

Pune District Education Association's
Baburaoji Gholap College
Sangvi, Pune 411 027 (Maharashtra).

Proposed Syllabus

for

**Master of Vocation (M.Voc.)
In**

**Software Development
and Management
(Semester I to IV)**

Submitted to

University Grant Commission

**Bahadur Shah Zafar Marg,
New Delhi - 110002.**

**Pune District Education Association's
Baburaoji Gholap College, Sangvi, Pune 411 027 (Maharashtra).**

**Structure of M.Voc. Syllabus
Master of Vocation in Development and Management**

Syllabus to be implemented from academic year 2020 - 2021

Year - I			Semester - I
Course Code	Course type	Course Name	No. of Credits
MV-101	Theory	Problem Solving using C	4
MV-102	Theory	Organizational Behavior	4
MV-103	Theory	Computer fundamentals	4
MV-104	Practical	Lab course on Problem Solving using C	6
MV-105	Practical	Fundamentals of Retail Management	6
MV-106	Practical	HTML and CSS with Mini Project	6
Total number of credits			30

Year - I			Semester - II
Course Code	Course type	Course Name	No. of Credits
MV-201	Theory	Problem solving using C	4
MV-202	Theory	Financial Management	4
MV-203	Theory	Software Engineering using UML	4
MV-204	Practical	Lab course on Problem solving using C	6
MV-205	Practical	IT for Retailing and Online shopping	6
MV-206	Practical	Sales Management and Personal Selling with Mini Project	6
Total number of credits			30

Year - II			Semester - III
Course Code	Course type	Course Name	No. of Credits
MV-301	Theory	PHP Programming	4
MV-302	Theory	Marketing Management	4
MV-303	Theory	Project Management	4
MV-304	Practical	Lab Course on PHP Programming	6
MV-305	Practical	Retail Merchandise Management	6

MV-306	Practical	Human Resource Management	6
Total number of credits			30

Year - II			Semester - IV
Course Code	Course type	Course Name	No. of Credits
MV-401	Theory	Web Technology	4
MV-402	Theory	Testing & Quality Assurance	4
MV-403	Theory	Entrepreneurships in Retail Business	4
MV-404	Practical	Industrial Training	18
Total number of credits			30

M.Voc. in Development and Management			
Course Name	Problem Solving using C		
Course Code	MV 101		
Class	F.Y.M.Voc.	Semester	I
No. of Credits	04	Contact Hours	60
Aim			
<ul style="list-style-type: none"> To Develop the Knowledge about Basic C Programming. 			
Objectives			
<ul style="list-style-type: none"> Define the reading Concept of C Programming. Define the focus on C language Develop Programming skill. 			
Course Outcomes			
<ul style="list-style-type: none"> Learn the concept of C character set identifiers and keywords, data type & sizes, variable names, declaration, statements Construct programs that demonstrate effective use of advanced c features. Understanding a functional hierarchical code organization. 			
Unit	Topics	Credit	Lectures
Unit I	Introduction to Programming 1.1 Problem Solving Algorithms, Flowcharts 1.2 Programming Languages Machine language, Assembly language, Assembler, Higher level language, Compiler and Interpreter	1/2	8
Unit II	Introduction to C 2.1 Structure of a C program 2.2 Functions as building blocks 2.3 C Program development life cycle s	1/2	06
Unit III	C tokens 3.1 Keywords 3.2 Identifiers 3.3 Variables 3.4 Constants – character, numeric, string, escape sequences 3.6 Data types – built-in and user defined 3.6 Operators and expressions - types (arithmetic, relational, logical, assignment, bitwise, Conditional, other operators), precedence and associativity rules.	01	13
Unit IV	Input and Output 4.1 Character input and output 4.2 String input and output	1/2	6

	4.3 Formatted input and output		
Unit V	Control Structures 5.1 Decision making structures: if, if-else, switch 5.2 Loop Control structures: while, do-while, for 5.3 Nested structures 5.4 break and continue	1	13
UNIT VI	Functions in C 6.1 Functions, advantages 6.2 Standard library functions 6.3 User defined functions: declaration, definition, function call, parameter passing, return Keyword, 6.4 Scope of variables, storage classes 6.5 Recursion	1	14
References: <ol style="list-style-type: none"> 1. The C Programming Language, Brian W. Kernighan, Dennis M. Ritchie, ISBN:9788120305960, PHI Learning 2. How to Solve it by Computer, R.G. Dromey, ISBN:9788131705629, Pearson Education 3. A Structured Programming Approach Using C, Behrouz A. Forouzan, Richard F. Gilberg ISBN: 9788131500941, Cengage Learning India 4. Programming in ANSI C, E. Balaguruswamy, ISBN:9781259004612, Tata Mc-Graw Hill Publishing Co.Ltd.-New Delhi 5. Let Us C, Yashwant Kanitkar. 			

M.Voc. in Development and Management			
Course Name	ORGANISATIONAL BEHAVIOUR		
Course Code	MV 102		
Class	F.Y. M.Voc.	Semester	I
No. of Credits	04	Contact Hours	60
Aim			
<ul style="list-style-type: none"> The goals of Organizational Behavior are to explain, predict, and influence behavior. Managers need to be able to explain why employees engage in some behaviors rather than others, predict how employees will respond to various actions and decisions, and influence how employees behave. 			
Objectives			
<ul style="list-style-type: none"> The objective of this course is to teach the student about the organizational theories, dynamics, conflict, change, culture etc. 			
Course Outcomes			
<ul style="list-style-type: none"> It helps in improving Business Style and Professional image. 			
Unit	Topics	Credit	Lectures
Unit I	Introduction to ORGANISATIONAL BEHAVIOUR Meaning and scope of OB-Challenges and opportunities, Foundations of Individual behaviour, values, attitude, job satisfaction, personality, perception and emotions.	1	12
Unit II	Motivation Theories, Group dynamics – Leaderships styles.	1	12
Unit II	Organizational conflict causes and consequences-conflict and Negotiation.	1	12
Unit IV	Organisational change change process resistance to change and Organisational Development	1/2	12
Unit V	Organisational Culture Creating an Ethical Organisation-Managing Stress-Organisational Effectiveness.	1/2	12
References:			
<ol style="list-style-type: none"> UdaiPareek, Organizational Behaviour, Oxford University Press. Karam Pal, Management Process and Organisational Behaviour, IK Int Pub House, ND Moorhead & Griffin, Introduction to Organizational Behaviour, Cengage, New Delhi Arun Kumar and Meenakshi, Organisational Behaviour, Vikas, ND Fred Luthans, Organisational Behaviour, McGraw Hill, New Delhi RK.Suri, Organizational Behaviour, Wisdom Publication Aswathappa K, Organisational Behaviour, Himalaya, Mumbai Neeraj Kumar, Organisational Behaviour, Prentice Hall 			

