

CO-PO Mapping



<b>Course: ENTREPRENEURSHIP AND LEGAL ASPECTS</b>			
<b>Type: CORE</b>		<b>Course Code: 20MBA26</b>	
<b>No of Hours</b>			
Theory (Lecture Class)	Practical/Field Work/Allied Activities	Total/Week	Total teaching hours
4	1	5	52
<b>Marks</b>			
Internal Assessment	Examination	Total	Credits
40	60	100	3
<b>Aim/Objectives of the Course</b>			
<ol style="list-style-type: none"> <li>1. To develop and strengthen entrepreneurial quality and motivation in students.</li> <li>2. To impart basic entrepreneurial skills and understandings to run a business efficiently and effectively.</li> <li>3. To provide insights to students on entrepreneurship opportunities, sources of funding and institutions supporting entrepreneurs.</li> <li>4. To make students understand the ways of starting a company of their own.</li> </ol>			
<b>Course Learning Outcomes-After</b> completing the course, the students will be able to			
CO1	Display keen interest and orientation towards entrepreneurship, entrepreneurial opportunities in order to setup a business and to think creatively.		Applyi ng (K3)
CO2	To know about the various business models and B-Plans across Business sectors.		Applyi ng (K3)
CO3	Able to understand the importance of marketing and different forms of businesses.		Applyi ng (K3)
CO4	Become aware about various sources of funding and institutions supporting entrepreneurs.		Applyi ng (K3)
CO5	Awareness about legal aspects and ways to protect the ideas.		Applyi ng (K3)
CO6	To understand the ways of starting a company and to know how to protect their ideas.		Applyi ng (K3)
<b>Syllabus Content</b>			
<b>Module -1 Introduction to Entrepreneur &amp; Entrepreneurship</b>			

<p>Meaning of entrepreneur - Evolution of the concept - Functions of an Entrepreneur – Types of Entrepreneur - Intrapreneur- an emerging class - Concept of Entrepreneurship - Entrepreneurial Culture - Stages in entrepreneurial process. Creativity and Innovation: The role of creativity – The innovation Process – Sources of New Ideas – Methods of Generating Ideas – Creative Problem Solving – Entrepreneurial Process</p> <p>Case Study.</p> <p><b>LO:</b> At the end of this session the student will be able to</p> <ol style="list-style-type: none"> <li>1. <b>Understand</b> the concepts of Entrepreneur, Intrapreneur, Creativity and Innovation</li> <li>2. <b>Awareness</b> about the evolution of entrepreneurship and the stages in Entrepreneurial process</li> </ol>	<p><b>CO1</b> 7 hours PO1, PO2, PSO2</p>
<p><b>Module -2 Developing Business Model</b></p> <p>Importance of Business Model – Starting a small-scale industry -Components of an Effective Business Model, Osterwalder Business Model Canvas. Business Planning Process: Meaning of business plan - Business plan process - Advantages of business planning - Final Project Report with Feasibility Study - preparing a model project report for starting a new venture. Lab Component and assignment: Designing a Business Model Canvas</p> <p>Case Study</p> <p><b>LO:</b> At the end of this session the student will be able to</p> <ol style="list-style-type: none"> <li>1. <b>Understand</b> the importance of business model</li> <li>2. <b>Comprehend</b> the factors in starting a small-scale industry</li> <li>3. <b>Design a business model canvas</b></li> </ol>	<p><b>CO2</b> 9 hours PO1, PO2, PSO2</p>
<p><b>Module -3 Marketing function and forms of organization</b></p> <p>Industry Analysis – Competitor Analysis – Marketing Research for the New Venture – Defining the Purpose or Objectives – Gathering Data from Secondary Sources – Gathering Information from Primary Sources – Analyzing and Interpreting the Results – The Marketing Process, Forms of business organization: Sole Proprietorship – Partnership – Limited liability partnership - Joint Stock Companies and Cooperatives</p> <p>Case Study</p> <p><b>LO:</b> At the end of this session the student will be able to</p> <ol style="list-style-type: none"> <li>1. <b>Understand</b> the importance of marketing functions for a business</li> <li>2. <b>Awareness</b> about the different forms of business organization</li> </ol>	<p><b>CO3</b> 9 hours PO1, PO4, PSO2</p>
<p><b>Module -4 Entrepreneurial finance</b></p> <p>Entrepreneurial finance- Estimating the financial needs of a new venture, internal sources of finance, external sources of finance, components of financial plan Institutions supporting Entrepreneurs: Small industry financing developing countries - A brief overview of financial institutions in India - Central level and state level institutions - SIDBI - NABARD - IDBI - SIDCO - Indian Institute of Entrepreneurship - DIC - Single Window - Latest Industrial Policy of Government of India.</p>	<p><b>CO4</b> 7 hours PO3, PSO1, PSO2</p>

