



**KALINGA
UNIVERSITY**

SCHEME & SYLLABUS FOR

Bachelor of Vocational Studies (B.Voc.) Retail Management



Kalinga University, Naya Raipur, Chhattisgarh

B.VOC IN RETAIL MANAGEMENT

Semester-01								
Course Code	Course Title	Credits	L	T	P	Internal Marks	End Semester Exam Marks	Total Marks
BVRM101	Communication Skills	3	3	0	0	30	70	100
BVRM102	Fundamentals of Information Technology	3	3	0	0	30	70	100
BVRM103	Fundamentals of Retailing	3	3	0	0	30	70	100
BVRM104	Human Resource Management for Retail Business	3	3	0	0	30	70	100
BVRM105P	On Job Training/Internship/Workshop	18	0	0	36	50	150	200
Total		30	12	0	36	170	430	600

Semester-02								
Course Code	Course Title	Credits	L	T	P	Internal Marks	End Semester Exam Marks	Total Marks
BVRM201	Retail Logistics Management	3	3	0	0	30	70	100
BVRM202	Environmental Studies	3	3	0	0	30	70	100
BVRM203	Functional Areas of Business	3	3	0	0	30	70	100
BVRM204	Management of Retail Business	3	3	0	0	30	70	100
BVRM205P	On Job Training/Internship/Workshop	18	0	0	36	50	150	200
Total		30	12	0	36	170	430	600

Semester-03								
Course Code	Course Title	Credits	L	T	P	Internal Marks	End Semester Exam Marks	Total Marks
BVRM301	Regulatory Framework of Business	3	3	0	0	30	70	100
BVRM302	Marketing of Services	3	3	0	0	30	70	100
BVRM303	Sales and Distribution Management	3	3	0	0	30	70	100
BVRM304	Supply Chain Management	3	3	0	0	30	70	100
BVRM305P	On Job Training/Internship/Workshop	18	0	0	36	50	150	200
Total		30	12	0	36	170	430	600

Semester-04								
Course Code	Course Title	Credits	L	T	P	Internal Marks	End Semester Exam Marks	Total Marks
BVRM401	Cost and Management Accounting	3	3	0	0	30	70	100
BVRM402	Rural Marketing	3	3	0	0	30	70	100
BVRM403	E-Commerce	3	3	0	0	30	70	100
BVRM404	Advertising and Sales Promotion	3	3	0	0	30	70	100
BVRM405P	On Job Training/Internship/Workshop	18	0	0	36	50	150	200
Total		30	12	0	36	170	430	600

Semester-05								
Course Code	Course Title	Credits	L	T	P	Internal Marks	End Semester Exam Marks	Total Marks
BVRM501	Business Environment	3	3	0	0	30	70	100
BVRM502	Corporate Accounting	3	3	0	0	30	70	100
BVRM503	International Marketing	3	3	0	0	30	70	100
BVRM504	On-line Marketing	3	3	0	0	30	70	100
BVRM505P	On Job Training/Internship/Workshop	18	0	0	36	50	150	200
Total		30	12	0	36	170	430	600

Semester-06								
Course Code	Course Title	Credits	L	T	P	Internal Marks	End Semester Exam Marks	Total Marks
BVRM601	Advertising and Brand Management	3	3	0	0	30	70	100
BVRM602	Personality and Soft Skill Development	3	3	0	0	30	70	100
BVRM603	Taxation Law and Practice	3	3	0	0	30	70	100
BVRM604	Entrepreneurship Development	3	3	0	0	30	70	100
BVRM605P	On Job Training/Internship/Workshop	18	0	0	36	50	150	200
Total		30	12	0	36	170	430	600

SEMESTER-01

BVRM101

COMMUNICATION SKILLS

Course Objective:

The purpose of this course is to introduce students to the theory, fundamentals and tools of communication and to develop in them vital communication skills which should be integral to personal, social and professional interactions. One of the critical links among human beings and an important thread that binds society together is the ability to share thoughts, emotions and ideas through various means of communication: both verbal and non-verbal. In the context of rapid globalization and increasing recognition of social and cultural pluralities, the significance of clear and effective communication has substantially enhanced.

Course outcomes:

- The purpose of this course is to introduce students to the theory, fundamentals and tools of communication
- To develop vital communication skills which should be integral to personal, social and professional interactions.
- One of the critical links between human beings.
- An important thread that binds society together is the ability to share thoughts, emotions and ideas through various means of communication: both verbal and non-verbal.
- In the context of rapid globalization and increasing recognition of social and cultural pluralities, the significance of clear and effective communication has substantially enhanced.

Unit - 1

06

Introduction: Theory of communication, types and modes of communication, mediums and channels of communication, barriers to communication, English as a global language, the lingua franca, social influences on English

Unit - 2

06

Language of Communication: Verbal and non-verbal (spoken and written) personal, social and business barriers and strategies intra-personal, inter-personal and group communication, varieties of English, language, accent, dialect, colloquialism, historical influences on English

Unit - 3

06

Speaking Skills: Monologue dialogue group discussion effective communication/ mis-communication interview public speech, regional influences on English, convergence and divergence, linguistic imperialism

Unit - 4

06

Reading and Understanding Close reading, reading analysis of a text - audience and purpose, content and theme, tone and mood, stylistic devices, structure comprehension- analysis and interpretation translation (from Indian language to English and vice-versa) literary/knowledge texts

Unit - 5

06

Writing Skills: Documenting report writing making notes letter writing, writing tabloids, diary entry, open letters, essays, newsletter and magazine articles, skits, short stories, impersonating characters it will enhance language of communication, various speaking skills such as personal communication, social interactions and communication in professional situations such as interviews, group discussions and office environments, important reading skills as well as writing skills such as report writing, note taking etc. while, to an extent, the art of communication is natural to all living beings, in today's world of complexities, it has also acquired some elements of science. it is hoped that after studying this course, students will find a difference in their personal and professional interactions.

References:

1. Fluency in English - Part II, Oxford University Press, 2006.
2. Business English, Pearson, 2008.
3. Language, Literature and Creativity, Orient Blackswan, 2013.
4. Language through Literature (forthcoming) ed. Dr. Gauri Mishra, Dr. Ranjana Kaul, Dr. Brati Biswas

BVRM102

FUNDAMENTALS OF INFORMATION TECHNOLOGY

Course objective:

This is a basic course for commerce students to familiarize with computer and its applications in the relevant fields and exposes them to other related courses of IT.