M.Voc. in Development and Management			
Course Name	COMPUTER FUNDAMENTAL		
Course Code	MV 103		
Class	F.Y. M.Voc.	Semester	I
No. of Credits	04	Contact Hours	60
Aim			
<ul style="list-style-type: none"> Understand the meaning and basic components of a computer system. 			
Objectives			
<ul style="list-style-type: none"> Understand Microsoft office in detail. 			
Course Outcomes			
<ul style="list-style-type: none"> Define and distinguish Hardware and Software components of computer system Identify and discuss the functional units of a computer system. Understand the role of CPU and its components. 			
Unit	Topics	Credit	Lectures
Unit I	Introduction What is a Computer?, History of Computers, Characteristics of Computers, Concepts of Hardware and Software, Types of Software, Evolution and Generation of Computers, Types of Computers, Limitations of Computers, Application Areas of computers	1/2	6
Unit II	Structure and Working of Computer Structure-Introduction, Block Diagram of a Computer, CPU, Bus Structure	1/2	8
Unit III	Input/Output Devices Structure-Introduction, Input Devices, Output Devices	1/2	4
Unit IV	Computer Memory Structure-What is Memory? Primary(Semiconductor) Memory, Secondary Memory and Storage Devices	1/2	4
Unit V	Computer Language and Software Structure- Introduction, Algorithm, Flowchart, Types of Programming Languages, Compilers and Interpreters, Characteristics of a Good Programming Language, Software	1/2	8

Unit VI	Operating System Structure- Introduction to OS, Evolution of Operating System, Functions of Operating Systems, Types of Operating Systems, Windows Operating System, Components of the Windows O.S, Running Windows Applications, Switching between Applications, Windows Accessories, Difference between DOS and Windows Operating System, Linux O.S	1/2	09
Unit VII	Networking Structure-Introduction, Computer Network, Communication Modes, Data Transmission, Direction of Transmission Media, Network Structure, Network Topologies, Internet	1/2	06
Unit VIII	M S Office Structure-Introduction, Introduction to Ms-Word 2007, MS-Exel 2007, MS-PowerPoint 2007, MS-Access 2007	1	15
References:			
<ol style="list-style-type: none"> 1. FUNDAMENTALS OF COMPUTERS by BALAGURUSAMY, McGraw Hill 2. Computer Fundamentals—Pradip K Sinha, Priti Sinha. 			

M.Voc. in Development and Management			
Course Name	Lab course on Problem Solving using C		
Course Code	MV 104		
Class	F.Y. M.Voc.	Semester	I
No. of Credits	06	Contact Hours	90
Aim			
<ul style="list-style-type: none"> Exercise good programming practices in the design of Programs. 			
Objectives			
<ul style="list-style-type: none"> Use C programming statements to control flow of execution in a C program. 			
Course Outcomes			
<ul style="list-style-type: none"> Explain the processes by which a C program is compiled. Understanding a functional hierarchical code organization. Construct programs that demonstrate effective use of advanced c features. 			
Unit	Topics	Credit	Lectures
Unit I	<ul style="list-style-type: none"> Basic C Programs 	1	15
Unit II	<ul style="list-style-type: none"> To demonstrate use of decision making statements such as <ul style="list-style-type: none"> a) if, b) if -else c) Switch case Statement 	1	15
Unit III	<ul style="list-style-type: none"> Use of iterative control structure – <ul style="list-style-type: none"> a) while, b) do-while c) for loop 	1	15
Unit IV	<ul style="list-style-type: none"> Use of functions <ul style="list-style-type: none"> a) standard library functions and b) user defined functions 	1	15
Unit V	<ul style="list-style-type: none"> To demonstrate Recursion 	1	15
References:			
<ol style="list-style-type: none"> The C Programming Language, Brian W. Kernighan, Dennis M. Ritchie, ISBN:9788120305960, PHI Learning How to Solve it by Computer, R.G. Dromey, ISBN:9788131705629, Pearson Education A Structured Programming Approach Using C, Behrouz A. Forouzan, Richard F. Gilberg ISBN: 9788131500941, Cengage Learning India Programming in ANSI C, E. Balaguruswamy, ISBN:9781259004612, Tata Mc-Graw Hill Publishing Co.Ltd.-New Delhi Let Us C, Yashwant Kanitkar. 			

M.Voc. in Development and Management			
Course Name	FUNDAMENTALS OF RETAIL MANAGEMENT		
Course Code	MV 105		
Class	F.Y. M.Voc.	Semester	I
No. of Credits	06	Contact Hours	90
Aim The aim of retail management is to describe retailing, the entities involved, and the impact of decisions on a retail business			
Objectives The objective of this course is to familiarize the students with retail management concepts and operations.			
Course Outcomes It describe retailing, the entities involved, and the impact of decisions on a retail Business.			
Unit	Topics	Credit	Lectures
Unit I	Basic concept of retailing Retail development – types of retailers – multi channel retailing – organized retailing in India – services retailing.	1	15
Unit II	Retail strategy Market strategy – retail format and target market – building sustainable competitive advantage – growth strategies – strategic retail planning process.	1	15
Unit III	Retail location Types, location opportunities – selection of location and site: financial strategy –strategic profit model – setting and measuring performance objectives.	1	15
Unit IV	Store layout and design, store operations and inventory management Merchandise planning, buying merchandise – developing assortment plan.	1	15
Unit V	Retail pricing strategy Category management, customer services – retail branding- international retailing.	1	15
Unit VI	Retail Lab Components Point of sale, Standee, Display racks, Gandola, Calculator, Counter etc.	1	15
References: 1. Michael lacy, Barton AWeitz and Ajay Pandit, Retail management, Tata McGraw Hill Education Pvt. Ltd. New Delhi. 2. KVC Madaan, Fundamental of retailing, Tata McGraw Hill Education Pvt. Ltd. New Delhi.			

3. Swapna Pradhan, Retail management, Tata McGraw Hill Education Pvt. Ltd. New Delhi.
4. David Gilbert, Retail Marketing Management, Pearson Education, New Delhi.
5. Chetanbanaj, RajnishTuli and N.V. Srivaslava, Retail Management, Oxford University Press.
6. Gibson G Vedamani, Retail Management, Jaico Publishing House, New Delhi.