<p>Case Study</p> <p><b>LO:</b> At the end of this session the student will be able to</p> <ol style="list-style-type: none"> <li><b>Awareness</b> about the different sources of funding</li> <li><b>Estimation of the</b> financial requirement for a business</li> </ol>	
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<p><b>Module -5 Rules and Legislation</b></p> <p>Applicability of Legislation; Industries Development (Regulations) Act, 1951; Factories Act, 1948; Industrial Employment (Standing Orders) Act, 1946, Suspension, Stoppage of work, Termination of employment; Karnataka Shops and Establishment Act, 1961; Environment (Protection) Act, 1986; The sale of Goods Act, 1930; Industrial Dispute Act 1947.</p> <p>Case Study</p> <p><b>LO:</b> At the end of this session the student will be able to</p> <ol style="list-style-type: none"> <li><b>Understand</b> the applicability of legislations</li> <li><b>Awareness</b> about the different acts and provisions of business</li> </ol>	<p><b>CO5</b> 9 hours PO1, PSO1, PSO2</p>
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<p><b>Module-6 Company Incorporation</b></p> <p>Process of Company Incorporation; process of registration; Importance of Marketing; Funding.. Intellectual property protection and Ethics: Patents – Copyright - Trademark- Geographical indications – Ethical and social responsibility and challenges</p> <p>Case Study</p> <p><b>LO:</b> At the end of this session the student will be able to</p> <ol style="list-style-type: none"> <li><b>Understand</b> the process of company incorporation</li> <li><b>Describing</b> the process of registration</li> <li><b>Understanding</b> about IPR protection and ethical responsibilities</li> </ol>	<p><b>CO-6</b> 9 hours PO3, PSO1, PSO2</p>
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Textbooks				
Sl. No	Title of the book	Name of the Author/s	Publisher Name	Edition and year
1	The Dynamics of Entrepreneurial Development and Management	Vasant Desai	Himalaya Publishing House	2010
2	Entrepreneurship	Donald F. Kuratko and Richard M. Hodgetts	South-Western	2012

Reference Books			
Sl. No	Title of the book	Name of the Author/s	Publisher Name
1	Entrepreneurship Development	Gupta S.L., Arun Mittal	International Book House
2	Management and Entrepreneurship Development	Sudha G. S	Indus Valley Publication

<p><b>Useful Websites</b></p> <ul style="list-style-type: none"> <li>BusinessOwnersToolKit.Com</li> <li>Bloomberg.com</li> </ul>
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- Under 30 CEO
- Forbes.com
- YourStory.com

#### Useful Journals

- Journal of management
- Small business economics journal
- The journals of entrepreneurship-Sage Journals
- International journal of entrepreneurship
- Entrepreneurship and Sustainability issues

#### Teaching and Learning Methods

1. Lecture class: 46
2. Practical classes: 4

#### Assessment

**Type of test/examination:** Written examination

**Continuous Internal Evaluation (CIE):** 40 marks (Average of three tests will be considered)

**Semester End Exam (SEE):** 100 marks (students have to answer all main questions) which will be reduced to 60 Marks.

**Test duration:** 1 :30 hrs

**Examination duration:** 3 hrs

**PO1:** Acquire sufficient theoretical knowledge and are enabled to apply them to solve practical problems in business and other organizations/ institutions of importance.

**PO2:** Apply effective communication skills with a high degree of lateral and critical thinking that enhances learn ability, developed for being continuously employable.

