

ASSAM UNIVERSITY: SILCHAR

P G Diploma in Entrepreneurship & Innovations (PGDEI)

SYLLABUS

(to be effective from 2018-19 academic session)

1 st Semester.	
ENT - 101	Fundamentals of Entrepreneurship
ENT - 102	Fundamentals of Accounting & Finance
ENT - 103	Management Concept and Organisation Behaviour
ENT - 104	Managerial Economics
ENT - 105	Case Study Analysis
2 nd Semester.	
ENT - 201	Marketing Management
ENT - 202	Management of Small Business
ENT - 203A	Human Resource Management
ENT - 203B	Financial Management
ENT - 203C	International Business
ENT - 204A	Entrepreneurial Creativity & Innovations
ENT - 204B	Project Management
ENT - 204C	Entrepreneurship Strategic Management
ENT - 205	Project Report & Viva-Voce

FUNDAMENTAL OF ENTREPRENEURSHIP

Course No. E&I- 101

Full marks – 100, Sessional – 30, Semester End – 70

Credit [Hour]= 5 [50]

Unit -1

The concept of Entrepreneur; characteristics of an Entrepreneur; Functions of Entrepreneurs, Entrepreneur Vs. Intrapreneur, Entrepreneurial Traits,, Entrepreneurs as a catalyst in economic activity, Importance of entrepreneurship development in the economic liberalisation.

Unit-2

Impact of the macro and micro social environment of entrepreneurial growth. Evolution of Indian entrepreneurship during the British period and during the post-independence decades, the current entrepreneurial situation in India with special reference to North East.

Unit-3

Entrepreneurial motivation. David C. Macelland's need for achievement Theory. The Entrepreneurship Development Programme, objectives, Course contents and phases.

Unit- 4

The existing institutional framework for promotion of entrepreneurship; Role of SISI, DICs, Financial Institutions, Industrial Estates, problems of development of entrepreneurship in the context of North East of India

Unit -5

Entrepreneurship and Industrial Development: Planning growth of industrial activities through industrial policy of the Government; Role of Industrial estates, Role of central and state level promotional service and financial institutions, Role of development banks.

Reference books:

1. Hall B. Pikle and Royance L. Brahamson : Small Busines Management – [John Wiley & Sons].
2. Kenneth R. Van Voorthis : Entrepreneurship and Small Business Management – [Boston, Allyn and Baeon]
3. Sharma R.A.: Entrepreneurial Changes in Indian Industries [Sterling]
4. Dhar, D.N. Lydal H.P.: The Roe of Small Enterprises In Indian Economic Development [Asia Publishing House]
5. Khanka S S: Entrepreneurship Development, S. Chand and Co, New Delhi
6. Srivastava S.B. A Practical Guide to Industrial Entrepreneurs, sultan Chand and Sons, New delhi.
7. Holt: Entrepreneurship- New venture Creation. [Prentice Hall of India]
8. Shukla M.B.: Entrepreneurship and Small Business Management, Kitab Mahal, Allahabad.



REDMI NOTE 5 PRO
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Fundamental of Accounting & Finance

Course No. E&I- 102

Full marks – 100, Sessional – 30, Semester End – 70

Credit [Hour] = 5 [50]

Unit -1

Accounting principles, Journalising Transactions, Ledger Posting and Trial balance, Sub-
Division of Journals, Negotiable Instruments, Bank Reconciliation Statement,

Unit - 2

Matching Concept, Capital and Revenue, Final Accounts, Rectification of Errors, Single
entry System

Unit-3

Consignment account, Joint Venture Accounting, Hire Purchase and Installment Purchase
System, Branch Accounting, Inventory Valuation

Unit-4

Financial Management – meaning, Nature and Scope of Finance – Financial goals, profit
vs. wealth maximization, Capital Budgeting: Investment evaluation criteria, and Cost of
Control: meaning and significance.

Unit- 5

Working Capital Management – meaning, significance & types of working capital
requirements, sources of working capital, Determining working capital requirements,
Dimensions of working capital management of Cash, receivables and inventory

Reference books:

1. Maheshwari SN & Maheswari SK, An Introduction to Accountancy, Vikash
Publishing House, New Delhi
2. Jain and Narrang: Advanced Accounting,
3. Sharma, S & Vithal, M.P.: Financial Accounting for Management, Macmillan
India Ltd, New Delhi
4. Chandra P. Financial Management: Tata McGraw Hills, Delhi
5. Pandey IM, Financial management, Vikash Publishing House, Delhi
6. Khan MY and Jain PK, Financial Management: Tata McGraw Hills, Delhi

MANAGEMENT CONCEPTS AND ORGANISATION BEHAVIOUR

Course No. E&I- 103

Full marks – 100, Sessional – ~~30~~, Semester End – ~~70~~

Credit [Hour]= 5 [50]

Unit -1

Definitions, concepts, Roles, importance, scope, level, Nature, Functions and Process of Management, Distinction between Administration and management, Management- an Art or a Science, McGregor's Theory of X and Y, Systematic Management, Likert's Contribution, Schools of Management: Scientific Management, Human Relations, Human behaviour, The Quantitative Management, Systems Management, The Contingency Approach and Modern Approach

Unit -2

Definition, principles, process, Importance and Theories of organisation, Types of organisation- Formal & Informal, Project organisations, Organisation Structure and Design, Delegation and Decentralisation, Span of Control. Concept, nature, Scope, Background, Significance and Foundation, Emergence of organisation Behaviour.