M.Voc. in Development and Management			
Course Name	HTML and CSS with Mini Project		
Course Code	MV 106		
Class	F.Y. M.Voc.	Semester	I
No. of Credits	06	Contact Hours	90
Aim			
<ul style="list-style-type: none"> • Apply simple formatting to a web page using external style sheets. 			
Objectives			
<ul style="list-style-type: none"> • Create local HTML pages and move them to a remote web server. 			
Course Outcomes			
<ul style="list-style-type: none"> • Create local HTML pages and move them to a remote web server. • Create a simple web page with a title, headings, paragraphs, lists, and links. 			
Unit	Topics	Credit	Lectures
Unit I	Introduction to HTML& Heading Tag	2	20
Unit II	To demonstrate the use of Formatted Tags	1	10
Unit III	Use of List & It's Types	1	10
Unit IV	Use of Table & It's Types	1	10
Unit V	Hyperlink, Image & Div	1	10
Unit VI	Use of Frame	1	10
Unit VII	Form Creation	1	10
Unit VIII	CSS (Inline, Internal, External)	1	10
References:			
<ul style="list-style-type: none"> • HTML & CSS: Design and Build Web Sites----- Jon Duckett • Web Design with HTML, CSS, JavaScript and JQuery Set----- Jon Duckett • Learning Web Design----- Jennifer Niederst Robbins 			
M.Voc. in Development and Management			
Course Name	Introduction to programming 'C' language (Part-II)		
Course Code	MV201		
Class	F.Y. M.Voc.	Semester	II
No. of Credits	04	Contact Hours	60
Aim			
<ul style="list-style-type: none"> • Implement file Operations in C programming for a given application. 			
Objectives			
<ul style="list-style-type: none"> • Understand pointers, structures and unions. • Write programs that perform operations using derived data types. 			

Course Outcomes			
<ul style="list-style-type: none"> Learn the concept of Arrays, Pointers, Structures Union and Files. Use functions to solve the given problem. 			
Unit	Topics	Credit	Lectures
Unit I	<ul style="list-style-type: none"> Arrays <ol style="list-style-type: none"> 1.1 Declaration, initialization 1.2 One, two and multidimensional arrays 1.3 Passing arrays to functions 	1/2	8
Unit II	<ul style="list-style-type: none"> Pointers <ol style="list-style-type: none"> 2.1 Declaration, initialization 2.2 Dereferencing pointers 2.3 Pointer arithmetic 2.4 Pointer to pointer 2.5 Arrays and pointers 2.6 Functions and pointers - passing pointers to functions, functions returning pointers. 2.7 Dynamic memory allocation 	1	12
Unit III	<ul style="list-style-type: none"> Strings <ol style="list-style-type: none"> 3.1 Declaration and initialization 3.2 Standard library functions for String handling 3.3 Strings and pointers 3.4 Array of strings. 3.5 Command line Arguments 	1	12
Unit IV	<ul style="list-style-type: none"> Structures and Unions <ol style="list-style-type: none"> 4.1 Creating structures 4.2 Accessing structure members (dot Operator) 4.3 Structure initialization 4.4 Array of structures 4.5 Passing structures to functions 4.6 Nested structures 4.7 Pointers and structures 4.8 Self referencing structure 4.9 Unions 4.10 Difference between structures and unions 	1	14
Unit V	<ul style="list-style-type: none"> C Preprocessor <ol style="list-style-type: none"> 5.1 Format of Preprocessor directive 5.2 File Inclusion directive 5.3 Macro substitution, nested macro, augmented macro 	1/4	04

Unit VI	<ul style="list-style-type: none"> File Handling <ul style="list-style-type: none"> 6.1 Streams 6.2 Types of Files 6.3 Operations on files 6.4 Random access to files 6.5 Programming using command line arguments 	1	10
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References:

1. The C Programming Language, Brian W. Kernighan, Dennis M. Ritchie, ISBN:9788120305960, PHI Learning
2. How to Solve it by Computer, R.G. Dromey, ISBN:9788131705629, Pearson Education
3. A Structured Programming Approach Using C, Behrouz A. Forouzan, Richard F. Gilberg ISBN:9788131500941, Cengage Learning India
4. Programming in ANSI C, E. Balaguruswamy, ISBN:9781259004612, Tata Mc-Graw Hill Publishing Co.Ltd.-New Delhi

M.Voc. in Development and Management			
Course Name	FINANCIAL MANAGEMENT		
Course Code	MV 202		
Class	F.Y. M.Voc.	Semester	2
No. of Credits	04	Contact Hours	60
Aim			
The aim of Financial Management is planning, organizing, directing and controlling the financial activities such as procurement and utilization of funds of the enterprise.			
Objectives			
To equip the students with basic principles of Financial Management and Techniques.			
Course Outcomes			
To apply various tools and techniques in the area of finance.			
Unit	Topics	Credit	Lectures
Unit I	Nature , Scope and Objectives of Financial Management Goals of FM-Profit Maximization Vs Wealth Maximization - Finance Functions - Financial Planning and Forecasting - Role of Financial Manager - Funds Flow Analysis - Cash Flow Analysis.-Ratio Analysis.	1	12
Unit II	Financing Decision: Financial Leverage EPS-EBIT Analysis -Cost of Capital - Weighted Average Cost Capital - Capital Structure - Factors Affecting Capital Structure Theories of Capital Structure.	1	12

Unit III	Investment Decision Nature and Significance of Investment Decision- Estimation of Cash Flows – Capital Budgeting Process – Techniques of Investment Appraisal: Pay Back Period; Accounting Rate of Return, Time Value of Money- DCF Techniques –Net Present Value, Profitability Index and Internal Rate of Return.	1	12
Unit IV	Dividend Decision Meaning and Significance – Theories of Dividend – Determinants of Dividend – Dividend policy – Bonus Shares – Stock Splits.	1/2	12
Unit V	Working Capital Decision Meaning – Classification and Significance of Working Capital – Component of Working Capital - Cash Management Models – Cash Budgeting – Accounts Receivables – Credit Policies – Inventory Management.	1/2	12

References:

1. Brealey, Myers, Allen and Mohanty, Principles of Financial Management, Tata McGrawhill, ND
2. Pandey IM - Financial Management, Vikas, New Delhi
3. JC Varshney, Financial Management, Wisdom, Delhi
4. Brigham and Houston, Fundamentals of Financial Management, Cengage, New Delhi
5. Banerji, B., Fundamentals of Financial Management, PHI, New Delhi
6. Weston & Brigham, Managerial Finance, The Dryden Press, Illinois
7. James C. Van Horne -- Financial Management & Policy, Prentice Hall of India.
8. Khan & Jain - Financial Management, Tata McGraw Hill.
9. RM Srivastava: Financial Management and Policy, Himalaya Publication.
10. Robert F Bruner, Case Studies in Finance: Managing for Corporate Value Creation, TMH, New Delhi

M.Voc. in Development and Management			
Course Name	Software Engineering using UML		
Course Code	MV203		
Class	F.Y. M.Voc.	Semester	2
No. of Credits	04	Contact Hours	60
Aim			
<ul style="list-style-type: none"> • Work as an individual and as part of a multidisciplinary team to develop and deliver quality software 			
Objectives			
<ul style="list-style-type: none"> • How to apply the software engineering lifecycle by demonstrating competence in communication, planning, analysis, design, construction, and deployment 			
Course Outcomes			
<ul style="list-style-type: none"> • Demonstrate an ability to use the techniques and tools necessary for engineering practice 			
Unit	Topics	Credit	Lectures