Course Outcomes:

- Gain a foundational understanding of key IT concepts, including hardware, software, and networks.
- Develop proficiency in using common computer applications, such as word processing and spreadsheet software.
- Explore the ethical and security considerations in IT, emphasizing responsible digital behavior.
- Acquire problem-solving skills by applying IT knowledge to real world scenarios.
- Prepare for further studies in IT or related fields by establishing a strong IT knowledge base.

Unit - 1

06

- **Computer characteristics:** Speed, storage, accuracy, diligence; digital signals, binary system, ASCII; historic evolution of computers;
- **Classification of computers:** microcomputer, minicomputer, mainframes, supercomputers;
- **Personal computers:** desktop, laptops, palmtop, tablet; hardware & software; von Neumann model.

Unit - 2

06

- **Hardware:** CPU, memory, input devices, output devices.
- **Memory units:** RAM (SDRAM, DDR RAM, RDRAM etc. feature wise comparison only); ROM- different types: Flash memory;
- **Auxiliary storage:** Magnetic devices, optical devices; floppy, hard disk, memory stick, CD, DVD, CD/DVD-Writer;
- **Input devices** - keyboard, mouse, scanner, speech input devices, digital camera, touch screen voice input, joystick, optical readers, bar code reader;
- **Output devices:** Display device, size and resolution; CRT, LCD, LED;
- **Printers:** Dot-matrix, inkjet, laser; plotters, sound cards & speaker.

Unit - 3

06

- **Software:** System software, application software; concepts of files and folders, introduction to operating systems, different types of operating systems: single user, multitasking, time-sharing multi-user; booting, POST;
- **Basic features of two GUI operating systems:** Windows & Linux (Basic desk top management); Programming Languages, Compiler, Interpreter, Databases;
- **Application software:** Generic features of word processors, spread sheets and presentation software; generic introduction to latex for scientific typesetting; utilities and their use; computer viruses & protection, free software, open source.

Unit - 4

06

Computer Networks and Internet: Connecting computers, requirements for a network: server, workstation, switch, router, network operating systems; internet: brief history, world wide web, websites, URL, browsers, search engines, search tips; internet connections: isp, dial-up, cable modem, well, dsl, leased line wireless and Wi-Fi connectivity ; email, email software features (send receive, filter, attach, forward, copy, blind copy); characteristics of web-based systems, web pages, web programming languages.

Unit - 5

06

Information Technology and Society: Indian IT Act, intellectual property rights, issues. application of information technology in railways, airlines, banking, insurance, inventory control, financial systems, hotel management, education, video games, telephone exchanges, mobile phones, information kiosks, special effects in movies.

Programming Concepts & Techniques: Program concept, characteristics of programme, stages in program development, tips for program designing, programming aids, algorithms, pseudo code, notations, design, flowcharts, symbols, rules, compiler & interpreter. introduction to programming techniques, top-down & bottom-up approach, unstructured, & modular programming, cohesion, coupling, debugging, syntax & logical errors, linking and loading, testing and debugging, documentation.

References:

1. Programming in C, R.S. Salaria, Khanna Publishing House
2. Computer Concepts and Programming in C, R.S. Salaria, Khanna Publishing House
3. Handbook of Computer Fundamentals, N.S. Gill, Khanna Publishing House

BVRM103

FUNDAMENTALS OF RETAILING

Course Objective:

The objective of this course is to provide an understanding of different operations related to retail.

Unit - 1

08

Concept of retailing, Functions of retailing, Terms and Definitions, growing Importance of retailing, Retailing channels, Theories of retailing, Retail life cycle, Disruptive innovations in retailing.

Unit - 2

08

- **Classification of Store Format:** Product factors, Location factors, Price factors.
- **Types of retail format:** Department store, Specialty store, Super Market, Convenience store, Discount store, Retail format and types, Retail industry in India, Changing trends in retailing.

Unit - 3

07

Retail Marketing Strategies: Retail positioning, Novelty in process, Novelty in product, Product assortment and services, Store atmosphere, Total customer experience.

Unit - 4

07

IT in Retail Market: Role It In Retail, Parameters For Use Of IT In Retailing, IT For Complete Advantage, Capturing And Transmitting Data At The Point Of Sale, Data Base Marketing.

References:

1. Bajaj, Tuli & Srivastava (2016) "Retail Management" Oxford University Press
2. Berman Barry & Evance J.R (2015) "Retail Management" Prentice Hall India
3. Swapna Pradhan (2012) "Retailing Management- Text And Cases" Tata Mcgraw-Hill
4. Sinha P.K & Uniyal D.P(2016) "Managing Retailing" Oxford University Press
5. Gilbert D (2012), Retail Management, Pearson Education

BVRM104

HUMAN RESOURCE MANAGEMENT FOR RETAIL BUSINESS

Course Objective:

The objective of this course is to provide an understanding of different operations related to retail.

Unit - 1

08

Introduction: Human Resources Management (HRM): Meaning, Nature and Scope, HRM functions and objectives, Evolution of HRM environment- external and internal. Human Resource Management in Retailing, Trends and Challenges of HRM in Retailing. Strategic Human Resource Management: Nature of Strategies and Strategic Management, Strategic Management Process - Environmental Scanning, Strategy Formulation, implementation and evaluation.

Unit - 2

08

- **Human Resources planning:** Definition, purposes, processes and limiting factors; Human Resources Information system (HRIS): HR accounting and audit, Job Analysis - Job Description, Job Specification. The systematic approach to recruitment: recruitment policy, recruitment procedures, recruitment methods and evaluation.
- **The systematic approach to selection:** the selection procedure, the design of application form, selection methods, the offer of employment, and evaluation of process.

Unit - 3

07

Training, Development and Compensation Training and Development: Purpose, Methods and issues of training and management development programmes. Performance Appraisal: Definition, Purpose of appraisal, Procedures and Techniques including 360 degree Performance Appraisal, Job Evaluation. Compensation Administration: Nature and Objectives of compensation, components of pay structure in India, Wage Policy in India - Minimum Wage, Fair Wage and Living Wage. Incentive payments: Meaning and Definition, Prerequisites for an effective incentive system, Types and Scope of incentive scheme, Incentive Schemes in Indian Industries.

