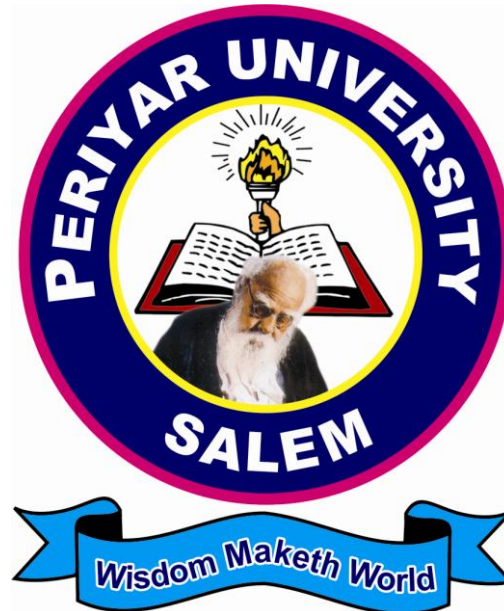


**PERIYAR UNIVERSITY
SALEM -11**



PERIYAR INSTITUTE OF DISTANCE EDUCATION

(PRIDE)

REGULATIONS AND SYLLABUS

**(MASTER OF BUSINESS ADMINISTRATION)
INTERNATIONAL BUSINESS**

(STUDENTS ADMITTED FROM 2014- 2015 ONWARDS)

REGULATIONS

1. ELIGIBILITY FOR ADMISSION:

Candidates for admission to the first year of the Master of Business Administration degree course shall be required to pass to Bachelor's Degree of any discipline in any Recognized University.

2. DURATION OF THE COURSE:

The course shall extend over a period of two academic years / calendar years. The subjects of study shall be in "accordance with the syllabus prescribed from time to time.

3. SUBJECTS OF STUDY:

The total number of subjects of study will be 16 out of which 15 will be compulsory and the remaining (1) are will be electives / project.

The candidates shall take 8 subjects in the First year and the remaining subjects / project in the second year.

All subjects carry a maximum of 100 marks each. The project carries 100 marks. There will be no viva voce examination on project.

4. SCHEME OF EXAMINATION:

In each Examination for the written paper, 25% of marks shall be awarded by the continuous internal assessment and 75% of marks by external valuation, by the University. Each examination for the written paper shall be of 3 hours duration and carry 75 marks.

The distribution of examination shall be as follows:

FIRST YEAR:

- 1.1 Principles of Management
- 1.2 Managerial Economics
- 1.3 Managerial Communication
- 1.4 Legal Environment of Business
- 1.5 Organizational Behavior
- 1.6 Business policy & Strategic Management
- 1.7 Financial and Management Accounting
- 1.8 Research Methodology

Second Year

- 2.1 Production Management
- 2.2 Financial Management
- 2.3 Human Resource Management
- 2.4 Marketing Management
- 2.5 International Business
- 2.6 International Marketing
- 2.7 International Finance

Elective: 2.8 Project work/ Elective paper: Entrepreneurship

- 1. The Project Guide should Possess MBA / M.Phil Degree with two year of Teaching Experience in the concern subject and approval must be obtained from the Director PRIDE**
- 2. The copy of the approval must be enclosed at the time of submission of the projects Report.**
- 3. Other conditions will apply as per PRIDE rules and regulations**

Question Paper Pattern (Common to all Theory Exams)

Duration: 3 hrs.

Total Marks: 75

PART-A (5x 5 = 25 Marks)

Answer all questions each answer not to exceed one page

1. (a) Question from Unit-I or
(b) Question from Unit-I
2. (a) Question from Unit-II or
(b) Question from Unit-II
3. (a) Question from Unit-III or
(b) Question from Unit-III
4. (a) Question from Unit-IV or
(b) Question from Unit-IV
5. (a) Question from Unit-V or
(b) Question from Unit-V

PART-B (5 x 10 = 50 Marks)

Answer all Questions each answer not to be exceed four pages

6. (a) Question from Unit-I or
(b) Question from Unit-I
7. (a) Question from Unit-II or
(b) Question from Unit-II
8. (a) Question from Unit-III or
(b) Question from Unit-III
9. (a) Question from Unit-IV or
(b) Question from Unit-IV
10. (a) Question from Unit-V or
(b) Question from Unit-V1.1

1.1. PRINCIPLES OF MANAGEMENT

UNIT-1- Introduction

Definition and Meaning - characteristics of Management - Scope and functional areas of management - Levels of Management and Administration.