Unit I	Introduction to System Concepts 1.1 Definition , Elements of System 1.2 Characteristics of System 1.3 Types of System 1.4 System Concepts	1	15
Unit II	Introduction to Software Engineering 2.1 Definition Need for software Engineering 2.2 Software Characteristics 2.3 Software Qualities (McCall's Quality Factors)	1	15
Unit III	Requirement Analysis 3.1 Definition of System Analysis 3.2 Requirement Anticipation 3.3 Knowledge and Qualities of System Analyst 3.4 Role of a System Analyst 3.5 Feasibility Study And It's Types 3.6 Fact Gathering TeUNIT 3.7 User Transaction Requirement, User design Requirements. 3.8 SRS(System Requirement Specification)	1	15
Unit IV	Software Development Methodologies 4.1 SDLC (System Development Life Cycle) 4.2 Waterfall Model 4.3 Spiral Model 4.4 Prototyping Model	1	15
Unit V	Analysis and Design Tools 5.1 Entity-Relationship Diagrams 5.2 Decision Tree and Decision Table 5.3 Data Flow Diagrams (DFD) 5.4 Data Dictionary 5.4.1 Elements of DD 5.4.2 Advantage of DD 5.5 Pseudo code 5.6 Input And Output Design 5.7 CASE STUDIES (Based on Above Topic) (At least 4 case Studies)		
Unit VI	Structured System Design 6.1 Modules Concepts and Types of Modules 6.2 Structured Chart 6.3 Qualities of Good Design 6.3.1 Coupling, Types of Coupling 6.3.2 Cohesion, Types of Cohesion		
References: 1. Software Engineering - Roger s. Pressman. 2. SADSE (System Analysis Design) - Prof. Khalkar and Prof. Parthasarathy.			

M.Voc. in Development and Management			
Course Name	Lab course on Problem solving using C		
Course Code	MV204		
Class	F.Y. M.Voc.	Semester	2
No. of Credits	06	Contact Hours	90

Aim			
<ul style="list-style-type: none"> Write and Execute Program in C Programming Language. 			
Objectives			
<ul style="list-style-type: none"> By using C Programming we store data and information in database. 			
Course Outcomes			
<ul style="list-style-type: none"> It is basic language to other language. 			
Unit	Topics	Credit	Lectures
Unit I	Use of 1-D arrays, 2-D arrays and functions.	1	15
Unit II	Use of pointers in C.	1	15
Unit III	Strings and array of strings in C.	1	10
Unit IV	Structures & union in C	1	10
Unit V	Command line arguments and pre-processor Directives.	1	10
Unit VI	To demonstrate text files, binary file using C	1/2	10
Unit VII	Mini Project based on C Programming	½	10
References:			
1. The C Programming Language, Brian W. Kernighan, Dennis M. Ritchie, ISBN:9788120305960, PHI Learning 2. How to Solve it by Computer, R.G. Dromey, ISBN:9788131705629, Pearson Education 3. A Structured Programming Approach Using C, Behrouz A. Forouzan, Richard F. Gilberg ISBN:9788131500941, Cengage Learning India 4. Programming in ANSI C, E. Balaguruswamy, ISBN:9781259004612, Tata Mc-Graw Hill Publishing Co.Ltd.-New Delhi.			

M.Voc. in Development and Management			
Course Name	IT for Retailing & Online Shopping		
Course Code	MV 205		
Class	F.Y. M.Voc.	Semester	2
No. of Credits	06	Contact Hours	90
Aim			
<ul style="list-style-type: none"> To learn about the Online Apparel Shopping industry. To evaluate the prototype with an existing online clothing retailer. 			
Objectives			
<ul style="list-style-type: none"> To understand IT in Retail as an important field of practice. To know concepts and technologies related to IT in retail. 			
Course Outcomes			
To understand the ways that retailers use online marketing tools and techniques to interact with their customers.			
Unit	Topics	Credit	Lectures
Unit I	Introduction Role of IT in Retail Trade, Advantages of IT in Retail Trade like Cost productivity benefits and Marketing benefits, Competitive advantages of Information technology, limitations of using IT, Essential Requirements of an Information System for retail.	11/2	20

Unit II	Applications of IT in Retail Management Inventory control, POS - Point of sale, Sales Analysis, Planning and Forecasting, CPFR- Collaborative Planning, Forecasting and Replenishment. Capturing and transmitting data at POS , advantages, elements of data capture – coding system , code symbology, Means of data capture, Database marketing, Data Mining, Data Mart .	1	15
Unit III	Technology for retail Management POS - Point of Scale Technologies available Barcode scanning, electronic shelf tags, self-checkouts, RFID tags, fingerprint authentication. Evolution of Retail Management Systems: Introduction to self-service, supermarkets, atomistic retail to regional networks/ chain stores, POS to point of purchase, push action to push strategy, Point of Differentiation, Point of Customer.	1	15
Unit IV	Web based retailing/ E- Retailing/ E Commerce (B2C) Kinds of retailers engaged in electronic commerce: virtual retailers, two channel retailers, Multichannel retailers Role of Internet, Benefits of Internet, Monitoring the progress of an internet e- retail business, limitations of the web. Emergence of eBay, Amazon and others, comparison of web based retailing and other forms of retailing.	11/2	20
Unit V	Future trends Smart cards, E-cash, Multimedia kiosks, Customer specific offers, Electronic body scanners, Electronic shelf front Retail management Systems in the market: ERP systems like SAP and PeopleSoft, Specialized retail software providers like JDA, Retek, Essentus, SANDMAR RM 6000 and others, Open source software.	1	15

References:

- 1) Information Technology for retailing by Khurana Pub McGraw Hill
- 2) Retail Business Management by R. Perumalsamy, Anmol Publications, 2010
- 3) Retail Management by Arif Sheikh and KaneezFatima , Himalaya Publishing House , 2008.
- 4) Advanced Technologies Management for Retailing - Framework and Cases by EleonoraPantano and Harry Timmermans, Business Science Reference , 2011

M.Voc. in Development and Management			
Course Name	SALES MANAGEMENT & PERSONAL SELLING WITH MINI PROJECT		
Course Code	MV 206		
Class	F.Y. M.Voc.	Semester	II
No. of Credits	06	Contact Hours	90

