

PROPOSED SYLLABUS

B.A. Resource Management & Design Application

Choice Based Credit System

Preamble

We are living in a world of scarce and finite resources and hence, management of resources becomes imperative for the society as a whole. The stream of Resource Management & Design Application focuses on optimization of resource utilization at the design stage itself. A good design is one which is least costly and most simple. Through its subjects like Management of New and Small Enterprises, Resources and Sustainable Development, Interior Design and Decoration, Ergonomics in Design Development and Human Resource Management, the stream intends to expose students to design from micro to the macro-level starting from the home to organization and the world – all with the backdrop of management and precious resources. The theme is sustainability, conservation and recycling of resources and use of alternate sources of energy. The aim is betterment of the environment and the world at large.

B.A. RESOURCE MANAGEMENT & DESIGN APPLICATION

| Category of Paper | Name of Papers | Theory Credits | Practical/ Tutorial Credits |
|------------------------------------|---|-----------------------|------------------------------------|
| Discipline Specific Course (DSC) | 1. Resource Management 2. Family Finance & Consumer Studies 3. Basics of Interior Design 4. Entrepreneurship Development | 4 4 4 4 | 2 2 2 2 |
| Discipline Specific Elective (DSE) | 1. Space Planning & Design 2. Human Resource Management | 4 4 | 2 2 |
| Skill Enhancement Course (SEC) | 1. Resources & Sustainable Development 2. Retail Design 3. Computer Aided Design 4. Waste to Wealth | | 2 2 2 2 |
| General Elective (GE) | 1. Basics of Interior Design 2. Entrepreneurship Development | 4 4 | 2 2 |

**CHOICE BASED CREDIT SYSTEM IN
B.A. RESOURCE MANAGEMENT & DESIGN APPLICATION**

| SEMESTER | DISCIPLINE SPECIFIC COURSE (DSC) (12) | ABILITY ENHANCEMENT COMPULSORY COURSE (AECC) (2) | SKILL ENHANCEMENT COURSE (SEC) (2) | DISCIPLINE SPECIFIC ELECTIVE DSE (4) | GENERIC ELECTIVE (GE) (4) |
|-----------------|---|---|---|---|--|
| I | English/ MIL-1 | English/MIL Communication /Environmental Science | | | |
| | DSC-RMDA -1A: Resource Managment (Theory + Practical) | | | | |
| | DSC-2A | | | | |
| II | MIL/English-1 | Environmental Science/ English/MIL Communication | | | |
| | DSC-RMDA 1B: Family Finance & Consumer Studies (Theory + Practical) | | | | |
| | DSC-2B | | | | |
| III | English/ MIL-2 | | SEC-1 | | |
| | DSC-RMDA-1C: Basics of Interior Design (Theory + Practical) | | | | |
| | DSC-2C | | | | |
| IV | MIL/English-2 | | SEC-2 | | |
| | DSC- RMDA-1D: Entrepreneurship Development (Theory + Practical) | | | | |
| | DSC-2D | | | | |
| V | | | SEC-3 | DSE-1 A | GE-1 |
| | | | | DSE-2 A | |
| VI | | | SEC-4 | DSE-1 B | GE-2 |
| | | | | DSE-2 B | |

ELECTIVE: DISCIPLINE SPECIFIC DSE (Any 2) (1 in Sem V and 1 in Sem VI):
CREDITS – 6 (4 Period Theory and 4 Period Practical per Week)

DSE-RMDA-1A: Space Planning & Design (Theory + Practical)
DSE-RMDA-1B: Human Resource Management (Theory + Practical)

SKILL ENHANCEMENT ELECTIVE COURSE (Any 4, 1 each in Sem III, IV, V and VI):
CREDITS – 2 (2 Period Theory or 4 Period Practical per Week)

SEC-1: Resources & Sustainable Development
SEC-2: Retail Design
SEC-3: Computer Aided Design
SEC-4: Waste to Wealth

ELECTIVE: GENERIC (GE) (Any 2, 1 each in Sem 5 and 6):
CREDITS – 6 (4 Period Theory and 4 Period Practical per Week)

GE 1: Basics of Interior Design
GE 2: Entrepreneurship Development

DISCIPLINE SPECIFIC COURSE (DSC)
DSC-RMDA- 1 A: RESOURCE MANAGEMENT
(CREDITS: THEORY-4, PRACTICAL-2)

THEORY

LECTURES: 60

Unit I: Introduction to Resource Management **16**

- Concept, universality and scope of management
- Approaches to management
- Ethics in management
- Motivation Theory