UNIT-II - Planning

Planning - Nature, Process, Types, Steps - Process -Objectives - Policy making - Importance - Types, formulation and administration -Decision making Process.

UNIT-III - Organizing

Organizing and staffing - Nature - Principles - Types - Departmentation - Committees - Centralization Vs Decentralization authority and Responsibility - MBO and MBE -Staffing process.

UNIT-IV - Directing

Meaning and nature - Leadership styles - Theories of Motivation - Importance of Financial and Non-Financial Incentives - Communication – Types, Process, Barriers to effective Communication.

UNIT-V - Co-ordination and Control

Co-ordination and Control - Meaning - Need - Principles of effective Co-ordination - Problems - Importance of Control - Span of Control.

Reference Books:

1. L.M. Prasad, Principles of Management, Sultan Chan *and* sons.
2. C.B, Gupta, Business organization and Management, Sultan Chand & sons.
3. P.C. Tripathi and P.N. Reddy, Principles of Management, TataMcGraw-Hill Publishing co., Ltd., New Delhi.
4. Dingar Pagare, Business Management, Sultan Chand & sons.
5. J. Jayashanlcar, Principles of Management, Margnam Publications. Lewis A. Atten, Management and Organisation McGraw-Hill Publications.

1.2. MANAGERIAL ECONOMICS

UNIT-1

Managerial Economics – meaning, nature and Scope – Managerial Economics and Business decision making – Role of Managerial Economist – Fundamental concepts of Managerial Economics – Demand Analysis – Meaning, determinants and types of demand – Elasticity of demand.

UNIT-II

Supply - meaning and determinants – production decisions – production functions – Isoquants, Expansion path – Cobb – Douglas function. Cost concepts – cost – output relationship – Economies and diseconomies of scale – cost functions.

UNIT-III

Market structure – characteristics – Pricing and output decisions – Methods of pricing – Differential pricing – Government intervention and pricing.

UNIT-IV

Profit – Meaning and nature – Profit policies – Profit planning and forecasting – Cost volume profit analysis – Investment analysis.

UNIT-V

National Income – Business cycle – Inflation and deflation – Balance of payments – Monetary and Fiscal Policies.

Reference Books:

1. Gupta G. S.- Managerial Economics
2. Varshey RX & Maheswari. KX. -Managerial Economics.

1.3 MANAGERIAL COMMUNICATION

UNIT-I

Role of Communication in Business - Main forms of Communication in Business -Communication process - Coding and decoding - Non-verbal symbols - Verbal symbols - Seven communication roadblocks.

UNIT-II

Active listening - Anatomy of poor listening - Contributors to poor listening -Anatomy of poor speaking - Good listening - Logical Traps.

UNIT-III

Business presentation - Features of good presentations - Planning, Structuring and Delivering presentations - Handling questions - Coping with nervousness.- call a meeting - Conducting meetings - minutes.

UNIT-IV

Business letters - Stationery - Format and layout -E-mail - Presenting mail - Commonsense and Eiquette. Report Writing - Parts of a Report - Qualities of a good report - Improving writing skills.

UNIT-V

Recruitment Correspondence - Application Letter - Curriculum Vitae / Resume -Invitation' to interview - Offer of employment - Letter of acceptance -letter of resignation -Recommendation letter.