**PO3:** Demonstrate leadership qualities, ethically sound, enabled with decision making skills that reflect a high degree of social consciousness


**PO4:** Recognize the need for sustained research orientation to comprehend a growing complex, economic, legal and ethical environment

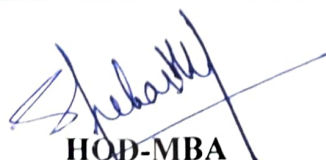
**PO5:** Possess self- sustaining entrepreneurship qualities that encourages calculated risk taking.

**PSO1:** Develop viable Managerial solutions in the dynamic business eco system

**PSO2:** Establish and Encourage Entrepreneurial zeal along with Ethical Values in the business.

CO	K- Level	PO					PSO1	PSO2
		PO1	PO2	PO3	PO4	PO5		
20MBA26	K- Level							
CO1	K3	3	2			3		
CO2	K3	3	3				1	
CO3	K3	2			2		2	
CO4	K3			3			2	2
CO5	K3			2			1	2
CO6	K3			2			1	2

  
Course in charge

  
HOD-MBA

  
Principal

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CO-PO Mapping

**Course: INVESTMENT MANAGEMENT**

**Type: Elective**

**Course Code: 20MBAFM303**

**No of Hours**

Theory (Lecture Class)	Practical/Field Work/Allied Activities	Total/Week	Total teaching hours
3	2	5	52

**Marks**

Internal Assessment	Examination	Total	Credits
40	60	100	4

**Aim/Objectives of the Course**

- 1) To understand the capital market and various instruments for investment.
- 2) To learn valuation of equity, debt and mutual funds.
- 3) To learn the theories of portfolio management.
- 4) To learn diversification of securities for risk return trade off in capital market
- 5) To learn Portfolio Construction for retail investors, high net worth individuals, mutual funds.

**Course Learning Outcomes**

After completing the course, the students will be able to

The student will

<b>CO1</b>	<b>Discover</b> the capital market and various Instruments for Investment	<b>Applying (K3)</b>
<b>CO2</b>	<b>Illustrate</b> the risk and return associated with the investment	<b>Applying (K3)</b>
<b>CO3</b>	<b>Interpret</b> after applying methods to value securities	<b>Applying (K3)</b>
<b>CO4</b>	<b>Prepare</b> to analyze the Economy, Industry, and Company Framework for Investment Management.	<b>Applying (K3)</b>
<b>CO5</b>	<b>Practice</b> the theories of Portfolio management	<b>Applying (K3)</b>
<b>CO6</b>	<b>Apply</b> the tools and techniques for efficient portfolio management	<b>Applying (K3)</b>