Unit II: Resources **18**

- Understanding meaning, classification and characteristics of resources, factors affecting utilization of resources.
- Maximizing use of resources and resource conservation.
- Availability and management of specific resources by an individual/ family
 - Money
 - Time
 - Energy
 - Space
- Application of Management Process in:
 - Event Planning & Execution

Unit III: Functions of Management: An overview **22**

- Decision Making
- Planning
- Supervising
- Controlling
- Organizing
- Evaluation

PRACTICAL

1. Resource conservation and optimization/green technologies (natural resources): Portfolio **3**
2. Identification and development of self as a resource. **3**
 - SWOT analysis-who am I and Micro lab
 - Building Decision Making abilities through management games
3. Preparation of time plans for self and family **3**
4. Time and Motion Study **3**
5. Event planning ,management and evaluation-with reference to **2**
 - Managerial process
 - Resource optimization - time, money, products, space, human capital

RECOMMENDED READINGS

- Koontz.H. and O'Donnel C., 2005, Management – A systems and contingency analysis of managerial functions. New York: McGraw-Hill Book Company
- Kreitner. 2009, Management Theory and Applications, Cengage Learning: India
- Rao V.S. and Narayana P.S., Principles and Practices of Management, 2007, Konark Publishers Pvt. Ltd.

DSC -RMDA- 1 B : FAMILY FINANCE AND CONSUMER STUDIES (CREDITS: THEORY-4, PRACTICAL-2)

THEORY

LECTURES :60

Unit I: Income and Expenditure

17

- Household Income – Types, Sources, Supplementation of family income, use of family income, budgets, maintaining household accounts
- Factors influencing expenditure pattern
- Family savings and investments- need ,principles, channels of investment, tax implications
- Consumer credit- need, sources, credit cards, Housing finance
- Personal finance management – tax implications, calculation of personal income tax,
- Guidelines for wise buying practices

Unit II: Consumer in India: Consumer problems and education

19

- Definition of a consumer
- Role of consumers in the economy, National Income, Per Capita Income, Household wise distribution of income
- Changing nature of the business world –e-commerce, e-business
- Types of consumer problems – products and service related, investment and infrastructure related, Causes and solutions
- Consumer education and empowerment

Unit III: Consumer Protection

20

- Consumer protection
- Consumer rights and responsibilities
- Consumer organizations – origin, functioning, role and types.
- Consumer cooperatives – role, history and growth in India, PDS Kendriya Bhandars.

- Basic legislative framework for consumer protection in India, Consumer Protection Act 1986 COPRA, Alternative redressal mechanisms, Mediation centres
- Standardization and quality control measures: ISI, FPO, AGMARK, ISO, Eco mark, Wool mark, Silk mark, Cotton mark, Handloom mark, BEE star labelling and others

PRACTICAL

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|--|----------|
| 1. Evaluation and designing of advertisements in the print media including products, services and social ads. | 3 |
| 2. Evaluation and designing of informative and attractive labels of different type of food products. | 3 |
| 3. Case study of banks and post offices to understand their services and products, Learning to fill different bank forms | 3 |
| 4. Analysis of consumer redressal through case study approach under CPA. | 3 |
| 5. Food adulteration tests | 2 |

RECOMMENDED READINGS

- Khanna S.R., Hanspal S., Kapoor S. & Awasthi H.K., 2007 Consumer Affairs, Universities Press India Pvt. Ltd.
- Sawhney, H.K. & Mital, M., 2007, Family Finance & Consumer Studies, Elite Publishing House Pvt. Ltd.
- Seetharaman, P. and Sethi, M., 2001, Consumerism: Strength and Tactics, New Delhi: CBS Publishers.

DSC -RMDA- 1C : BASICS OF INTERIOR DESIGN (CREDITS: THEORY-4, PRACTICAL-2)

THEORY

LECTURES: 60

Unit I: Design Fundamentals

30

- Objectives of Art & Interior Design.
- Types of Design: Structural & Decorative.
- Elements of Content: Space, Point, Line, Shape, Form, Texture, Light & Color.
- Elements of Order: Scale, Similarity, Proximity, Sequence, Trends, Themes, Geometrical Organization.
- Principles of Composition – Rhythm, Balance, Proportion, Emphasis, Unity, (Variety, Simplicity/Economy, Suitability).

- Composition of a Drawing – Harmony, Clarity, Adequacy.
- Color & its Application.
 - Dimensions of color.
 - Importance of color & its role in creation of the design.
 - Color systems & Theories.
 - Color Harmonies.
 - Principles of Design as applied to color use.
 - Color Forecasting
- Design Drawing – Drawing as a language to explore & communicate Ideas.