Reference Books:

1. Matthukutty M Monippally, Business Communication Strategies, Tata McGraw-Hill. Chaturvedi P.D. et ai, Business Communication; Concepts, Cases, & Applications, Pearson Education.
2. Shirley Taylor, Communication for Business, Pearson Education. Lesiicar and Flatley, Basic Business Communication, Tata McGraw-Hill. Courtan L. Bovee et al., Business Communication Today, Pearson Education. Rajendra Paui et al., Business Communication, Sultan Chand & Sons.

1.4 LEGAL ENVIRONMENT OF BUSINESS

UNIT-1

Indian Contract Act-1872 - Meaning and Nature of Law - Offer and Acceptance -Consideration - Capacity of Parties - Free Consent - Legality of Object and Consideration - Agreements Expressly Declared Void - Contingent Contract - Performance of Contracts- Discharge of Contract

UNIT-II

Contracts of Indemnity and Guarantee- Contract of Bailment and Pledge-Contract of Agency

UNIT-III

Sale of Goods Act-1930 - Conditions and Warranties - Transfer of Ownership or Property in Goods - Performance of the Contract of Sale - Remedial Measures.

UNIT-IV

Indian companies Act-1956-Kinds of companies-Formation-Memorandum of Association- Articles of Association-prospectus-Statement in lieu of prospectus-Misstatements in prospectus

UNIT-V

Central of Agency- Indian Partnership Act- Nature of Partnership- The Negotiable Instruments Act, 1881.

Reference Books:

- 1.Nirmal Singh - Business Law - Deep & Deep Publication Pvt., Ltd., New Delhi.
2. N.D. Kapoor - Business Law - Sultan Chand - Ne'w Delhi.'

1.5 ORGANISATIONAL BEHAVIOUR

UNIT-I

Meaning, Nature and Scope of Organizational Behaviour - Need for studying Organizational Behaviour - Disciplines contributing to Organizational Behaviour -Organizational Behaviour process - Approaches to the study of Organizational Behaviour .

UNIT-II

Personality - Types of Personality - Theories of Personality - Perception - Perceptual Process - Perception and its application in Organizations.

UNIT-III

Motivation - Meaning - Nature of Motivation - Theories of Motivation and Techniques - Motivation Process- Job satisfaction - Measuring Job satisfaction.

UNIT-IV

Group Dynamics - Theories of Groups -Group cohesiveness - Group role - Group decision making techniques - Group conflict.

UNIT-V

Leadership - Leadership styles - Theories - Leadership styles in Indian Organizations - Power - Sources of Power - Organization Culture - Types of Culture -Function of Culture – Organizational Effectiveness.

Reference Books:

- 1.Stephen P. Robbins, Organizational Behaviour, Pearson Education. Newstrom & Davis, Organizational Behaviour, Tata McGraw-Hill.
- 2.Jit S Chandan. Organizational Behaviour, Vikas Publishing House.
- 3.K.Aswathappa, Organizational Behaviour, Himalaya Publishing House.
- 4.Fred Luthans, Organizational Behaviour, Tata McGraw-Hill.
- 5.L.M. Prasad, Organizational Behaviour, Sultan Chand & Sons.

1.6 BUSINESS POLICY AND STRATEGIC MANAGEMENT

UNIT-I

Introduction to Business Policy : Evolution, Nature, Purpose - Importance and the objectives of Business Policy. An overview of strategic Management: Policy-Strategy-Tactics -Levels of strategy-Strategic decision making-process.

UNIT-II

Strategy formulation: Strategic Intent-Vision, Mission, Business Definition, Goals and Objectives. External Environment: Market-Technological-Supplier-Economic-Regulatory-Political-socio-cultural and International environment-Techniques of Environmental Analysis.

UNIT-III

Strategy Alternatives: Corporate level strategies-Grand strategies: Stability-Expansion — Retrenchment- Combination. Business level strategies.

UNIT-IV

Strategy Analysis and Choice: Corporate level strategic analysis- Boston consulting group (BCG) matrix-General Electric (GE) matrix - Business level strategic analysis.

UNIT-V

Strategy Implementation and Evaluation: Project and Procedural Implementation-Resource allocation- structures-leadership- functional and operational Implementation.