Unit - 4

07

Recruitment, Discipline and Grievance Handling: Recruitment and Selection; Performance Training & Development; Gender Issues at work place, HRD for Women and Workers, Mentoring, HR Audit: Audit Methodology, Writing the HRD Report, Designing and using HRD Audit for Business Improvement. Discipline and Grievance Procedures: Definition, Disciplinary Procedure, Grievance Handling Procedure.

References:

1. Aswathappa K (2007) Human Resource and Personnel Management, Tata McGraw Hill, 5th Ed.
2. Rao VSP (2009) Human Resource Management, Text and Cases, Excel Books, 2nd Ed.
3. Ivansevich (2007)- Human Resource Management, Tata McGraw Hill, 10th Ed.
4. Dessler (2009) Human Resource Management, Prentice Hall, 10th Ed.
5. Bernard (2009) Human Resource Management, Tata McGraw Hill, 4th Ed.

BVRM105P

ON JOB TRAINING/INTERNSHIP/WORKSHOP

SEMESTER-02

BVRM201

RETAIL LOGISTICS MANAGEMENT

Course Objective:

The objective of the course is to provide a comprehensive analysis of the principles and practices of international Distribution and logistics.

Unit - 1

08

Logistics Framework: Concept, Objective and Scope, Transportation, Warehousing, Inventory Management, Packing and Unitization, Control and Communication.

Unit - 2

08

Role of Information Technology in Logistics, Logistics Service Firms and Third Party Logistics.

Unit - 3

07

Retail Logistics Network Design for Global Operations: Global Logistics Network Configuration, Orienting International Facilities, Considerations and Framework, Trade-offs Associated with each Approach, Mapping the Different Approaches, Capacity Expansion Issues, Information Management for Global Logistics, The Global LIS/LITS, Capabilities and Limitations, Characteristics of Logistics Information and Telecommunications Systems.

Unit - 4

07

Performance Measurement and Evaluation in Global Logistics: Operations and Logistics Control, Key Activities Performance Information, Measuring Performance in Functional Integration, Measuring Performance in Sectorial Integration. Organizational Structure for Global Logistics excellence, The Organizational Implications of Sectorial Logistics Co-Operation, The International Factor in Global Organizations.

References:

1. Rushton, A., Oxley, J & Croucher, P (2nd Edition, 2000). Handbook of Logistics and Distribution Management. Kogan Page.
2. Simchi-Levi, David, Kamisnsky, Philip, and Simchi-Levi, Edith. (2nd Edition, 2004). Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies. Irwin/McGraw Hill.

BVRM202

ENVIRONMENT STUDIES

Course Outcomes:

- Master core concepts and methods from ecological and physical sciences and their application in environmental problem solving.
- Appreciate the ethical, cross-cultural, and historical context of environmental issues and the links between human and natural systems.
- Apply systems concepts and methodologies to analyze and understand interactions between social and environmental processes.

Unit - 1

06

Introduction to Environmental Studies:

Multidisciplinary nature of environmental studies, Scope and importance; concept of sustainability and sustainable development.

Ecosystems:

- What is an ecosystem? Structure and function of the ecosystem;
- **Energy flow in an ecosystem:** food chains, food webs and ecological succession.
- **Case studies of the following ecosystems:** Forest ecosystem, grassland ecosystem, desert ecosystem, aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Unit - 2

06

Natural Resources:

- **Renewable and Non-renewable Resources:** Land resources and land use change; Land degradation, soil erosion and desertification.
- **Deforestation:** Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations.
- **Water:** Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state).
- **Energy resources:** Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

Unit - 3

06

Biodiversity and Conservation:

- **Levels of biological diversity:** genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots, India as a mega-biodiversity nation; Endangered and endemic species of India
- **Threats to biodiversity:** Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions;
- **Conservation of biodiversity:** In-situ and Ex-situ conservation of biodiversity.
- **Ecosystem and biodiversity services:** Ecological, economic, social, ethical, aesthetic and Informational value.

Unit - 4

06

Environmental Pollution:

- Types, causes, effects and controls; Air, water, soil and noise pollution, Nuclear hazards and human health risks
- **Solid waste management:** Control measures of urban and industrial waste. Pollution case studies.

Environmental Policies & Practices:

- Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture
- **Environment Laws:** Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD).
- Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context.

Unit - 5

06

Human Communities and the Environment:

- **Human population growth:** Impacts on environment, human health and welfare. Resettlement and rehabilitation of project affected persons; case studies.
- **Disaster management:** floods, earthquake, cyclones and landslides.
- **Environmental movements:** Chipko, Silent valley, Bishnois of Rajasthan.
- **Environmental ethics:** Role of Indian and other religions and cultures in environmental conservation.
- Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi).

References:

1. Carson, R. 2002. *Silent Spring*. Houghton Mifflin Harcourt.
2. Gadgil, M., & Guha, R.1993. *This Fissured Land: An Ecological History of India*. Univ. of California Press.
3. Gleeson, B. and Low, N. (eds.) 1999. *Global Ethics and Environment*, London, Routledge.
4. Gleick, P. H. 1993. *Water in Crisis*. Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute, Oxford Univ. Press.
5. Groom, Martha J., Gary K. Meffe, and Carl Ronald Carroll. *Principles of Conservation Biology*. Sunderland: Sinauer Associates, 2006.
6. Grumbine, R. Edward, and Pandit, M.K. 2013. Threats from India's Himalaya dams. *Science*, 339: 36--37.
7. McCully, P. 1996. *Rivers no more: the environmental effects of dams* (pp. 29--64). Zed Books.
8. McNeill, John R. 2000. *Something New Under the Sun: An Environmental History of the Twentieth Century*.
9. Odum, E.P., Odum, H.T. & Andrews, J. 1971. *Fundamentals of Ecology*. Philadelphia: Saunders.
10. Pepper, I.L., Gerba, C.P. & Brusseau, M.L. 2011. *Environmental and Pollution Science*. Academic Press.