**Syllabus Content**

<p><b>Unit 1: (7 Hours) Introduction to Investment:</b> Investment Avenues, Attributes, Investor V/s speculator, Features of a good Investment, Investment Process. Financial Instruments: Money Market Instruments, Capital Market Instruments, Derivatives.</p> <p>Securities Market: Primary Market, Secondary Market. Stock Market Indicators-Indices of Indian Stock Exchanges (only Theory).</p> <p><b>LO:</b> At the end of this session the student will be able to</p> <ol style="list-style-type: none"> <li>1. <b>Describe</b> the Investment Attributes.</li> <li>2. <b>Distinguish</b> between Investor and Speculator.</li> </ol>	<p><b>CO1</b></p> <p>07 hrs</p> <p>PO1- 3 PSO2- 2</p>
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<ol style="list-style-type: none"> <li>3. <b>Explain</b> the Money Market Instruments.</li> <li>4. <b>Distinguish</b> between Primary Market and Secondary Market.</li> <li>5. <b>What</b> is Index and discuss its types?</li> </ol>	
<p><b>Unit 2: (7 Hours) Risk and Return Concepts:</b> Concept of return, individual security returns, rate of return, Concept of Risk, Causes of Risk, Types of Risk- Systematic risk- Market Price Risk, Interest Rate Risk, Purchasing Power Risk, Unsystematic Risk- Business risk, Financial Risk, Insolvency Risk, Risk-Return Relationship, Concept of diversifiable risk and non-diversifiable risk. Calculation of Return and Risk of Individual Security (Theory &amp; Problems).</p> <p><b>LO:</b> At the end of this session the student will be able to</p> <ol style="list-style-type: none"> <li>1. <b>What</b> is Portfolio Risk and Return?</li> <li>2. <b>Explain</b> the types of Risk with examples.</li> <li>3. <b>What</b> is Correlation and Beta.</li> <li>4. <b>What</b> is Return?</li> </ol>	<p style="text-align: center;"><b>CO2</b></p> <p style="text-align: center;">7 hrs.</p> <p>PO1- 3 PO4-3 PO5- 2 PSO1-2 PSO2-1</p>
<p><b>Unit 3: (9 Hours) Valuation of securities:</b> Bond features, Types of Bonds, Determinants of interest rates, Bond Valuation, Bond Duration, Bond Management Strategies. Preference Shares- Concept, Features, Valuation. Equity Shares- Concept, Valuation, Dividend Valuation Models, P/E Ratio valuation model. (Theory &amp; Problems).</p> <p><b>LO:</b> At the end of this session the student will be able to</p> <ol style="list-style-type: none"> <li>1. <b>Discuss</b> features and types of Bonds?</li> <li>2. <b>Determine</b> the types of Equity shares.</li> <li>3. <b>Discuss</b> YTM, Duration and Macaulay's Duration.</li> <li>4. <b>Explain</b> the Dividend valuation models?</li> </ol>	<p style="text-align: center;"><b>CO3</b></p> <p style="text-align: center;">09 hrs</p> <p>PO1- 3 PO4-3 PO5-2 PSO1-2 PSO2-1</p>
<p><b>Unit 4: (7 Hours) Macro-Economic and Industry Analysis:</b> Fundamental analysis-EIC Frame Work, Economy Analysis, Industry Analysis, Company Analysis- Financial Statement Analysis.</p> <p>Market Efficiency: Efficient Market Hypothesis, Forms of Market Efficiency, Empirical test for different forms of market efficiency.</p> <p>Technical Analysis – Concept, Theories- Dow Theory, Eliot Wave theory. Charts- Types, Trends and Trend Reversal Patterns. Mathematical Indicators –Moving Average Convergence-Divergence, Relative Strength Index (Theory only).</p> <p><b>LO:</b> At the end of this session the student will be able to</p> <ol style="list-style-type: none"> <li>1. <b>Outline</b> EIC Approach</li> <li>2. <b>Discuss</b> the types of Charts.</li> <li>3. <b>Explain</b> the Eliot wave theory.</li> <li>4. <b>Distinguish</b> between Fundamental Analysis and Technical Analysis.</li> </ol>	<p style="text-align: center;"><b>CO4</b></p> <p style="text-align: center;">7hrs</p> <p>PO1- 3 PO5- 3 PSO2-1</p>
<p><b>Unit 5: (11 Hours) Modern Portfolio Theory:</b> Markowitz Model- Diversification, Portfolio Return, Portfolio Risk, Efficient Frontier. Sharpe's</p>	<p style="text-align: center;"><b>CO5</b></p>