Reference Books:

1. Azhar Kazmi, Business Policy and Strategic Management, Tata McGraw-Hill.
2. Charles W.L. Hill & Gareth R.Jones, Strategic Management Theory : An Integrated approach, Houghton Mifflin Company.
3. Arthur A. Thompson Jr, A.J. Strickland III and John E.Gamble, Crafting and Executing strategy: The quest for competitive advantage- Concepts and Cases-Tata McGraw-Hill.
4. Fred R. David, Strategic Management: Concepts and Cases, Pearson Education.
5. Thomas L. Wheeien, J.David Hunger, Concepts of Strategic Management and Business Policy Pearson Education.

1.7 FINANCIAL AND MANAGEMENT ACCOUNTING

UNIT-1

Introduction to Financial Accounting - Meaning, Scope, Principles, Concepts and Conventions - Preparation of Financial statements, Trial Balance - Manufacturing, Trading Account - Profit and Loss Account - Balance sheet.

UNIT-II

Financial Statement: Analysis and Interpretation – Meaning and Types of Financial Statement - Types of Financial Analysis - Steps involved in Financial Statement Analysis Techniques of Financial Analysis - Limitations of Financial Analysis.

UNIT-III

Ratio analysis - Meaning - Classification - Advantages of Ratio Analysis – Fund Flow Analysis - Cash Flow Analysis.

UNIT-IV

Budgeting Control - Meaning of Budget - Classification of Budgets – Performance Budgeting - Zero base budgeting - Standard Costing - Determination of Standard cost -Variance Analysis - Cost and sales Variances - Control of Variance.

UNIT-V

Marginal Costing and Profit planning - Cost Volume Profit Analysis - Break even analysis.

Reference Books:

1. R.S.N. Pillai & Bagavathi - Management Accounting S.Chand & Co.Ltd., New Delhi (2002)
2. R. Narayanaswamy - Financial Accounting - A managerial perspective Prentice Hall India Pvt, Ltd., New Delhi.
3. Bhattacharya S.K.John Dearden Accounting for Management text and cases – Vikas publishing house, New Delhi, 2000.
4. Dr. S.N. Maheswari - Financial Management Accounting - Sultan Chand and sons, New Delhi.
5. P.C. Tulsiar - Financial Accounting - Tata McGraw Hill, Publishing Company, New Delhi.
6. Dr. VR. Palanivelu University Sconce press New Delhi (2013).

1.8 RESEARCH METHODOLOGY

UNIT-I

Nature and significance of Management research - Concepts of social science research - Stages in research process - Research Design - Hypothesis.

UNIT-II

Kinds of data - Methods of data collection - Sampling techniques - Survey method ~ Case Study - Interview techniques - Interview schedule - Questionnaire - Data processing -Report writing.

UNIT-III

Measures of central tendency - Measures of dispersion - Measures of asymmetry -Measures of relationship - Simple regression analysis - Multiple correlations and regression analysis.

UNIT-IV

Testing of hypotheses - Procedure for hypothesis testing - Chi-square test -t test - F test - Limitations of the tests of hypotheses.

UNIT-V

Analysis of Variance (ANOVA) - Setting up ANOVA table - One way and two way ANOVA - Analysis of covariance - Non-parametric tests - Multivariate techniques.

Reference Books:

1. Wilkinson *S.L* Bhandarkar - Methodology and Techniques of Social Research
2. Kothari C.R - Research Methodology: Methods and Techniques
3. Gopal M.H - An Introduction to Research Procedure in Social Sciences
4. Gupta S.P- Statistical Methods
5. Uma Sekaran - Research Methods for Business.

2.1 PRODUCTION MANAGEMENT

UNIT-1

Production Management - Definition - Production System - Difference between services and goods production - Historical development of production management -Product design - Steps - Designing for the customer.

UNIT-II

Facility location - Factors affecting plant location - Plant location selection methods Process analysis - Types of processes - Process selection - Methods - Production layout techniques -Process layout.