11. Rao, M.N. & Datta, A.K. 1987. Waste Water Treatment. Oxford and IBH Publishing Co. Pvt. Ltd.
12. Raven, P.H., Hassenzahl, D.M. & Berg, L.R. 2012. Environment. 8th edition. John Wiley & Sons.
13. Rosencranz, A., Divan, S., & Noble, M. L. 2001. Environmental law and policy in India. Tripathi 1992.
14. Sengupta, R. 2003. Ecology and economics: An approach to sustainable development. OUP.
15. Singh, J.S., Singh, S.P. and Gupta, S.R. 2014. Ecology, Environmental Science and Conservation. S. Chand Publishing, New Delhi.
16. Sodhi, N.S., Gibson, L. & Raven, P.H. (eds). 2013. Conservation Biology: Voices from the Tropics. John Wiley & Sons.
17. Thapar, V. 1998. Land of the Tiger: A Natural History of the Indian Subcontinent.
18. Warren, C. E. 1971. Biology and Water Pollution Control. WB Saunders.
19. Wilson, E. O. 2006. The Creation: An appeal to save life on earth. New York: Norton.
20. World Commission on Environment and Development. 1987. Our Common Future. Oxford University Press.

BVRM203

FUNCTIONAL AREAS OF BUSINESS

Course Objective:

The objective is to introduce the students to the functional areas of business.

Unit - 1

08

Introduction: Functional areas of business: Financial Management; Human Resource Management; Marketing Management; Operations Management; Their changing role in business organizations.

Unit - 2

08

Human Resource Management Meaning, Scope and Importance; HRM Functions: Human Resource Planning, Selection, Training & Development, Compensation.

Unit - 3

07

Marketing Management Meaning, Scope and Importance; Marketing Mix: Product, Pricing, Placing, Promotion Decisions.

Unit - 4

07

Financial Management Meaning of finance, Scope and Importance, Money- time value of money, Sources of finance.

References:

1. C.B. Gupta (2009): Human Resource Management, Sultan Chand & Sons, Mumbai.
2. N.G Nair (2007) Production and Operations Management, Tata McGraw Hill, New Delhi
3. P. Subba Rao (2009): Human Resource Management, Himalaya Publishing, New Delhi
4. Philip Kotler (2006): Principles of Marketing, PHI,
5. R.B. Khanna: (2011) Production and Operations Management: PHI, New Delhi
6. T.N. Chhabra: (2012) Principles and Practice of Management: Dhanpat Rai & Co., New Delhi
7. Koontz and Weihrich (2011); Principles of Management; Tata McGraw Hill, New Delhi.

BVRM204

MANAGEMENT OF RETAIL BUSINESS

Course Objective:

The basic objective is to provide basic understanding of retail business.

Unit - 1

08

Retailing: Concept, Scope and Retail Management. Theories Of Retail Development (Wheel Of Retailing, Retail Accordation, Melting Pot Theory, Polarisation Theory). Contribution Of Retailing To Indian Economy. Retail Environment in India, Foreign Direct Investment (FDI) In Retail, Changing Scenario of Retail business In India.

Unit - 2

08

Retail Strategy: Definition, Importance, & Future of Retail Market Strategy. Types of Retailing Formats: Super Market, Hyper Market, Departmental Stores, Convenience Stores, Catalogue Retailers. Non-Stores Retailing: Vending Machine, Door To Door selling, Mail Order Business. E-Retailing: Credit Card Transaction, Smart Card and E-Payment. Retailing of services.

Unit - 3

07

Retail Location: Meaning, Importance, Process and Factors Affecting Location, Merchandising: Concept, Importance, Factors affecting buying decision. Role and responsibilities of merchandising.

Unit - 4

07

- **Franchising:** Definition, Types and Evolution. Franchising law in India. Outsourcing: Definition, Scope and Importance.
- **CRM in Retail:** Concept, Types of CRM, Application of CRM In Retailing, Strategic Framework For CRM In Retail.

References:

1. Ramaswamy VS, Namakumari (2016) "Marketing Management" MacMillan
2. Gibson & Vedamani (2012), Retail Management, Jayco Books
3. Bajaj, Tuli, & Srivastava (2012), Retail Management, Oxford University Press
4. Berman Barry & Evance J.R (2013), Retail Management", Prentice Hall India
5. Jain J.N. & Singh P.P (2016), Modern Retail Management - Principal And Techniques, Regal Publications, New Delhi
6. Madan K.V.S (2016), Fundamentals of Retailing, McGraw-Hill

BVRM205P

ON JOB TRAINING/INTERNSHIP/ WORKSHOP

SEMESTER-03

BVRM301

REGULATORY FRAMEWORK OF BUSINESS

Course Objective:

The objective of the course is to impart an understanding of regulatory framework of business in India. The focus is on application rather than the principles of law.

Unit - 1

08

Law Relating to Contract – meaning, characteristics and kinds, Essentials of valid contract - Offer and acceptance, consideration, contractual capacity, free consent, legality of objects, Void agreements, Discharge of contract – modes of discharge including breach and its remedies, Contingent contracts, Quasi contracts. Contract of Indemnity and Guarantee, Contract of Bailment, Contract of Agency

Unit - 2

08

Law Relating to Sale of Goods Contract of sale, meaning and difference between sale and agreement to sell, Conditions and warranties, Transfer of ownership in goods including sale by non-owners, Performance of contract of sale, Unpaid seller – meaning and rights of an unpaid seller against the goods and the buyer.

Unit - 3

07

Law Relating to Negotiable Instruments Meaning and Characteristics of Negotiable Instruments: Promissory Note, Bill of Exchange, Cheque, Holder and Holder in due Course, Privileges of Holder in Due Course, Negotiation: Types of Endorsements, Crossing of Cheque, Dishonour of cheques.

Unit - 4

07

Law Relating to Partnership:

- The Partnership Act: Nature and Characteristics of Partnership, Registration of Firms, Types of Partners, Rights and Duties of Partners, Implied Authority of a Partner, Incoming and outgoing Partners, Dissolution of Partnership.
- The Limited Liability Partnership Act: Salient Features of LLP, Difference between LLP and Partnership, LLP and Company, LLP Agreement, Partners and Designated Partners, Incorporation Document, Incorporation by Registration, Partners and their Relations, winding-up.

References:

1. Kuchhal, M.C. and Vivek Kuchhal (2015) Business Law, Vikas Publishing House, New Delhi.
2. Kapoor, N D (2012); 'Elements of Mercantile Law' Sultan Chand and sons Publication, New Delhi.
3. Tulsian P.C. (2016), 'Mercantile Law' Sultan Chand and sons Publication, New Delhi.

BVRM302

MARKETING OF SERVICES

Course Objective:

The objective is to familiarize the students with the concept of services and inculcate skills essential for marketing the same.

Unit - 1

08

Introduction: Concept of Service, Special characteristics of services, Classification of services, Service as a process; Reasons for growth of service sector, Marketing Challenges in service business; Service Marketing Environment, 7 P's of Marketing, Modern Trends in Service Marketing.