Unit -3

Nature of Human Behaviour, Individual Decision Making and Problem Solving, Personality, Perception, Learning Attitudes and Values, Motivation – Definition, Nature, Importance and Types of Motivation, Theories of Motivation – Maslow's need Hierarchy Theory, ERG Theory, Herzberg's two Factor Theory, McClelland's need Theory, Vroom's theory, Adam's Equity Theory.

Unit -4

Definition, Types, Characteristics and Importance of groups, Reasons of Formation of Groups, Theories of group formation, Group behaviour, Group decision making, Team development, Source of Conflict, and Conflict Resolution

Unit- 5

Concept, Nature, Functions, Qualities, Techniques, needs Importance, Approaches to the Leadership – Charismatic leader, Trait Theory, behaviour theory, Contingency Theory, Situational Theory, Leadership Styles, management grid, Organisational politics and management of organisational Politics.

Reference books:

1. Rao, P.S: Management and organisation Behaviour, Himalaya Publishing House, New Delhi.
2. Basu, C.R: Organisation and Management, S. Chand and Co. Ltd, New Delhi
3. Prasad, L.M.: Principles and practices of Management: S. Chand and Co. Ltd, New Delhi
4. Murugan, M.S.: Management Principles and Practice, New Age International Publisher
5. Ramaswamy, T: Principles of Management: Himalaya Publishing House, New Delhi
6. Prasad, L.M.: Management Process and Organisation Behaviour: S. Chand and Co. Ltd, New Delhi

MANAGERIAL ECONOMICS [ENT - 104]

PGDEI Semester-I

Full Marks- 100

Course No. MC-104

Sessional-30

Credit Hour-50

Semester End-70

Total Credit -6

Objective: The objective of the course is to acquaint students with the concepts of micro-economic theory and their use in business decision making. The effort is to make them capable of using various concepts to deal with business problems in a globalised economic environment.

UNIT-I: Demand analysis; individual and market demand function, law of demand determinants of demand. Elasticity of demand-its meaning and importance, price elasticity, income elasticity and cross elasticity, use of elasticity in managerial decision making.

Theory of consumer choice: cardinal utility approach, indifference approach, revealed preference theorem and theory of consumer choice under risk, demand estimation for major consumer durable and non durable products, demand forecasting techniques

UNIT-II : Production theory; production firm, production with one & two variable inputs, stages of production, economies of scale, estimation of production function, cost theory and estimation, economic value analysis, short and long run cost function, their nature, shape and interrelationship, law of variable proportion, law of returns to scale

UNIT-III: Market and Price determination under different market conditions; characteristics of different market structures, price determination and firms equilibrium in short run & long run under perfect competition, monopoly, monopolistic competition, oligopoly & monopsony

Pricing practices: methods of price determination in practice, pricing of multiple products, price determination, international price discrimination and dumping, transfer pricing

UNIT-IV: Business cycle: nature and phases of business cycle, theories of business cycle, psychological, monetary, innovation, cobwebs, Samuelson and Hicks theories.

Inflation, deflation, characteristics and types, inflation in terms of demand pull and cost push factors, effects of inflation, remedial measures.

UNIT-V: Development Finance of Government Policies

Source of development finance, deficit financing, foreign capital, surplus from public undertaking. Consequences of various sources of revenue.

Finance Commissions in India, Recommendations of the latest finance Commission in India, Budget analysis of the latest budget of India.

References:

1. Koutsyiannis, A., Modern Microeconomics, Macmillan Press Ltd. (1998 Reprint).
2. Varian, Micro-Economic Analysis (ed. 3), Norton, 1992.
3. Pindyck Robert S. and Daniel L. Rubinfeld, Micro Economics, Third Edition, Prentice Hall of India, New Delhi, 1996.
4. Madala G.S. and Ellen Miller, Micro Economics, Theory and Applications, McGraw Hill, Book Company, New York.
5. Gould, John P., Edward P. Lazear, Micro-Economic Theory, Richard D. Irwin, Inc., Homewood Illinois.
6. Sen Anindya, Micro-Economics: Theory and Applications, Oxford University Press, New Delhi, 1999.
7. Tirole J., The Theory of Industrial Organisation, Cambridge MIT Press, 1988.