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<p>Single Index Model, Capital Asset Pricing Model: Assumptions, CAPM Equation, Capital Market Line, Security Market Line, CML V/s SML. Sharpe's Optimum Portfolio Construction. Arbitrage Pricing Theory: Equation, Assumption, CAPM V/s APT (Theory &amp; Problems).</p> <p><b>LO:</b> At the end of this session the student will be able to</p> <ol style="list-style-type: none"> <li>1. <b>Explain</b> the Sharpe's Single Index Model.</li> <li>2. <b>Explain</b> the difference between APT and CAPM.</li> <li>3. <b>Discuss</b> the assumptions of Capital Asset pricing Model.</li> <li>4. <b>Distinguish</b> between CML and SML.</li> </ol>	<p>11 hrs</p> <p>PO1- 3 PO5-3 PSO1-1 PSO2-2</p>
<p><b>Unit 6: (9 Hours) Portfolio Management Strategies and Performance Evaluation:</b> Portfolio Management Strategies: Active and Passive Portfolio Management strategy. Portfolio Revision: Portfolio Revision Strategies – Objectives, Performance plans. Mutual Funds: Concept of Mutual Funds, Participants in Mutual Funds, Advantages of Investment in Mutual Fund, Measure of Mutual Fund Performance. Portfolio performance Evaluation: Measures of portfolio performance (Theory &amp; Problems).</p> <p><b>LO:</b> At the end of this session the student will be able to</p> <ol style="list-style-type: none"> <li>1. <b>Discuss</b> the forms of Market Efficiency.</li> <li>2. <b>What</b> if Efficient Market Hypothesis?</li> <li>3. <b>Write</b> short note on Random Walk theory.</li> <li>4. <b>Explain</b> the Active and Passive Management strategies?</li> </ol>	<p><b>CO6</b> 9 hrs</p> <p>PO1- 3 PO5-2 PSO1-3 PSO2-1</p>
<p><b>Text Books</b></p> <ol style="list-style-type: none"> <li>1. Investment Analysis and Portfolio Management – Prasanna Chandra,3/e,TMH, 2010.</li> <li>2. Investments – ZviBodie, Kane, Marcus &amp;Mohanty, 8/e, TMH,2010.</li> <li>3. Security Analysis &amp; Portfolio Management- J Kevin, TMH</li> </ol>	
<p><b>Reference Books (specify minimum two foreign authors text books)</b></p> <ol style="list-style-type: none"> <li>1. Analysis of Investments &amp; Management – Reilly &amp; Brown, Cengage, 10e/2017</li> <li>2. Security Analysis &amp; Portfolio Management – Punithavathy EhavathyPandian,2/e, Vikas, 2005.</li> <li>3. Investment Management- Bhalla V.K. , Vikas Publication, 19/e, 2018</li> </ol>	
<p><b>Useful Websites</b></p> <ul style="list-style-type: none"> <li>● <a href="http://www.investopedia.com/">http://www.investopedia.com/</a></li> <li>● <a href="http://www.bseindia.com/">http://www.bseindia.com/</a></li> <li>● <a href="http://www.nseindia.com/">www.nseindia.com/</a></li> <li>● <a href="http://www.forbes.com/">www.forbes.com/</a></li> <li>● <a href="http://www.moneycontrol.com/">www.moneycontrol.com/</a></li> </ul>	
<p><b>Useful Journals</b></p> <ul style="list-style-type: none"> <li>● Journal of Investment Management</li> <li>● Vikalpa</li> <li>● Journal of Investment strategies</li> <li>● Journal of Finance and Investment</li> </ul>	

CO-PO Mapping

- Journal of Finance
- Journal of Investment Management and Financial Innovations

**Teaching and Learning Methods**

1. Lecture class: 30 hrs
2. Practical classes: 22 hrs

**Assessment**

**Type of test/examination:** Written examination

**Continuous Internal Evaluation(CIE) :** 40 marks (Average of TWO tests will be considered)

**Semester End Exam(SEE) :** 100 marks (students have to answer all main questions) which will be reduced to 60 Marks.

**Test duration:** 1 :30 hrs

**Examination duration:** 3 hrs

**PO1: Acquire sufficient theoretical knowledge and are enabled to apply them to solve practical problems in business and other organizations/ institutions of importance.**

**PO2: Apply effective communication skills with a high degree of lateral and critical thinking that enhances learn ability, developed for being continuously employable.**

**PO3: Demonstrate leadership qualities, ethically sound, enabled with decision making skills that reflect a high degree of social consciousness.**

**PO4: Recognize the need for sustained research orientation to comprehend a growing complex, economic, legal and ethical environment.**

**PO5: Possess self- sustaining entrepreneurship qualities that encourages calculated risk taking.**


**PSO1: Develop viable Managerial solutions in the dynamic Business eco system**


**PSO2: Establish and Encourage Entrepreneurial zeal along with Ethical Values in the business.**



CO-PO Mapping

CO		PO					PSO1	PSO2
		PO1	PO2	PO3	PO4	PO5		
20MBAFM303	K- Level	-	-	-	-	-	-	-
CO1	K3	3	-	-	-	-	-	2
CO2	K3	3	-	-	3	2	2	1
CO3	K3	3	-	-	3	2	2	1
CO4	K3	3	-	-	-	3	-	1
CO5	K3	3	-	-	-	3	1	2
CO6	K3	3	-	-	-	2	3	1

  
Course In charge

  
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