Unit - 2

08

Service Quality and Customer Focus: Determinants of Service Quality with Core Features; Customer expectation and perception of services quality, Quality Models- The Integrated Gaps Model of Service quality. Service consumer behaviour; Factors Influencing Customer Satisfaction.

Unit - 3

07

Service Planning and Management: Service Planning- Key components in the design of service offering; Service Encounter; Service Vision and Service Strategy; Service Delivery; Service Blueprint; Branding and Packaging of Services; Pricing of Services.

Unit - 4

07

Service Marketing Application: Concepts of Marketing of Financial Services, Tourism Services, Health Services. Service Failure; Service Recovery; Customer Retention With special reference to India

References:

1. Love Lock, (2014), Marketing of Services, Pearson Education, New Delhi.
2. Rao. K Ram Mohan (2010), Service Marketing; Pearson Education, New Delhi.
3. Zeithaml, V.A and Bitner, M J (2010), Service Marketing; TMH, New Delhi.
4. Chowdhary. Nimit & Monika (2014), Text Book of Marketing of Services: The Indian Experience; McMillan, New Delhi.
5. Nargundkar. Rajendra (2013), Service Marketing; TMH
6. Bhattacharjee, (2011), Service Marketing; Excel Books.

BVRM303

SALES AND DISTRIBUTION MANAGEMENT

Course Objective:

To enable the students to understand sales organization, motivation programmes and channel management.

Unit - 1

08

Sales Management: Definition and meaning, Objectives, Sales Research, Sales Forecasting, Sales Forecasting methods, Sales Planning and control,

Unit - 2

08

Sales Organization, Motivation: Need for Sales Organizations, their structure, Sales Managers Functions and responsibilities, Specific Characteristics of a successful salesman, Recruiting, Selection and Training of Sales force, Sales Training, motivating the Sales Team : Motivation Programs - Sales Meetings, Sales Contests, Sales Compensation, (Monetary compensation, incentive programs as motivators, Non-Monetary compensation – fine tuning of compensation package, Supervising,

Unit - 3

08

Evaluating Sales Force: Evaluating Sales Force Performance and Controlling, Personal Selling: Basics, role of relationship marketing in personal selling, tools for personal selling, Value added selling

Unit - 4

08

Physical distribution: Definition, Importance – participants in physical distribution process, Different forms of channels, Functions of Marketing Channels, Integrated Marketing Channels – Horizontal, Vertical, Multi-channel marketing Systems, Wholesaling – Importance & Types - Functions of Wholesaler, Channel Management - Channel Selection Process & criteria - Performance appraisal of Channel Members-Channel Conflicts & Techniques to resolve channel conflicts.

References:

1. Kotler, Keller, Koshy And Jha (2016) “Marketing Management” 13th edition Pearson Education
2. Ramaswamy VS, Namakumari (2105) “Marketing Management” 4th Macmillan
3. Shukla A.K. (2012) “Marketing Management” 1st edition, Vaibhav Laxmi Prakashan
4. Jain & Singh (2016) “Modern Advertising Management” Regal Publications
5. Jefkins “Advertising (2016) ”Pearson Education

BVRM304

SUPPLY CHAIN MANAGEMENT

Course Objective:

To create awareness about the supply chain activities taken in order to deliver the goods

Unit - 1

08

Supply Chain Management: Global Optimization, Importance, Key Issues, Inventory Management, Economic Lot Size Model, Supply Contracts, Centralized vs. Decentralized System.

Unit - 2

08

Supply Chain Integrates: Push, Pull Strategies, Demand Driven Strategies, Impact on Grocery Industry, Retail Industry, and Distribution Strategies.

Unit - 3

07

Strategic Alliances: Frame Work for Strategic Alliances, 3PL, Merits and Demerits, Retailer, Supplier Partnership, Advantages and Disadvantages of RSP, Distributor Integration.

Unit - 4

07

Procurement and Outsourcing: Outsourcing, Benefits and Risks, Framework for make/Buy Decision, E- Procurement, Frame Work of E-Procurement. Dimension of Customer Value, Conformance of Requirement, Product Selection, Price and Brand, Value added Services, Strategic Pricing, Smart Pricing, and Customer Value Measures.

References:

1. Rushton, A., Oxley, J & Croucher, P (2000). Handbook of Logistics and Distribution Management. Kogan 2nd Edition
2. Simchi-Levi, David, Kaminsky, Philip, and Simchi-Levi, Edith. (2004). Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies. Irwin/McGraw Hill 32 2nd Edition,

BVRM305P

ON JOB TRAINING/INTERNSHIP/WORKSHOP

SEMESTER-04

BVRM401

COST & MANAGEMENT ACCOUNTING

Unit - 1 **08**
Introduction: Definition and scope of Cost and Management accounting, Difference between Management Accounting and Cost Accounting, Cost Concepts, Classification of Cost, Elements of cost - Materials, Labour and overheads and their Allocation and Apportionment, Cost Sheet and its Preparation.

Unit - 2 **08**
Accounting for Short-term Decision: Marginal Costing: Concept, features and Limitations and Use of Marginal Costing, Cost-Volume-Profit Analysis(CVP), PV Ratio and its importance, Contribution & Breakeven Point and their analysis for various types of decision-makings.

Unit - 3 **07**
Accounting for Control: Budgeting: Meaning, features of Budget, Essentials of effective budgeting, Budgeting and Budgetary Control, Types of Budget, Static and Flexible Budgeting, Preparation of Cash Budget, Sales Budget, Production Budget, Materials Budget, Capital Expenditure Budget and Master Budget, Zero based Budget, Advantages and Limitations of Budgetary Control.

Unit - 4 **07**
Variance analysis: Standard Costing: Concept of standard costs, establishing various cost standards, calculation of Material, Labour, Overhead Variance, and their applications and implications.

References:

1. Horngren et al (2002), Introduction to Management Accounting, Pearson, 12th edition
2. Khan and Jain (2000), Management Accounting, Tata McGraw-Hill, 2000, 3rd Ed.
3. Pandey I M (2004), Management Accounting, Vikas, 3rd Ed.)
4. Ravi M. Kishor (2007), Cost& Management Accounting (Taxmann, 1st Ed.)
5. Ravi M. Kishor (2009) Advanced Management Accounting (Taxmann, 1st Ed.)