Unit II: Furniture & Furnishings: Historical Perspectives & Contemporary Trends 26

- History of Interior Design – including periods like Mughal Architecture, Colonial style, Renaissance.
- Architectural Styles –based on themes and main periods, like post Renaissance and modern style.
- Contemporary Trends in Interior Design with respect to furniture, furnishings & accessories.
- Furniture – Types, Construction, Selection and purchase, Arrangement, Care and maintenance
- Furnishings – selection, care and maintenance of fabrics used for -
 - Soft furnishings: curtains and draperies, upholstered furniture, cushions and pillows, etc.
 - Floor coverings
- Accessories – Uses, Classification, Design, Selection & Arrangement.
- Traditional and Modern Surface Finishes – types and uses
 - Furniture
 - Wall
 - Floor
 - Ceilings
 - Roofing
- Lighting applications (Energy efficient lighting design – number and type of lamps and luminaires for efficiency in lighting).
- Accessories – Uses, Classification, Design, Selection & Arrangement.

PRACTICAL

- Drawing – Introduction to drawing instruments & tools (manual & computer tools) **2**
 - Drawing lines (freehand & with drawing instruments) - both 2-dimensional & 3-dimensional
 - Lettering
 - Sketching (figures, buildings, trees & plants, vehicles) - both 2-dimensional & 3-dimensional
 - Rendering for different surfaces such as trees, brick, grass, water, wood, stone, earth, concrete using Water Colours, Stubbing, Pencil Colours
- Preparation of catalogue comprising pictures denoting application of Art & Elements of Design; Colour - Colour Wheel, Dimension & Harmonies of Colour. **2**
- Floor plans with rendering (Theme based- Manual/Computer aided) **3**
- Elevation & perspective plans with rendering (Manual/Computer aided) **2**
- Furniture & furnishing plans of specific areas- Critical Analysis **2**
- Preparation of portfolio based on historical designs & market review of furniture and furnishing materials (upholstery, curtains and draperies, bed & table linen) **3**
 - Wall coverings & decorations (pictures, etc)
 - Floor coverings & decorations
 - Window & door treatments
 - Lighting systems
 - Artifacts (sculptures, ceramics/terracotta, handicrafts, flower arrangements, etc.)
 - Fittings and fixtures
 - Wood and its substitutes.

RECOMMENDED READINGS

- Lawrence M, (1987), Interior Decoration, New Jersey: Chartwell Books.
- Riley & Bayen., (2003), The Elements of Design, Mitchell Beazley.

DSC-RMDA- 1 D: ENTREPRENEURSHIP DEVELOPMENT (CREDITS: THEORY-4, PRACTICAL-2)

THEORY

LECTURES: 60

Unit I: Entrepreneurship Development

17

- Entrepreneurship- concept, definition, need and significance of entrepreneurship development in India, entrepreneurship growth process, barriers, entrepreneurship education model.

- Entrepreneur-their characteristics, types, gender issues, role demands and challenges.
- Entrepreneurial Motivation.
- Challenges faced by Women Entrepreneurs

Unit II: Enterprise Planning and Launching **17**

- Types of enterprises classification based on capital, product, location, ownership pattern and process
- Sensing business opportunities and assessing market potential; market research
- Appraising of project and feasibility

Unit III: Enterprise Management and Networking **22**

- Managing Production
 - Organizing Production; input-output cycle
 - Ensuring Quality
- Managing Marketing
 - Understanding markets and marketing
 - Functions of Marketing
 - 4Ps of Marketing(same as marketing mix)
- Financial Management
 - Meaning of Finance
 - Types and Sources of Finance
 - Estimation of project cost
 - Profit Assessment
- Networking of Enterprises

PRACTICAL

1. SWOT analysis with respect to entrepreneurial competencies through case profiling of successful entrepreneurs and enterprises. **2**
2. Achievement Motivation lab-development of entrepreneurial competencies **3**
3. Survey of an institution facilitating entrepreneurship development in India. **3**
4. Preparation of business plan. **6**

RECOMMENDED READINGS

- Gundry Lisa K. & Kickul Jill R.,2007, Entrepreneurship Strategy: Changing Patterns in New Venture Creation, Growth, and Reinvention, SAGE Publications, Inc.
- Taneja & Gupta, 2001, Entrepreneur Development- New Venture Creation, Galgotia Publishing Company

DISCIPLINE SPECIFIC ELECTIVE (DSE)

DSE -RMDA- 1 A: SPACE PLANNING AND DESIGN (CREDITS: THEORY-4, PRACTICAL-2)