Aim			
<ul style="list-style-type: none"> The aim of Sale management and personal selling is to service the existing customers by maintaining a relationship with them, and by filling up their orders. 			
Objectives			
<ul style="list-style-type: none"> The main objectives of sales management are to generate revenue for the organization. The sales department is solely responsible to bring in the money. 			
Course Outcomes			
<ul style="list-style-type: none"> To able to understand the complete chain of selling from opening the deal till the closing of the deal. 			
Unit	Topics	Credit	Lectures
Unit I	Introduction to Sales Management Concept, Nature, Role of Sales Management in Marketing, Salesmanship, Specific Characteristics of a successful salesman, The Evolving Face of Personal Selling	1	10
Unit II	Sales Forecasting Concept of Forecasting, Sales Forecasting methods, Quantitative and Qualitative methods.	1	10
Unit III	Sales Organization Need for Sales Organizations, their structure, SalesManagers Functions and responsibilities, Planning for major customers and sales Budget	1	10
Unit IV	Personal Selling Process and Approaches Personal Selling and Relationship Management - Selling to individuals & Institutions, Basics, Sales leads, Planningsales calls - Types of calls, - Building long term partnership by selling - Salespresentations, tools for personal selling, Sales Aids - Use of technology in sales effective selling techniques, Tele Marketing.	½	15

Unit V	<p>Managing the Sales Force</p> <p>a) Recruiting, Selection and Training of Sales force: Procedures and criteria extensively used as selection tools for recruiting and testing sales ability. Sales Force Job Analysis and Description</p> <p>b) Areas of sales Training: Company Specific Knowledge, product knowledge Industry and Market Trend Knowledge, customers and technology- Relationship Selling Process and Customer education. Value added selling</p> <p>c) Motivating the Sales Team: Motivation Programs - Sales Meetings, Sales Contests, Sales Compensating, (Monetary compensation, incentive programs as motivators, Non-Monetary compensation - fine tuning of compensation package. Supervising,</p> <p>d) Evaluating Sales Force Performance and Controlling Sales activities: Sales Records and Reporting Systems, Improving Sales Productivity, Ethical and Legal Issues in Sales Management.</p>	1/2	15
Unit VI	Project	2	30

References:

1. Sales Management - Richard Rstill, Edward W. Cundiff
2. Sales Management Handbook - Forsyth Patrick
3. Value added selling - Tom Reilly
4. Building a Winning Sales Team - Gini Graham & Scott
5. Professional Sales Management - Anderson, Hair and Bush
6. Motivation and Job Satisfaction - M. D. Pestonjee

M.Voc. in Development and Management			
Course Name	PHP Programming		
Course Code	MV 301		
Class	S.Y. M.Voc.	Semester	III
No. of Credits	04	Contact Hours	60
Aim			
<ul style="list-style-type: none"> • To Apply the knowledge of the internet and related internet concepts. 			
Objectives			
<ul style="list-style-type: none"> • To Understand, analyze and apply the role of markup languages like HTML, DHTML, and XML in the workings of the web and web applications 			
Course Outcomes			
<ul style="list-style-type: none"> • To Know, analyze and build dynamic web pages using client-side programming like VBScript and JavaScript. 			
Unit	Topics	Credit	Lectures

Unit I	<p>Internet and WWW</p> <p>1.1 What is Internet? 1.2 Introduction to internet and its applications 1.3 E- Mail, telnet, FTP, e-commerce, videoconferencing, e-business. 1.4 Internet service providers 1.5 Internet address World Wide Web (WWW), uniform resource locator (URL) 1.6 Browsers, Web saver - apache, IIS, proxy server, HTTPprotocol. 1.7 HTTP basics, Introduction to Web server and Web browser 1.8 Introduction to PHP 1.9 What does PHP do? 1.10 Lexical structure 1.11 PHP Language basics 1.12 Processing forms</p>	1	10
Unit II	<p>Function and String in PHP</p> <p>4.1 Defining and calling a function 4.2 Default parameters, Variable parameters, Missing parameters 4.3 Variable function, Anonymous function 4.4 Types of strings in PHP 4.5 Printing functions 4.6 Encoding and escaping 4.7 Comparing strings 4.8 Manipulating and searching strings 4.9 Regular expressions</p>	1	12
Unit III	<p>PHP Arrays</p> <p>3.1 Indexed Vs Associative arrays 3.2 Identifying elements of an array 3.3 Storing data in arrays 3.4 Extracting multiple values 3.5 Converting between arrays and variables 3.6 Traversing arrays 3.7 Sorting , 3.8 Action on entire arrays</p>	1	10

Unit IV	Files and directories in PHP 4.1 Working with files and directories 4.2 Opening and Closing, getting information about file, Read/write to file 4.3 Splitting name and path from file 4.4 Rename and delete files 4.5 Reading and writing characters in file 4.6 Reading entire file 4.7 Random access to file data 4.8 Getting information on file Ownership and permissions	1/2	05
Unit V	Databases (PHP-MySQL) 5.1 Using PHP to access a database 5.2 Relational databases and SQL	1/2	05
Unit VI	XML 6.1 What is XML? 6.2 XML document Structure 6.3 PHP and XML 6.4 The document object model 6.5 The simple XML extension 6.6 Changing a value with simple XML	1/2	08
Unit VII	WEB DESIGNING TECHNOLOGIES(JavaScript) 7.1 Overview of JavaScript 7.2 Basic Syntax (JS datatypes, JS variables) 7.3 Primitives, Operations and Expressions 7.4 Screen Output and keyboard input (Verification and Validation), 7.5 JS Control statements 7.6 JS Functions, 7.7 JavaScriptEvents (onmouseup, onmousedown, onclick, onload, onmouseover, onmouseout). 7.8 JS popup boxes (alert, confirm, prompt).	1	10

References:

1. Programming PHP RasmusLerdorf and Kevin Tatroe O'Reilly publication
 2. Beginning PHP 5 Wrox publication
 3. PHP web services Wrox publication
 4. Learning PHP and MYSQL, O'Reilly publication
- www.php.net.in , www.W3schools.com
www.wrox.com