BVRM402

RURAL MARKETING

Course Objectives:

To give basic understanding of different concepts relating to Rural marketing

Unit - 1

08

Profile of Rural market in India. Main problem areas in rural marketing, Channel Management, Marketing communication.

Unit - 2

08

Rural marketing challenges and Opportunity, Rural Consumer: Characteristics, Significance of Consumer behavior, Factors influencing decision making process of rural consumers, Rural consumers buying decision process, Shopping habits of rural Consumer.

Unit - 3

07

Rural Marketing Mix Strategies: Need, Types, Product Life Cycle, New Product Development, Brand Management And Channel Management. Marketing Mix Strategies For Indian Rural Markets Shift in Strategic Perspective For Rural Marketing.

Unit - 4

07

Emerging Issues in Marketing: Green Marketing, Sports marketing And Social Marketing Rural Financial Institutions: Regional Rural Banks (RRB), Co-operative Banks, NABARD (National Agricultural Bank for rural Development).

References:

1. Balram Dogra, Karminder Ghuman (2106) ,“Rural Marketing” Tata McGraw-Hil
2. Gopala swamy T.P (2016), Rural Marketing Wheeler Publishers, New Delhi
3. Moria CB (2016) Agricultural Marketing, Himalaya Publishing House, New Delhi
4. Habibur Rahman K.S. (2016) Rural Marketing in India, Himalaya
5. Krishna macharyulu (2015), Rural Marketing: Text & Cases, Pearson Education

BVRM403

E-COMMERCE

Course Objective:

This paper will make students understand the concepts and Application of E-Commerce.

Unit - 1

08

Introduction: Meaning, Nature, Concepts, Advantages and Reasons for Transacting Online, Categories of E-commerce, Planning Online Business, Nature and Dynamics of the Internet, Pure Online vs. Brick and Click Business, Assessing Requirement for an Online Business, Designing, Developing and Deploying the System, one to one Enterprise.

Unit - 2

08

Technology for Online Business: Internet, IT Infrastructure, Middleware Contents, Text and Integrating E-Business Applications, Mechanism of Making Payment Through Internet, Online Payment Mechanism, Electronic Payment Systems, Payment Gateways, Visitors to Website, Tools for Promoting Website, Plastic Money, Debit Card, Credit Card, Laws Relating to Online Transactions.

Unit - 3

07

Applications in E-commerce: E-commerce Applications in Manufacturing, Wholesale, Retail and Service Sector

Unit - 4

07

Virtual Existence: Concepts, Working, Advantages and Pitfalls of Virtual Organizations, Workforce, Work Zone and Workspace and Staff Less Organization, Designing on E-commerce Model for a Middle level Organization, the Conceptual Design, giving Description of its Transaction Handling, Infrastructure and Resources Required and System Flow Chart, Security in E-commerce, Digital Signatures, Network Security, Data Encryption Secret Keys, Data Encryption.

References:

1. Murty, C.V.S., (2016), E-Commerce, Himalaya Publications, New Delhi
2. Kienam (2015), Managing Your E-Commerce business, Prentice Hall of India, N. Delhi.
3. Kosiur (2016), Understanding E-Commerce, Prentice Hall of India, N. Delhi.
4. Kalakota, Whinston (2012), Frontiers of Electronic Commerce, Addison Wesley.

BVRM404

ADVERTISING AND SALES PROMOTION

Course Objective:

To make the students understand the importance of advertising and medias role in advertising and sales promotion.

Unit - 1

08

Introduction to Advertisement: Concept and Definition of Advertisement, Social, Economic and Legal Implications of Advertisements, Setting Advertisement Objectives, Advertisement Agencies, Selection and Remuneration, Advertisement Campaign.

Unit - 2

08

Advertisement Media: Media Plan, Type and Choice Criteria, Reach and Frequency of Advertisements, Cost of Advertisements Related to Sales, Media Strategy and Scheduling.

Unit - 3

07

Design and Execution of Advertisements: Message Development, Different Types of Advertisements, Layout, Design Appeal, Copy Structure, Advertisement Production, Print, Radio, T.V. and Web Advertisements, Media Research, Testing Validity and Reliability of Ads, Measuring Impact of Advertisements

Unit - 4

07

Introduction to Sales Promotion: Scope and Role of Sale Promotion, Definition, Objective Sales Promotion Sales Promotion Techniques, Trade Oriented and Consumer Oriented. Identification, Designing of Sales Promotion Campaign, Involvement of Salesmen and Dealers, out Sourcing Sales Promotion National and International Promotion Strategies, Integrated Promotion, Online Sales Promotions.

References:

1. Clow, Kenneth (2012). Donald Baack, "Integrated Advertisements, Promotion and Marketing Communication", Prentice Hall of India, New Delhi.
2. SKazmi, .H.H. Satish K Batra, (2015) "Advertising & Sale s Promotion", Excel Books, New Delhi.
3. Belch George E, Michel A Belch, (2016), "Advertising & Promotion", McGraw Hill, Singapore.
4. Cummings, Julian (2015) "Sales Promotion", Kogan Page, London.
5. Betch, E. and Michael (2016), Advertising and Promotion, MC. Graw Hill.

BVRM405P

ON JOB TRAINING/INTERNSHIP/WORKSHOP

SEMESTER-05

BVRM501

BUSINESS ENVIRONMENT

Course Objective:

The objective is to increase students' knowledge and analytical skills in scanning environmental coordinates essential for successful operation of business.

Unit - 1

08

Introduction

Business environment – concept, nature and significance. Micro environment, macro environment- concepts and significance, components. New Economic Policy 1991, recent developments, SEZs.

Unit - 2

08

Global Dynamics for Business Privatization: Disinvestment- concept-forms; Public sector reforms, changing role of public sector, performance, challenges and prospects. Globalization: Meaning, factors facilitating and impeding globalization in India; Impact of globalization on Indian industry, globalization of Indian business.

Unit - 3

07

Socio- Political and Legal Environment Socio-Cultural environment: Critical elements of socio-cultural environment; Social institutions and systems; Political & Legal Environment: Critical elements of political environment.

Unit - 4

07

Business Environment in North East Industrial Policy for North East India- NEIIPP 2007. Role and achievement of NEC, DONER, NEDFI in economic development of NER. New Development Initiatives in NER, Vision Document 2020; Look East Policy and the N.E.Region.

