



OFFICE OF THE HEAD,
DEPARTMENT OF COMMERCE
ASSAM UNIVERSITY: SILCHAR
Silchar -788011, Assam (INDIA)

AU/COM-19/2010-2011

Date:

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2016

The following are the open courses of the Department of Commerce.

M.Com -203: Entrepreneurship and Small Business Management

M.Com-204: Personal Finance.

Interested students from other Department are directed to apply to the Head, Department of Commerce within 20.12.2016.

M.Com students can apply in one paper i.e paper no 204 (personal Finance) only if they are interested to study open course in the Department. For paper no 203, they are to apply in the other department through HOD, Commerce. They can also apply for paper no 204 in the other Department.

The name of the selected candidates will be given in the website on 28.12.2016.

The syllabus of the MC-203 & MC-204 of the Department of Commerce is given Below.

(Prof. P.J.Goswami)
HOD, Commerce

Copy to:

1. P.S to V.C for kind information of the Hon'ble Vice Chancellor.
2. Registrar for information
3. Director, Computer Centre

HOD, Commerce

ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT [MC - 203]

OPEN COURSE

M.Com Semester-11
Course No. MC-203
Credit Hour-50
Total Credit -6

Full Marks- 100
Sessional-30
Semester End-70

Objective: The objective of the course is to give a basic concept and various issues of Entrepreneurship and Small Business Management .

Unit 1:

Introduction: Concept and Definitions, Entrepreneur v/s Intrapreneur; Role of Entrepreneurship in Economic Development; Entrepreneurship Process; Factors impacting Emergence of Entrepreneurship ; Managerial versus Entrepreneurial Decision Making; Entrepreneur v/s Investors; Entrepreneurial attributes and characteristics; Entrepreneurs versus inventors; Entrepreneurial Culture; Entrepreneurial behaviour and skills ; Social Entrepreneurship ; Classification and Types of Entrepreneurs; EDP Programme; Entrepreneurial Training ; Traits/Qualities of an Entrepreneurs; Entrepreneurial leadership.

Unit II:

Small Enterprises and Enterprise Launching Formalities: Definition of Small Scale; Rationale; Objective; Scope ; Role of SSI in Economic Development of India ; SSI Registration ; NOC from Pollution Board; Machinery and Equipment Selection ; Conducting Feasibility Studies ; Project Report Preparation ; Specimen of Project Report ; Project Planning and Scheduling using Networking Techniques of PERT/CPM; Methods of Project Appraisal.

Unit III:

Role of support Institutions and Management of Small Business : Director of Industries ; DIC;SIDO; SIDBI; Small Industries Development Corporation (SIDC); SISI; NSIC; NISBUD; State Financial corporation SIC; Marketing Management ; Production Management ; Finance Management ; Human Resource Management ; Export Marketing ; Case Studies – At least 4 (four) in whole course.

Unit IV:

Strategic Management in Small Business: Production Management ; Material Management ;Productivity ; Potential crisis areas for Small Business; Total quality Management ; Customer Relationship Management ; Export Management ; Challenges & Opportunities of Entrepreneurship and Small Business Development in N.E.India, NEIIP.

Unit V:

Functional plans and Entrepreneurial Finance: Marketing plan- for the new venture, Environment analysis, Steps in preparing Marketing plan, Marketing mix, Contingency planning ; Organizational plan- designing organization structure and Systems; financial plan- pro forma income statements, funds Flow and Cash flow statements; Pro forma balance sheet; Break Even Analysis; Ratio Analysis. Debt or equity financing, Sources of Finance – Commercial banks, private placements, venture capital , financial institutions supporting entrepreneurs; Lease financing; Industrial Visit.

Suggested Reading :

1. Kumar, Arya, Entrepreneurship : Creating and Leading an Entrepreneurial Organisation, Pearson , India.
2. Hishrich, Peters, Entrepreneurship : Starting , Developing and Managing a New Enterprise, Irwin.
3. Vasant, Desai, Small- Scale Industries and Entrepreneurship , Himalaya Publication, India.
4. Kuratko, D.F., and T.V.Rao, Entrepreneurship: A South – Asian Perspective, Cengage Learning

**PERSONAL FINANCE [MC - 204]
OPEN COURSE**

M.Com Semester-11
Course No. MC-204
Credit Hour-50
Total Credit -6

Full Marks- 100
Sessional-30
Semester End-70

Objective:

The objective of this paper is to provide the student with an introduction to the various concepts associated with broad coverage of personal financial decisions, including basic financial planning, tax issues, managing savings and other liquid accounts, buying a Real Estate, the use of credit, insurance, managing investments and saving. The course is geared toward practical knowledge that is necessary for financial decision making in everyday life.

Unit 1: PERSONAL FINANCE

Meaning, objective, scope, importance, various concepts associated with personal finance, sound decisions relating to a personal financial plan including basic financial planning.

Unit 2 : PERSONAL FINANCE AND MANAGEMENT

Budgeting, Time value of Money, Financial Statements and Budgeting, Financial Aspects of Career Planning.

Unit 3 : PERSONAL FINANCE AND TAX ISSUES

Tax Issues and Tax Considerations, tax planning as they relate to individuals.

Unit 4 : PERSONAL FINANCE AND SAVINGS AND INVESTMENTS

Savings and Investments – meaning, importance, types of Financial Saving Products; Managing savings and other liquid accounts, savings alternatives; investment- short term and long term, Stocks and Bonds, Mutual Funds, Investing in Real Estate and other Investment alternatives, estate planning, managing investments and saving for retirement.

Unit: 5 : PERSONAL FINANCE AND RISK COVERAGE

Risk Coverage – meaning, important of risk coverage, financial risk coverage instruments- Life insurance, General insurance- Health Insurance, Property insurance and the various types of insurance plans available to individuals. The use of credit and purchasing decisions as they relate to individuals.

Reference:

1. Personal Financial Planning, 13th Edition, Lawrence Gitman, Michael Joehnk, and Randall Billingsley, South – Western, Cengage Learning 2014.
2. Kapoor, J, Dlabay, L., & Hughes, R. (2008). Focus on Personal Finance. Boston, MA: McGraw-Hill (FPF) Three- Ring Binder Edition
3. Chilton, D. (1998). The Wealthy Barber, Three Rivers Press
4. Bach, D. (2004). The Automatic Millionaire. New York: Broadway Books.
5. Franklin, D. (2006). So you Graduated College: A Financial Guide to Life After Graduation. Los Altos, CA: Keystone Enterprises, LLC.
6. Koblner, B. (2009) Get a Financial Life: Personal Finance in Your Twenties and Thirties, New York: Fireside Books.
7. Singhanian and Singhanian – Direct Taxes Law and Practice.