role of Entrepreneur – factors affecting the growth of Entrepreneurship – Pros and Cons of being an entrepreneur.

### **Module-II: Women Entrepreneurship 15 hrs**

Meaning – growth and development – qualities required for a successful women entrepreneur. Problems of women entrepreneurs – promotional measures undertaken – Associations promoting women entrepreneurs. Few leading women entrepreneurs.

### **Module III: Road map for business 10 hrs**

Meaning – importance – different aspects of business plan – Financial, market, Human resource, Technical, social aspects of business plant – Common pitfalls to be avoided – Starting of small business – Steps to follow – understanding business opportunity – identification of location, scanning of business environment – evaluation of alternatives.

### **Module IV: MSME 15 hrs**

Meaning of MSME, Types – cottage, small, traditional, modern SSI – Ancillary industries, Role of MSME in economic development – Problems of MSME – Measures to solve the problems of MSME – Financial Assistance from SIDBI, SFC, IFCI – Non-Financial Assistance from SIDO, AWAKE, SISI. Financial incentives.

### **Module V: Industrial Sickness 10 hrs**

Meaning and definitions – causes for industrial sickness – internal causes – external causes. Measures undertaken by government to solve the problems – industrial estates – Associations working to solve industrial sickness.

### **SKILL DEVELOPMENT:**

- Visit small industries and make report on the condition of the industry.
- Prepare a chart showing leading women entrepreneurs.
- Prepare a chart showing various products of cottage and small industries.
- Present a seminar or debate regarding women entrepreneurs.

**REFERENCE BOOKS.**

1. Entrepreneur development – Sudhir Sharma, Balraj Singh.
2. Entrepreneurship – R.V Badi, N.V Badi.
3. Entrepreneurship – Nandan.
4. Fundamentals of Entrepreneurship – Renu Arora and S.K Sood.
5. Small industries and Entrepreneurship – Vasanth Desai.
6. Small business entrepreneurs – Poornima M Charanthimath.