References:

1. Adhikary M, (2002) Economic Environment Business Theory & The Indian Case, Sultan Chand & Sons.
2. Anant K Sundaram and J Stewart Black, (2011) the International Business Environment – Text and Cases, Prentice Hall.
3. Aswa thappa K, Essentials of Business Environment, Himalaya.
4. Cherunilam, Francis (2009), Global Economy and Business Environment, Himalaya Publishing House.
5. Government of India, Economic Survey (latest issues).
6. Misra S K and Puri V K, (2010) Economic Environment of Business, Himalaya.
7. North East Vision 2020, DoNER.

BVRM502

CORPORATE ACCOUNTING

Unit - 1 **08**
Preparation of Financial Statements: Presentation of Financial Statements, Balance Sheet, Income Statement, Statement of Cash Flow.

Unit - 2 **08**
Accounting for shares and Debentures Accounting for Shares; Issue, Forfeiture, and Re-issue of Shares. Concepts; Price band, Stock Invest, Bonus & Right Issue, ESOP, and Buy-back of shares. Issue and Redemption of Debentures; Annuity method, Sinking Fund Instalment Method.

Unit - 3 **07**
Amalgamation and Reconstruction Amalgamation of Companies Internal reconstruction excluding inter-company holdings and reconstruction schemes.

Unit - 4 **07**
Valuation of Goodwill and Shares: Goodwill; Concept, Need and Provisions; Valuation of Goodwill; Capitalization Method, Super Profits Method, Annuity Method. Valuation of Shares: Need for Valuation, Factors affecting value of shares. Methods of Valuation: Net Assets Method, Yield Basis Method, Fair Value Method

References:

1. Sehgal, A and Sehgal, D (2009) Corporate Accounting; Taxman, New Delhi.
2. Jain SP and Narang K L (2010), Advanced Accountancy Vol-II, Kalyani Publishers, New Delhi.
3. Mukherjee and Hanif (2008) Corporate Accounting: Tata McGraw Hill, New Delhi
4. Gupta R.L and Radhaswamy M: Company Accounts; Sultan Chand and Sons, New Delhi.
5. Maheshwari S.N (2011) Corporate Accounting; Vikas Publishing House, New Delhi.
6. Shukla M. C, Grewal T.S and Gupta S.C (2011) Advanced Accounts, S. Chand & Co. New Delhi.

BVRM503

INTERNATIONAL MARKETING

Course Objective:

To provide the basic understanding of the international marketing.

Unit - 1

08

International Marketing: Concept, Evolution, Importance and Process. International Marketing Research, International Marketing Information Systems, Market Analysis. Opportunities and Challenges in International Marketing, Future Prospects of International Marketing.

Unit - 2

08

Scanning International Marketing Environment: Economic, Financial, Political, Technological, Legal and Cultural. Entering International Markets: Concepts, Modes and Factors

Unit - 3

07

International Trade Organization: WTO, RTA, SAARC, ASEAN, BRICS and European Union. International Marketing Strategies

Unit - 4

07

Selection of Retail Market, Study and Analysis of Retailing in global setting, Internationalization of Retailing and evolution of Methods of International Retailing.

References:

1. Kotabe M, Helsen K. (2016)“ Global Marketing Management” Wiley, Jhon & Sons, Inc
2. Nargundkar Rajendra (2012)“International Marketing” Excel Books
3. Joshi Rakesh Mohan (2016), “International Marketing” Oxford University Press
4. Kotabe, Pelose, Gregory And Helson(2015)“ International Marketing Management” Wiley, Jhon & Sons, Inc
5. McCarthy J.E: Basic Marketing (2012), A Managerial Approach; McGraw Hill, New York.

BVRM504

ON-LINE MARKETING

Unit - 1

08

Introduction: Introduction to Internet Marketing, Nature and scope. Evolution of online marketing, Digital Marketing Process. Marketing with Networks, Internet and Intranet, Global Matrix. Web Business Models in the world of Marketing,

Unit - 2

08

E-Marketing: E-marketing Channels, Suppliers and Intermediaries. Online Marketing, Blogs, RSS, Podcasting, Online Communities and Social Networks, their influence on Consumers, Personalization, Online Consumer behaviour, Customer Support and Online Service Quality.

Unit - 3

07

Marketing strategy: Internet Marketing Strategy, Macro Environmental Analysis and strategy formulation, Internet Marketing Plans, Internet and the Marketing Mix Channels, E-tailing, B2B e-marketing, Online Relationship Marketing, E-CRM. Permission Marketing, Models and applications,

Unit - 4

07

New Product development and Innovation: New Product development and the Net, Innovations and rapid New Product development Traffic and Brand Building, Battle for Web Traffic, Internet Marketing Communications - Publicity and Viral Marketing.

References:

1. Murty, C.V.S. (2015), E-Commerce, Himalaya Publications, New Delhi
2. Kienam (2008), Managing Your E-Commerce business, Prentice Hall of India, N. Delhi.
3. Kosiur, (2010), Understanding E-Commerce, Prentice Hall of India, N. Delhi.
4. Kalakota, Whinston (2010), Frontiers of Electronic Commerce, Addison Wesley.

BVRM505P

ON JOB TRAINING/INTERNSHIP/WORKSHOP

SEMESTER-06

BVRM601

ADVERTISING AND BRAND MANAGEMENT

Course Objective:

To make the students understand the importance of advertising and medias' role in advertising and Brand management.

Unit - 1

08

Introduction to Advertisement: Concept and Definition of Advertisement, Social, Economic and Legal Implications of Advertisements, Setting Advertisement Objectives, Advertisement Agencies, Selection and Remuneration, Advertisement Campaign.

Unit - 2

08

Advertisement Media: Media Plan, Type and Choice Criteria, Reach and Frequency of Advertisements, Cost of Advertisements Related to Sales, Media Strategy and Scheduling.

Unit - 3

07

Design and Execution of Advertisements: Message Development, Different Types of Advertisements, Layout, Design Appeal, Copy Structure, Advertisement Production, Print, Radio, T.V. and Web Advertisements, Media Research, Testing Validity and Reliability of Ads, Measuring Impact of Advertisements

Unit - 4

07

Brand Management: Meaning, definition, scope, building, measuring, managing Brand Equity, Brand positioning: developing and communicating a positioning strategy

References:

1. Kenneth Clow, Donald Back, "Integrated Advertisements, Promotion and Marketing Communication", Prentice Hall of India, New Delhi, 2003.
2. S.H.H. Kazmi, Satish K Batra, "Advertising & Sales Promotion", Excel Books, New Delhi, 2001.
3. George E Belch, Michel A Belch, "Advertising & Promotion", McGraw Hill, Singapore, 1998.
4. Julian Cummings, "Sales Promotion", Kogan Page, London 1998.
5. E. Betch and Michael, Advertising and Promotion, MC. Graw Hill.