UNIT-III

Capacity planning - Concepts - Economies of scale - The Experience curve -Determining capacity requirements - Enterprise resource planning - Production scheduling - Nature and Importance of work centers.

UNIT-IV

Materials management - Materials requirement planning - Master production schedule - Purchase management - Vendor selection - Methods - JIT system- Inventory control - Purposes - Inventory models - EOQ models (without shortages) - Break models.

UNIT-V

Quality control - Acceptance sampling - Statistical quality control -Maintenance management - Purposes - Types - Break down and Preventive maintenance Work measurement - Work study - Time study- Standard time - Measurement techniques.

Reference Books:

1. Production and Operations management - B.S. GoeJ - Pragati Prakashan (2005)
2. Production and Operations management - S.A.Shunwalla & Patel, Himalaya Publishing (2006)
3. Production and Operations Management - R. Panneerselvan - Prentice Hall (2005).

2.2 FINANCIAL MANAGEMENT

UNIT-1

Introduction - Finance and Related Disciplines - Scope and objectives of Financial Management- Finance function and its organization.

UNIT-II

Capital Expenditure Evaluation - Methods and Appraisals - Pay back period, simple and Discounted - Net Present value, Internal Rate of Return - Accounting Rate of Return and Profitability Index - Capital rationing.

UNIT- III

Cost of Capital - Importance, Measurement of specific cost - Computation of Overall Cost of Capital - Capital structure - Determinants and theories.

UNIT-IV

Dividend policy Decision - Determinants – Leverages and its types – simple Problems.

UNIT-V

Sources of Finance - Short term and Long term sources – Working capital management – Determinants of Working Capital – Estimation of WC requirement – Simple Problems.

Reference Books:

1. Pandey I.M., Financial Management, Vikas Publishing House.
2. Prasanna Chandra, Fundamentals of Financial Management, Tata McGraw-Hill
3. James and Van Home, Financial Management and Policy, Prentice Hall
4. Maheswari. S.N., Financial Management: Principles and Practice, Sultan Chand & Sons.
5. Khan. M and Jain.P, Financial Management; Principles and Practice, Tata McGraw-Hill.
6. Dr. VR Palanivelu Sultan chands sons Ltd New Delhi.

2.3. HUMAN RESOURCE MANAGEMENT

UNIT-1

Perceptive in Human Resource Management: Evolution – Importance- Objectives - Role of Human Resource Manager.

UNIT-II

The Concept of Best-fit employee: Importance of Planning -Forecasting - Internal and external sources. Selection process screening.

UNIT-III

Training and executive development; Training Needs - Types of training methods, purposes, benefits Resistance.

UNIT-IV

Sustaining employee interest; Compensation plan - Reward - Motivation - Theories of motivation.

UNIT-V

Performance evaluation and control process: Method of performance evaluation -Feedback - Industry practices. Promotion, demotion, transfer and separation - The control process - Importance - Methods - Requirement of effective control systems.

Reference Books:

- 1.Decenzo and Robbins, Human Resource Management, Wilsey.
2. Biswajeet Pattanayak, Human Resource Management, Prentice Hall of India.
- 3.Mamoria C.B. and Mamoria S. Prsonnel Management, Himalaya Publishing Company.
- 4.Dessler,HumanResourceManagement,PearsonEducationLimited.

2.4 MARKETING MANAGEMENT

UNIT-1

Markets and marketing - Scope of Marketing - Fundamental concepts, Marketing and customer value - Nature and contents of a marketing plan.

UNIT-II

Marketing Research Process - Measuring marketing productivity - Demand Measurement - Building Customer Value, Satisfaction and Loyalty - Maximizing Customer Lifetime Value - Customer Relationship Management.

UNIT-III

Levels of Marketing Segmentation - Segmenting Consumer Markets - Bases for segmenting Business Markets - Market Targeting - Building and managing Brand Equity -Developing and communicating a positioning strategy - Differentiation Strategies - Product Life Cycle Strategies.

UNIT-IV

Product Characteristics and Classification - Product and brand relationships -Developing Pricing Strategies and Programmes - Setting and Adapting the Price.