THEORY

LECTURES: 60

Unit I: Basic Concepts in Space Planning and Design 16

- Concept of house, housing, architecture;
- Functions and concept of adequacy of space
- Characteristics of space, principles of planning spaces; planning and designing
- Types of house plans: floor, elevation, structural drawings and perspective plans
- Types of houses: Row, Semi-detached, detached, independent houses or flats/apartments, multi-storeyed buildings
- Basic norms and space standards in operation – NBC and MPD
- Structuring spaces: indoor and outdoor; space articulation: zones in spatial planning.
- Analysis of furniture needs of different zones in a house/workstations
- Green rating systems – GRIHA and LEED.

Unit II: Building Construction Techniques And Technologies: Innovations For Sustainable Development 24

- Classification of building materials – Conventional/Non-Conventional
- Site selection – Factors
- Foundation – Purpose, types of foundations, reasons for failure of foundation
- Damp-proofing and water-proofing - defects, sources and treatment.
- Masonry- types
- Flooring - types
- Roofs- types
- Lintels and Arches- definitions and purpose
- Doors and Windows- types
- Staircase - types
- Partitions and Panelling - types
- Cost economy in construction
- Concept and scope of pre-fabrication and modular housing

Unit III: Interior Environment and Services: Climatic Considerations 16

- HVAC
- Lighting: types of lighting systems

- Water and Plumbing systems, water harvesting.
- Insulation: sound and thermal – materials used and types of insulation

PRACTICAL

1. Housing by-laws and symbols, Different types of plans 2
2. Critical Evaluation of independent houses and apartments. 2
3. Identification of building materials and evaluation concerning their characteristics (favourable and unfavourable features), uses and applications, cost and environment friendliness. 2
4. Evaluation of buildings on energy efficiency parameters using green rating systems like GRIHA and LEED. 2
5. Observe and prepare house plans for different income groups up to 100 sq.m area (Computer aided /manual). 6

RECOMMENDED READINGS

- Adler, David., 2004, Metric HandBook planning & Design, Architectural press.
- Kumar, Sushil, 2008, Building Construction, Standard publisher.

DSE -RMDA- 1 B: HUMAN RESOURCE MANAGEMENT

(CREDITS: THEORY-4, PRACTICAL-2)

THEORY

LECTURES: 60

Unit I: Human Resources Management

15

- Concept, Scope and Significance
- Organisation Theories
- Human Resource Development and its challenges

Unit II: Functions of HRD

26

- Manpower planning
- Job Analysis – job description and job specification
- Recruitment, selection and placement
- Performance appraisal and development
- Basics of Employee compensation
- Training and Development

- Motivation

Unit III: Human Resources Audit **15**

- Concept
- Significance
- Process

PRACTICAL

- | | |
|--|----------|
| 1. Case study analysis and secondary research. | 3 |
| 2. Simulations/Presentations | |
| - HR Planning – Job Analysis and Design (Levels). | 3 |
| - Selection and Recruitment Strategies | 3 |
| - Interview techniques and skills (mock interview) | 3 |
| - Performance Appraisals – Methods | 2 |

RECOMMENDED READINGS

- Aswathappa. K, 2008, Human Resource and Personnel Management - Text and cases, Tata McGraw-Hill Publishing Company Ltd, New Delhi.
- Gary Dessler, 2006, Human Resource Management, Prantice Hall of India Pvt. Ltd, New Delhi.
- Subbaroo, R., 2007, Personnel and HRM – Text and Cases, Himalaya Publishing House, New Delhi.

SKILL ENHANCEMENT COURSES (SEC)

SEC 1: RESOURCES AND SUSTAINABLE DEVELOPMENT

(CREDITS: PRACTICAL-2)

PRACTICAL

1. Introduction to concept and dimensions of sustainable development, major conferences and agreements on sustainable development - Power point presentation and group discussion **1**
2. MDG's and challenges to sustainable development (Climate and Global Change, Energy, Water Resources, Population, Economic Development, etc.); (Case study approach) **2**
3. Water/Air analysis - Lab testing and class presentation **2**
4. Experiential learning through field visit: Sewage treatment plant/ Vermicomposting unit/ Air Monitoring Laboratory/ Environment Pollution Detecting Laboratory/ Rain Water Harvesting System/ Biogas Plant/ Green Building/ Ecotel Hotel/ CPCB/ Greenhouse/ Solid Waste Management Plant/ hydro/thermal power plants/ Environmental Agencies or National Parks/ Sanctuaries/ Biosphere Reserves. **2**
5. Development of awareness programme on sustainable consumption practices for masses.
6. A Survey related to environmental issues amongst the citizens: Data to be collected and analyzed statistically with suggestions for environmental management Or Secondary data collection/Case profile of any one govt. or non-govt. organization that contributed to environmental protection in India. **1**