BVRM602

PERSONALITY AND SOFT SKILL DEVELOPMENT

Course Objective:

After completion of the course students will be familiar with different aspects of personality and role of soft skills in personality development.

Unit - 1

08

Introduction: Concept of Personality, Personality Consciousness, Personality Patterns, Personality Syndrome, Symbols of Self, Clothing Names and Nicknames, Speech, Age, Success, Reputation, Molding the Personality Pattern, Persistence and Change.

Unit - 2

08

Personality Determinants: Physical Determinants, Intellectual Determinants, Emotional Determinants, Social Determinants, Aspiration and Achievement, Educational Determinants, Family Determinants.

Unit - 3

07

Personality Development: Healthy Personalities, Developing Self Awareness, Managing Personal Stress, Solving Problems Analytically and Creatively, Grooming, Appearance, Dress Sense, Personal Hygiene, Etiquettes and Body Language, Time Management, Public Speaking.

Unit - 4

07

Interpersonal and Group Skills: Building Positive Relationship, Strategies for Gaining Power and Influence, Fostering Motivational Environment, Building Effective Teams, Interviewing Skills, Conducting Meetings.

References:

1. Hurlock, Elizabeth B (2012), Personality Development, Tata McGraw Hill, New Delhi
2. McGrath, E.H., (2012), Basic Managerial Skills for All, Prentice Hall of India Pvt. Ltd., New Delhi
3. Wehtten, David A and Kim S Cameron (2010) Developing Managerial Skills, Pearson Education, New Delhi

BVRM603

TAXATION LAW AND PRACTICE

Course Objective:

The objective of the course is to familiarize the students with the different issues relating to assessment of tax liability under the Income Tax Act and GST.

Unit - 1

08

Basic Concepts and Income from Salary Basic Concepts and Definitions: Income, Agricultural Income, Gross Total Income, Total Income, Person, Firm, Assessee, Assessment Year, Previous Year, Tax liability, Tax Evasion Tax Avoidance, PAN and TAN. Residential Status and Incidence of Tax, Incomes Exempt from Tax.

Unit - 2

08

Heads of Income Income from Salaries, House property, Capital gains. Profits and gains of Business and Profession and Income from other sources.

Unit - 3

07

Clubbing Provisions, Deductions and Filing of Tax return Clubbing Provisions; Set-off and carry forward of losses; Deductions from Gross Total Income for Individuals. Computation of tax liability of individuals, Filing of return.

Unit - 4

07

Goods and Services Tax Levy of, and exemption from Tax, Input Tax credit, Registration, Tax invoice, Debit and Credit Note, GST Return Filing.

References:

1. Gaur, V.P., D.B. Narang, Puja Gaur, Rajeev Puri, (2017), Income Tax Law & Practice, Kalyani Publishers, 44th Edition,.
2. Singhania, V.K. & Monica Singhania, (2017), Students Guide to Income Tax, Taxmann.
3. Ahuja, Girish (2017), Ravi Gupta, Practical Approach to Direct & Indirect Tax, Bharat Publishers.

BVRM604

ENTREPRENEURSHIP DEVELOPMENT

Course Objective:

The objective of the course is to equip the students with knowledge on entrepreneurial development, creativity and skills essential for business plan development.

Unit - 1

08

Introduction: Entrepreneurship: Introduction to Entrepreneur, Entrepreneurship and Enterprise, Importance and Relevance of the Entrepreneur, Factors Influencing Entrepreneurship, Pros and Cons of being an Entrepreneur, Women Entrepreneurs, Problems and Promotion, Types of Entrepreneurs, Characteristics of a Successful Entrepreneur, Competency Requirement for Entrepreneurs.

Unit - 2

08

Entrepreneurial traits, motivation and development Types of startups; Entrepreneurial class Theories; Entrepreneurial leadership; International Entrepreneurship- Opportunities and challenges; Source of innovative ideas; Entrepreneurship and creativity; Techniques for generating ideas, Impediments to creativity.

Unit - 3

07

Entrepreneurial Development Institutions and Policy initiatives Implementation of the Project: Financial Assistance through SFC's, SIDBI, Commercial Banks, KVIC, NABARD. Financial incentives and Tax Concessions for MS&MEs, Policies for North Eastern Region; Role of government in entrepreneurship development; recent trends, Vision 2020 of Sikkim.

Unit - 4

07

Business Plan Development, Latching, Feedback and Follow-up:

- **Preparing the Business Plan (BP)**
 - » Typical BP format, Financial Aspects of the BP, Marketing Aspects of the BP, Human Resource Aspects of the BP, Technical Aspects of the BP, Social Aspects of the BP, Preparation of BP, and Common Pitfalls to be avoided in Preparation of a BP.
- **Launching of Enterprise**
 - » Steps involved in floating a Business Venture, Location, Formalities, Trade license, Approvals, Environmental Clearance, Registration.
- **Project Control Feedback & Follow-up**
 - » Activity Course will involve development of feasible Business Plan by students in Groups. Case studies may be developed and discussed for better understanding of the prevalent scenario.

References:

1. Ramachandran, K. (2016), Entrepreneurship Development, Tata McGraw Hill, India
2. Kumar, Arya, (2010) Entrepreneurship: Creating and Leading an Entrepreneurial Organization, Pearson, India.
3. Hishrich., Peters, (2008) Entrepreneurship: Starting, Developing and Managing a New Enterprise, Irwin.
4. Roy, Rajeev (2015), Entrepreneurship, Oxford University Press.
5. Kuratko, D.F., and T. V. Rao, (2010) Entrepreneurship: A South-Asian Perspective, Cengage Learning.

BVRM605P

ON JOB TRAINING/INTERNSHIP/WORKSHOP



RAIPUR | INDIA

KALINGA UNIVERSITY

KALINGA UNIVERSITY, KOTNI , NEAR MANTRALAYA, NAYA RAIPUR - 492101, CHHATTISGARH

CALL: +91-9907252100