UNIT-V

Role of Marketing Communication - Developing Effective Communication -Deciding and managing Marketing Communication Mix - Advertising versus Promotion -Direct Marketing and Interactive Marketing - New Product Development Process.

Reference Books:

- 1.Philip Kotler and Kevin Lane Keller; Marketing Management, Prentice Hall India.
2. Kotler and Armstrong: Principles of Marketing, Prentice Hall India.
- 3.V.S. Ramaswamy and S.Namakumari; Marketing Management, Macmillan India.
- 4.Rajiv Lal et al: Marketing Management: Text and Cases, Tata McGraw-Hill.
5. Etzel, Stanton and Walker: Fundamentals of Marketing, McGraw-Hill.

INTERNATIONAL BUSINESS

Unit – I

Introduction – Definition – Trade and Investment Flow – Economic Theories – Forms for International Business – Trade Policy – Export Promotion – Export Procedures and documents – FOREX Management – Exchange Rate Determination – Exchange Risk .

Unit II

International Business Environment – Globalization of Business – Economic, Political and Cultural Environment of International Business – WTO and Trade Liberalization – Emerging Issues – Implications for India – Regional Trade Blocks – Inter-regional Trade among Regional Groups

Unit III

Global Strategic Management: Structural Design of Multi-National Enterprises (MNEs)- Strategic Planning – Strategic Considerations – National Vs Global Competitiveness.

Unit –IV

Control and Evaluation of International Business: Control of MNEs – Strategic Planning – Strategic Considerations – National Vs Global Competitiveness

Unit V

Conflict in International Business & Negotiations: Factors causing conflict – Conflict resolution actions – The role of Negotiations in International Business – The role of International Agencies in Conflict resolution

Reference Books

1. John.D.Daniels and Lee H.Radebaugh, 'International Business' Pearson Education Asia
2. Richard M.Hodgetts and Fred Luthans, International Management, Tata MCGraw Hill, New Delhi.
3. Charles W.L.Hills, International Business, Tata McGraw Hill, New Delhi
4. Francis Cherunilam, International Business, Wheeler Publication

INTERNATIONAL MARKETING

Unit-I

Introduction to International Marketing, Nature, scope and different complexities of International Marketing, International Marketing Environment, Basis of International Trade, India and World Trade,

Unit -II

Balance of Trade, Balance of Payments and Instruments of Trade Policy, Devaluation, Revaluation, Appreciation & Depreciation, Export documents and procedure.

Unit -III

Concept of Free Trade and Regional Economic Groupings, Selection of Global Markets, Segmentation and Positioning, Product Planning, International PLC, Developing international Pricing Policies and Strategies for Export.

Unit -IV

Market Entry and overseas distribution system, Overseas Market Research, Marketing Plan for Exports Multinationals and their role in International Marketing.

Unit -V

Management of Risks in international marketing, Instruments of Financial Transactions in international marketing, New Techniques (Joint Ventures, Sub Contracting & BOP) in international marketing.

Reference Books:

1. R.S.N.Pillai Bagavathi : Marketing Management
2. Philip Kotler : Marketing Management
3. David Carson : International Marketing
4. John Fayerweather : International Marketing
5. Philip B. Cateora nad John M. Hess : International Marketing
6. Varshney and Bhattacharya : International Marketing management.
7. Alexender C. Stanley : Handbook of International Marketing.

INTERNATIONAL FINANCE

Unit -I

International Finance: An overview- Importance - nature and scope - Theories of International Finance - Recent changes and challenges in IF- International Flow of Funds: Balance of Payments (BOP) - Fundamentals of BOP - Accounting components of BOP - Factors affecting - International Trade flows - International flows.

Unit -II:

International Monetary System: Evolution - Gold Standard - Bretton Woods System - the Flexible Exchange Rate Regime - Evaluation of Floating Rates - The Current Exchange Rate Arrangements - The Economic and Monetary Union (EMU).