M.Voc. in Development and Management			
Course Name	MARKETING MANAGEMENT		
Course Code	MV 302		
Class	S.Y. M.Voc.	Semester	III
No. of Credits	04	Contact Hours	60
Aim			
<ul style="list-style-type: none"> • The aim of marketing management is to maximize consumer satisfaction and maximizing 			

enterprise profitability through maximizing consumer satisfaction.			
Objectives			
<ul style="list-style-type: none"> To develop an understanding of the concepts, issues and strategies in marketing and its management. 			
Course Outcomes			
To identify the core concepts of marketing and understand the need of the customer.			
Unit	Topics	Credit	Lectures
Unit I	PRODUCT Product – Meaning, Goods & Services, Product Mix, Levels of Product, Product Life Cycle - Managing the product in Product Life Cycle.	1	10
Unit II	NEW PRODUCT DEVELOPMENT Types of new products - Test Marketing a new product – Portfolio analysis, Branding - Definition, Purpose and Significance, Branding decisions - Packaging & Labeling - Purpose, Types and new trends in packaging.	½	10
Unit III	PRICE Meaning, Importance, Pricing objectives, Factors influencing pricing decision - Approaches to pricing – Price & Non-price competition, Setting the price and managing the price changes.	½	10
Unit IV	PLACE: Importance, functions of distribution channels - Introduction to the various channels of distribution – Designing marketing channels – Introduction to Wholesaling, Retailing, Franchising, Direct Marketing, Impact of technology & Internet on distribution.	½	10
Unit V	PROMOTION Concept and role in marketing, Promotional Mix - Advertising, Sales Promotion, Personal Selling, Public Relations. Impact of technology & Internet on Promotion	1	15
Unit VI	Extended P's of Marketing – People, Process & Physical Evidence	½	05
References:			
<ol style="list-style-type: none"> 1. Marketing Management - Philip Kotler 2. Fundamentals of Marketing - Stanton 3. Marketing Management - V.S.Ramaswamy and S.Namakumari 4. Principles of Marketing 12th Edition - Philip Kotler and Gary Armstrong 5. Marketing Models - Lilien& Kotler &Moorthy 6. Case Studies in Marketing - Indian context - R.Srinivas 7. Case study solutions - H.Kaushal 8. Marketing Management – RajanSaxena 9. Marketing – Gandhi 			
M.Voc. in Development and Management			

Course Name	PROJECT MANAGEMENT		
Course Code	MV 303		
Class	S.Y. M.Voc.	Semester	III
No. of Credits	04	Contact Hours	60
Aim			
<ul style="list-style-type: none"> The aim of project management is to predict as many dangers and problems as possible; and to plan, organise and control activities so that the project is completed as successfully as possible in spite of all the risks. 			
Objectives			
<ul style="list-style-type: none"> The objective of this course is to enable the students to gain basic knowledge about the concept of project, project management, project life-cycle, project appraisal; to acquaint the students about various issues of project management 			
Course Outcomes			
<ul style="list-style-type: none"> To explain the students with a holistic, integrative view of Project Management. 			
Unit	Topics	Credit	Lectures
Unit I	Project Management Concepts: Concept and characteristics of a project, importance of project management, types of project, project organizational structure, project life cycle, Statement of Work, Work Breakdown Structure.	1	10
Unit II	Project Planning: Project Planning and Scheduling techniques: developing the project network USING CPM/PERT, constructing network diagram, AON basics, Forward Pass and backward pass, Limitations of CPM/PERT, Precedence Diagramming Method, constructing diagram and computations using precedence diagramming method, PERT/CPM simulation, reducing project duration.	1	15
Unit III	Resource Scheduling Resource allocation method, splitting and multitasking, Multi project resources scheduling	1/3	05
Unit IV	Critical Chain Scheduling Concept of critical chain scheduling; critical chain scheduling method, application of Critical chain scheduling and limitations.	1/3	05
Unit V	Project Quality Management Concept of project quality, responsibility for quality in projects, quality management at different stages of project, tools and techniques, Quality Management Systems, TQM in projects.	1/3	07

Unit VI	Project performance Measurement and Control Monitor and assess project performance, schedule, and cost. Earned value Management, performance measurement. methods to monitor, evaluate, and control planned cost and schedule performance.	1/3	08
Unit VII	Managing Project Teams Team development process, team building process, stages in developing a high performance project team, project team pitfalls.	1/3	05
Unit VIII	IT in Projects Overview of types of softwares for projects, major features of softwares like MS Project, criterion for software selection.	1/3	05

References:

1. Clifford F Gray, Erik W Larson, "Project Management-The Managerial Process" Tata Mcgraw-Hill Publishing Co Ltd
2. Jack Meredith, Samuel J. Mantel Jr. "Project Management- A Managerial Approach" John Wiley and Sons
3. John M Nicholas "Project Management For Business And Technology" Prentice Hall Of India Pvt Ltd
4. James P Lewis "Project Planning, Scheduling And Control" Tata Mcgraw-Hill Publishing Co Ltd.

M.Voc. in Development and Management			
Course Name	Lab Course on PHP Programming		
Course Code	MV 304		
Class	S.Y. M.Voc.	Semester	III
No. of Credits	06	Contact Hours	90
Aim			
<ul style="list-style-type: none"> To Apply the knowledge of the internet and related internet concepts. 			
Objectives			
<ul style="list-style-type: none"> To Understand, analyze and apply the role of markup languages like HTML, DHTML, and XML in the workings of the web and web applications. 			
Course Outcomes			
<ul style="list-style-type: none"> To Know, analyze and build dynamic web pages using client-side programming like VBScript and JavaScript. 			
Unit	Topics	Credit	Lectures
Unit I	Programs on Functions	1	10
Unit II	Use of Strings	1	10
Unit III	Programs based on Files and Directories	½	15
Unit IV	XML	½	10
Unit V	JavaScript	1/2	10

Unit VI	DATABASE and AJAX	1/2	10
References:			
1. Programming PHP Rasmus Lerdorf and Kevin Tatroe O'Reilly publication 2. Beginning PHP 5 Wrox publication 3. PHP web services Wrox publication 4. Learning PHP and MYSQL, O'Reilly publication www.php.net.in www.W3schools.com 1. www.wrox.com			

M.Voc. in Development and Management			
Course Name	Retail Merchandise Management		
Course Code	MV 305		
Class	S.Y. M.Voc.	Semester	III
No. of Credits	06	Contact Hours	90
Aim			
The aim of Retail Merchandise Management decides what items to carry, how much to have on hand to meet the needs of customers, where they should be displayed in the store to maximize sales, and how they should be priced to sell the best and maximize profits.			
Objectives			
<ul style="list-style-type: none"> • Retail merchandising management is a desire to attract customers. • To display and express detail about new products. • To attract customers about product in an effective and creative way and encourage them to buy. 			
Course Outcomes			
Describe the characteristics and functions performed within retail buying organizations			
Unit	Topics	Credit	Lectures
Unit I	Planning Merchandise Assortment Organizing the buying process by categories – category management	1	15
Unit II	Setting objectives for merchandise plan margin, sales turnover, GMROI, measuring inventory turnover, advantages and disadvantages of high inventory turnover. Sales forecast – store level forecasting. The assortment planning process – variety, assortment, product availability, assortment planning	2	25
Unit III	Buying Systems Merchandise budget plan, allocating merchandise to store, analyzing merchandise performance	1	15
Unit IV	Buying Merchandise Branding strategy, International sourcing decisions, connecting with vendor, negotiating with vendor, establish and maintaining strategic relationship with vendor.	1	20
Unit V	Pricing – pricing strategies, approaches for setting prices, price adjustment, using price to stimulate retail sales.	1	15

References:

1. Retail management by Levy and Weitz, Tata McGraw Hill Publisher
2. David Gilbert- Retail Marketing
3. George H, Lucas Jr., Robert P. Bush, Larry G Greshan- Retailing
4. A. J. Lamba- The Art of Retailing
5. Barry Berman, Joel R Evans- Retail Management; A Strategic Approach

M.Voc. in Development and Management

Course Name	HUMAN RESOURCE MANAGEMENT		
Course Code	MV 306		
Class	S.Y. M.Voc.	Semester	III
No. of Credits	06	Contact Hours	90

Aim

The aim of Human Resource Management lies in successful utilization of people to attain specific as well as organizational goals.