RECOMMENDED READINGS

- Koontz.H. and O'Donnel C., 2005, Management – A systems and contingency analysis of managerial functions. New York: McGraw-Hill Book Company
- Kreitner. 2009, Management Theory and Applications, Cengage Learning: India
- Rao V.S. and Narayana P.S., Principles and Practices of Management, 2007, Konark Publishers Pvt. Ltd.
- Ganesha Somayaji and Sakarama Somayaji ,2009, Environmental concerns and sustainable development: some perspectives from India, TERI Publication
- I. Sundar ,2006, Environment And Sustainable Development, Aph Publishing Corporation

- UN Millennium Project, 2005. Innovation: Applying Knowledge in Development. Science, Technology and Innovation Task Force Report.
- World Bank, 2006, Enhancing Agricultural Innovation: How to go beyond the strengthening of research systems, World Bank: Agriculture and Rural Development

SEC 2: RETAIL DESIGN
(CREDITS: PRACTICAL-2)

PRACTICAL

- **Introduction to Retail Design** - Importance of retail design **1**
- Types of retail and commercial spaces – Field visits **2**
- Consumer buying decisions and influencing factors – Survey **2**
- Layout plan and store design – Survey **2**
- Elements of store design in a retail such as lighting, colour, music, props, accessories, etc.-
Observation **3**
- Project - Case study of store layout (Interactive) **5**

RECOMMENDED READINGS

- Mitton Maureen. (2004) Interior Design Visual Presentation: A Guide to Graphics, Models and Presentation Techniques, 2nd ed. New Jersey: John Wiley and Sons.
- Balaji, Tuli S. (2005). Retail Management

SEC 3: COMPUTER AIDED DESIGN
(CREDITS: PRACTICAL-2)

PRACTICAL

- Introduction to AUTO-CAD 1
- Creating folders and opening and saving files 1
- Commands for creating lines, rectangles, circles etc. 1
- Commands for creating complex figures 1
- Using commands for creating furniture, lighting and plumbing symbols. 2
- Making simple house plans. 4
- Drawing simple 3D objects such as chair, tables etc. 1
- Generating printouts. 1

- Projects

2

RECOMMENDED READINGS

- Lawrence M, (1987), Interior Decoration, New Jersey: Chartwell Books.
- Riley & Bayen., (2003), the Elements of Design, Mitchell Beazley.

SEC 4: WASTE TO WEALTH

(CREDITS: PRACTICAL-2)

PRACTICAL

1. Explore kind of waste available/generated by people. **3**
2. Explore ideas for reusing and recycling the waste generated by residents. **3**
3. Case profile of success stories of waste to wealth. **3**
4. Develop prototype/ project for reuse and recycling of waste. **5**

RECOMMENDED READINGS

- Lal, Banwari & Sarma, Priyangshu M. (2011) Wealth from Waste: Trends and Technologies, 3nd ed. New Delhi: The Energy and Resources Institute.
- McDonough, William and Braungart, Michael. (2002). Cradle to Cradle: Remaking the Way We Make Things, United States: North Point Press.

GENERAL ELECTIVES (GE)

GE 1 : BASICS OF INTERIOR DESIGN (CREDITS: THEORY-4, PRACTICAL-2)

THEORY

LECTURES: 60

Unit I: Design Fundamentals

30

- Objectives of Art & Interior Design.
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(CREDITS: THEORY-4, PRACTICAL-2)

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- Entrepreneurial Motivation.
- Challenges faced by Women Entrepreneurs

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- Types of enterprises classification based on capital, product, location, ownership pattern and process
- Sensing business opportunities and assessing market potential; market research
- Appraising of project and feasibility

Unit III: Enterprise Management and Networking **22**

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 - Organizing Production; input-output cycle
 - Ensuring Quality
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 - Understanding markets and marketing
 - Functions of Marketing
 - 4Ps of Marketing(same as marketing mix)
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 - Meaning of Finance
 - Types and Sources of Finance
 - Estimation of project cost
 - Profit Assessment
- Networking of Enterprises

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5. SWOT analysis with respect to entrepreneurial competencies through case profiling of successful entrepreneurs and enterprises. **2**
6. Achievement Motivation lab-development of entrepreneurial competencies **3**

7. Survey of an institution facilitating entrepreneurship development in India. **3**
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