Unit -III

Foreign Exchange Market - Function and Structure of the Forex markets - Major Participants - Types of Transactions and Settlements dates - Foreign exchange Quotations - Process of Arbitrage - Speculation in the forward market - Currency Futures and Options Markets- Overview of the other markets Euro currency market - Euro credit market.

Unit -IV

Exchange Rates - Measuring Exchange Rate movements - Factors influencing Exchange Rates - Government influence on Exchange Rates- Exchange Rate Systems - Managing Foreign Exchange Risk - International Arbitrage and Interest Rate Parity - Relationship between Inflation - Interest Rates and Exchange Rates Purchasing Power Parity - International Fisher Effect Fisher Effect.

Unit -V

Asset liability Management - Foreign Direct Investment - International Capital Budgeting - International Capital Structure and Cost of Capital - International Portfolio Management - International Financing - Equity - Bond financing -International Cash Management - Trade Finance Methods - Export Import bank of India - RECENT amendments in EXIM policy - Regulations and Guidelines.

References

1. S.Eun Choel and Risnick Bruce: International Financial Management, TMH, 2009
2. T. Siddaiah: International Financial Management, Pearson, 2009
3. Alan C.Shapiro: Multinational Financial Management, John Wiley, 2009.28
4. Jeff Madura: International Corporate Management, Cengage, 2009.
5. V.A Avadhani: International Financial Management, HPH, 2008
6. Madhu Vij: International Financial Management, Excel, 2009.
7. P.K Jain: Josette Peyrard and Surendra S. Yadav, International Financial
8. Management, Macmillan, 2009.
9. P.G.Apte: International Financial Management, TMH 2009

ENTREPRENEURSHIP

Unit – I

Entrepreneurship – Introduction – Meaning – Historical Background of Entrepreneurship Development – Importance of Entrepreneurship – Entrepreneur Development Programmes – Objectives of EDPs – Process of EDPs – Phases of EDPs – Institutions for Entrepreneurship Development – EDPs by Banks – SIDBI- Evaluation of EDPs – Problems – Emerging Scenario

Unit – II

Project Identification – Project Formulation – Guidelines – Common Errors in Project formulation – Concepts of Project Appraisal – Methods of Project Appraisal – Financing of Enterprises – Sources – Term. Loans, Short-term Finance, Export Finance – Ownership Structures – Proprietorship, Partnership, Company, Co-operatives – Government Incentive and Assistance

Unit – III

Institutional Finance to Entrepreneurs – Commercial Banks – IFCI – IRBI – LIC-UTI- State Financial Corporations – State Industrial Development Corporations – SIDBR- EXIM Bank – Technical Support to Entrepreneurs – NSIC, SIDO, SISI, District Industries Centers – Technical Consultancy Organizations – Government Support to small – scale enterprises.

Unit – IV

Institutional Support to Entrepreneurs – Introduction – Meaning – Small – scale Industries Board – Small Industries Development Organization – Small Industries Service Institute – National Small Industries Corporation – National Productivity Council – National Research Development Corporation – Khadi and Village Industries Commission – Industry Association – Industry Related

Unit V

Women Entrepreneurs – Introduction – Meaning – Concept of Women Entrepreneur – Factors Influencing Women Entrepreneurs – Types of Women Entrepreneurs – Male Entrepreneurs vs Female Entrepreneurs – Women Entrepreneurs in india – Support and Assistance – Problems – Remedial Measures

Reference Books

1. Entrepreneurship Development – E.Gordeon, K.Natarajan
2. Entrepreneurial Development, S.S.Khanka, S.Chand & Co.,
3. Entrepreneurship New Venture Creation, David H.Holt Prentice Hall of India, New Delhi
4. Entrepreneurship 5th Editions, Robert D.Hisrich, Michale, P.Peters, Tata MCGRAW-Hill, New Delhi
5. Entrepreneurship Development in India, Gupta, Srinivasan, Sutan Chand & Sons, New Delhi
6. Problems of Prospects of Small Scale Industries in India, Vasant Desai, Himalaya Publishing House, Bombay.