Objectives

- To make students understand HR implications of organizational strategies
- Understand the various terms used to define strategy & its process
- Understand HR strategies in Indian & global perspective

Course Outcomes

To understand and learn the various concepts & practices of HRM followed in Organizations.

Unit	Topics	Credit	Lectures
Unit I	Introduction Definition and Functions of HRM; Principles of HRM; Changing Environment of HRM; Challenges; Ethical Aspects of HRM.	1	10
Unit II	HR Planning Concepts; Factors Influencing ; HR planning ; HR Planning Process; Job Analysis ; Recruitment and Selection; Tests and Interview Techniques .	½	10
Unit III	Training and Development Need, Process, Methods and Techniques, Evaluation, Management Development; Evaluating Employee Performance; Career Development and counseling.	1/2	10
Unit IV	Project	4	60

References:

1. Venkata Raman C.S., and Srivastiva BK Personnel / Human Resource Management, TMH,ND
2. Cynthia D. Fisher & Lyle F. Schoenfeld; / Human Resource Management, Wiley India, New Delhi.
3. DK Tripathi, Human Resource Management: Text & Cases, Wisdom, Delhi
4. Fisher, Managing Human Resource, Cengage, ND
5. N.K.Singh / Human Resource Management, Excel Publications.
6. Jyothi - / Human Resource Management, Pearso Education, New Delhi.

7. BiswajeetPattnayak / Human Resource Management, Prentic hell of India New Delhi.
8. P.S Rao , Essentials of Human Resource Managemen& IR, Himaliya ,Mumbai
9. Dwivedi&Agarwal, Human Resource Management, Vikas, ND
10. R.WayneMondy and Robert M.Noel, Human Resource Management, Pearson

M.Voc. in Development and Management

Course Name	Web Technology		
Course Code	MV 401		
Class	S.Y. M.Voc.	Semester	IV
No. of Credits	04	Contact Hours	60
Aim			
<ul style="list-style-type: none"> • Choose an engineering approach to solving problems, starting from the acquired knowledge of programming and know ledge of operating systems. 			
Objectives			
<ul style="list-style-type: none"> • Evaluate user requirements for software functionality required to decide whether the programming language C # can meet user requirements. 			
Course Outcomes			
<ul style="list-style-type: none"> • Propose the use of certain technologies by implementing them in the C # programming language to solve the given problem. 			
Unit	Topics	Credit	Lectures
Unit I	.NET Architecture Block diagram of .net framework The Common Language Runtime Advantages of Managed Code A Closer Look at Intermediate Language & Assemblies Support for Object Orientation and Interfaces Distinct Value and Reference Types Strong Data Typing Garbage Collection	1/2	09
Unit II	C# Basics Compiling and Running the Program Variables Data Types Flow Control Enumerations Namespaces The using Statement Namespace Aliases The Main () Method Multiple Main () Methods, defining & using functions & its scope Passing Arguments to Main () Parameter passing technique Console I/O	1/2	10

Unit III	Objects and Types Classes and Structs Class Members Data Members Function Members read-only Fields properties and indexer The Object Class System.Object Methods The ToString() Method	1/3	05
Unit IV	Inheritance and Polymorphism Introduction-Types of Inheritance Implementation Inheritance Abstract Classes and Functions Sealed Classes and Functions Constructors in Derived Classes Interfaces Defining and Implementing Interfaces Derived Interfaces Polymorphism Method overloading Operator overloading	1	10
Unit V	Exception Handling Try, catch, throw, finally Nested try Custom exception	1/3	06
Unit VI	Threading What is threading? Applications with Multiple Threads Thread Priorities Synchronization	1/3	06
Unit VII	File I/O and Streams Working with Drives, Directories, and Files The DriveInfo Class The Directory and DirectoryInfo Classes	1/3	03
Unit VIII	Collection Classes Generic collection Non-generic collection	1/3	05
Unit IX	Windows programming Introduction All Basic Controls Demo Application	1/3	06
References: 1. Professional C# - Wrox Publication by Simon Robinson, Christain Nagel, Karli Watson, Jay Glynn, Morgan Skinner, Bill Evjen. 2. Inside C# - Microsoft Press by Tom Archer, Andrew Whitechapel. 3. Programming Microsoft Visual C# 2005 - The Language (Microsoft Press) By Donis Marshall			

M.Voc. in Development and Management			
Course Name	Testing & Quality Assurance		
Course Code	MV 402		
Class	S.Y. M.Voc.	Semester	IV
No. of Credits	04	Contact Hours	60
Aim			
<ul style="list-style-type: none"> Become employable in various IT companies and government jobs as a tester. 			
Objectives			
<ul style="list-style-type: none"> Create test strategies and plans, design test cases, prioritize and execute them. 			
Course Outcomes			
<ul style="list-style-type: none"> Contribute to efficient delivery of software solutions and implement improvements in the software development processes. 			
Unit	Topics	Credit	Lectures
Unit I	Preliminaries Software Quality Assurance Software Quality Software Testing Quality Control Quality Assurance Quality Factors Difference between quality control and quality assurance	1/3	06
Unit II	Basics of Software Testing Inspection and Testing What is testing? Testing objectives Terms: fault, failure, error, fault masking, test, test case Fundamental Test process: test planning, test specification, Test execution, test records, test completion Prioritizing the tests Psychology of testing Difference between QA and Testing	1/3	04
Unit III	Testing in the Software Lifecycle The general V-model Component Testing Integration testing System Testing Acceptance Testing Maintenance testing	1/3	05

Unit IV	<p>Software Testing Process</p> <p>When Testing should occur?</p> <ul style="list-style-type: none"> Requirement Phase Design Phase Program (Build) Phase Test Phase Installation Phase Maintenance Phase Testing activities Test Plan Test Development Test Execution Results Defect tracking Reports 	1/3	04
Unit V	<p>Test Plan</p> <p>Objective of the test</p> <ul style="list-style-type: none"> Scope of the test Approach Resources Roles and Responsibilities Entry and Exit Criteria Risks Defect Management Deliverables 	1/3	05
Unit VI	<p>Test Development</p> <ul style="list-style-type: none"> Test Case Good Test case Successful Test case Test case design methods Business logic base test case design Input domain base test case design User interface base test case design Common Mistakes in writing Test case 	1/3	05
Unit VII	<p>Test Execution</p> <ul style="list-style-type: none"> What is it? Why is it important? Who does it? 	1/3	03

Unit VIII	Defect tracking Defects Variance from product specifications Variance from customer/user expectation Purpose for recording defects Severity versus Priority What should be done after a bug is found? Defect Classification Defect Severity Defect Priority Defect log example	1/3	06
Unit IX	Test Metrics Functional or Test Coverage Metric Function Test Metric Software Release Metrics Software Maturity Metric Reliability Metric	1/3	06
Unit X	Test Reports Interim Reports Functional Testing Status Functions Working Timeline Expected versus Actual Defects Detected Defects Detected Verses Corrected Gap Defect Distribution Relative Defect Distribution Testing Actions Final Test Report	1/3	05
Unit XI	Levels of Testing Levels of Testing Entry and exit Criteria for each level of testing Integration Testing System Testing User Acceptance Testing	1/3	04

Unit XII	<p>Software Testing Techniques</p> <ul style="list-style-type: none"> Static and Dynamic Testing White Box Testing Basis Path Testing Control Structure Testing Functional Testing Black Box Testing Equivalence Class Testing Boundary Value Testing Comparison Testing Graph based Testing Integration Testing Regression Testing Smoke Testing Alpha Testing Beta Testing System Testing Recovery Testing Security Testing Sanity Testing End-to-End Testing User Acceptance Testing Usability Testing Compatibility Testing Install/Uninstall Testing Non-Functional Testing Performance Testing Load Testing Stress Testing Endurance Testing Robustness Testing Scalability Testing 	1/3	07
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References:

1. Cem Kaner, Jack Falk, and Hung Quoc Nguyen, *Testing Computer Software, Second edition*, Wiley, New York, 1999.
2. Practical Software Testing: A Process-Oriented Approach, Burnstein, Springer, ISBN 978-81-8128-089-3
3. Edward Kit, *Software Testing in the Real World: Improving the Process*, Addison Wesley, 1995.
4. Glenford J. Myers, *The Art of Software Testing*, Wiley, New York, 1979.
5. Elfriede Dustin, Jeff Rashka, and John Paul, *Automated Software Testing: Introduction, Management, and Performance*, Addison Wesley, Reading, Mass., 1999.
6. Frank P. Ginac, *Customer Oriented Software Quality Assurance*, Prentice-Hall, Upper Saddle River, NJ, 1998.
7. Alka Jarvis and Vern Crandall, *Inroads to Software Quality: "How To" Guide and Toolkit*, Prentice-Hall, Upper Saddle River, NJ, 1997.
8. Stephen H. Kan, *Metrics and Models in Software Quality Engineering* Addison Wesley, Reading, Mass., 1995.

9. Michael R. Lyu, Ed., *Handbook of Software Reliability Engineering* McGraw-Hill, New York, 1996.
10. William E. Perry, *How to Test Software Packages*, Wiley, New York, 1986.

M.Voc. in Development and Management			
Course Name	Entrepreneurships in Retail Business		
Course Code	MV 403		
Class	S.Y. M.Voc.	Semester	IV
No. of Credits	04	Contact Hours	60
Aim			
<ul style="list-style-type: none"> The aim of entrepreneurship in Retail Business is to understand best practices of managing people, managing growth, and innovating an industry, which can then be applied to other industries and larger companies alike. 			
Objectives			
<ul style="list-style-type: none"> The objective of this course is to expose the students to the subject of entrepreneurship and small business management, so as to prepare them to establish and a new enterprise and effectively manage the same. 			
Course Outcomes			
To familiarize the students with the ethical qualities required in entrepreneurs.			
Unit	Topics	Credit	Lectures
Unit I	Entrepreneurship Importance, Characteristics and Qualities of Entrepreneurship; Entrepreneurial; Role of Entrepreneurship, Ethics and Social Responsibilities.	1	12
Unit II	Role of Government Role of IDBI, NIESBUD, SISI, DIC Financial Institutions Commercial Banks, Entrepreneurial Development Institutes, Universities and other Educational Institutions Offering Entrepreneurial Development Programme.	½	12
Unit III	Training Designing Appropriate Training Programme to Inculcate Entrepreneurial Spirit, Training for New and Existing Entrepreneurs, Feedback and Performance of Trainees.	½	12
Unit IV	Women Entrepreneurship Role & Importance, Profile Women Entrepreneur, Problems of Women Entrepreneurs, Women Entrepreneurship Development in India.	1	12
Unit V	Creativity and Entrepreneurship Sources and Methods of Ideas Planning and Development of Programmes E-Business Ventures; New Venture Management.	1	10
References:			
<ol style="list-style-type: none"> NVR Naidu and T.Krishna Rao, Management and Entrepreneurship S Anil Kumar, Small Business and Entrepreneurship, IK Int Pub House, New Delhi Balraj Singh, Entrepreneurship Development, Wisdom, Delhi 			

4. Timmons and Spinelli, New Venture Creation:Entrepreneurship for 21st Century, TMH, ND
5. Tabarrok – Entrepreneurial Economics, Oxford University Press.
6. C.V. Bakshi, Entrepreneurship Development, Excel Publications.
7. Vasant Desai, Small Business in Entrepreneurship, Himalaya Publishing House.

M.Voc. in Development and Management

Course Name	Industrial Training (Project work)		
Course Code	MV 404		
Class	S.Y. M.Voc.	Semester	IV
No. of Credits	18	Contact Hours	270
Aim			
<ul style="list-style-type: none"> • Contribute to efficient delivery of software solutions and implement improvements in the software development processes. 			
Objectives			
<ul style="list-style-type: none"> • Ability to identify sources of hazards, and assess/identify appropriate health & safety measures. • Ability to demonstrate the use, interpretation and application of an appropriate. 			
Course Outcomes			
<ul style="list-style-type: none"> • International engineering standard in a specific situation • Ability to apply prior acquired knowledge in problem solving. 			
Unit	Topics	Credit	Lectures
Project	<p>There will be a teacher coordinator for a group of students. A teacher coordinator will take care of joining letters from students along with other necessary submission listed below.</p> <ol style="list-style-type: none"> 1. A student will have to submit 2 reports during the period of ITP to the Department of the college. 2. After the completion of the ITP, a student will have to submit a synopsis along with the project completion certificate from the respective industry/research institute /educational institute. 3. A student will submit one hard copy (Student Copy) and a soft copy's (preferably 2 CDs) of the work carried out towards ITP 	18 (8+10)	(120+150)