CASE STUDY ANALYSIS

Course No. E&I-105

Full marks – 100, Sessional – ~~30~~, Semester End – ~~70~~

Credit [Hour] = 5 [50]

Unit-1

Case analysis on Market and Demand Analysis: Information required for market and demand analysis; sources of information – primary and secondary, Demand forecasting.

Unit-2

Case Analysis on production and Productivity, Plant location and layout, selection of plant equipments

Unit-3

Case Analysis on Cost of Project and means of financing: major cost components; means of financing, planning capital structure;

Unit-4

Case Analysis on Marketing dimensions of Entrepreneurship including product launching and life cycle management

Unit-4

Case Analysis on Human Resource Dimension of Entrepreneurship including sourcing, training and compensation management

Unit-5

Case Analysis on Profitability and Sustainability including Break Even Analysis; Projected Balance Sheet, Profit and Loss Account and cash Flows Statement,

Reference books:

1. **Business Strategy and Policy: Cases** by Garry D. Smith, Danny R. Arnold, Bobby G. Bizzell
2. **Cases in Business Strategy & Policy** by Joseph C. Latona
3. Chandra Prasanna, Project Preparation, Appraisal and Implementation, Tata McGraw Hill, New Delhi
4. IDBI Manual of Industrial project Analysis in Developing Countries
5. **Introduction to Business Strategy: A Strategic Management Approach : Text ...** by Anthony R. Morden
6. **Business Marketing Strategy: Cases, Concepts, and Applications** by V. Kasturi Rangan, Benson P. Shapiro, Rowland T. Moriarty
7. **Business Strategy: Concepts and Cases** by B Karunakar, Institute of Chartered Financial Analysts of India

MARKETING MANAGEMENT (ENT -201)

PGDEI Semester II

Full Marks: 100

Course No: MC – 205

Sessional: 30

Credit Hour – 50

Semester End: 70

Total Credit – 6

Objective: The objective of the course is to familiarize the students with the concepts of marketing to develop their conceptual and analytical skills to be able to manage marketing operations of a business firm.

Unit I :

Concepts, Definition, Nature, Scope & Importance of marketing; Types of marketing; Evolution of Marketing Concept; Modern concept of Marketing; Strategic Planning and Marketing Process. Marketing Environment- Macro and Macro components & their impact on marketing decisions.

Unit-II

Concept of Product; classification of products; Major product decision; Product Mix; Product Life Cycle; Strategies & implications; New product development, Branding & packaging.

Pricing: Objective of Pricing, Factors affecting price determination; pricing policies & strategies.

Unit-III

Concept of market segmentation, Based and procedure for segmenting a consumer market; Criteria for effective market segmentation; Target market selection and strategies; Concept, based and process of market Positioning.

Marketing Mix: elements of marketing mix, Promotion mix, Distribution Mix; Channel of distribution and Physical distribution;

Unit-IV

Green Marketing, Rural Marketing, Ethics in Marketing, Digital marketing, Social media Marketing. Legal issues in Marketing in Indian context.

UNIT-V

Meaning & scope of International marketing; Complexities in International Marketing; International Marketing Environment- Geographical, demographic, Economic, legal political and Socio- Cultural Environment. Foreign Market Selection and entry Strategies, Market coverage strategies.

Suggested Readings:

- Czinkota, M.R.: International Marketing, Dryden Press Boston.
Jain, S.C.: International Marketing, Prentice Hall, New Delhi.
Keegan, Warren J.: The Essence of International Marketing, Prentice Hall, New Delhi.
Paliwoda, Stanley J.: The Essence of International Marketing, Prentice Hall, New Delhi.
Vasudeva, P.K.: International Marketing, Excel Books, New Delhi.
Cherunilam, F. : International Marketing (Text and Cases) Himalaya Publishing House, ND
Ramswamy, V.S. and Namakumari, S, Marketing Management.

MANAGEMENT OF SMALL BUSINESS

Course No. E&I-202

Full marks - 100, Sessional - 30, Semester End - 70

Credit [Hour] = 5 [50]

Unit -1

The role of small firm in the National Economy, National policies for small business development, Types of Government and Non-Government assistance - space, machinery, finance, tax concessions, export incentives, management advisory services for small firms, critical evaluation of small business development policy.

Unit-2

The small business as a seedbed of entrepreneurship: Concept of a Business Venture ; Appraisal, feasibility studies and decision criteria, The start-up process; concepts, plans, implementation, initial strategic planning, product, market, scope, legal and taxation consideration, location and site selection.

Unit-3

Risk Analysis and financial considerations; Venture and capital sources, organization structure and staffing, External environment and business venture development, considerations involved in management of small business

Unit- 4

Small business, success failure factors, profit planning, Growth Strategy and diversification decision and Management

Unit -5

Financial management of current operations and expansion capital, the marketing function, Employee relations, information systems, external services for small business, potential crisis areas for small business

Reference Books:

1. Karl Vespar, New venture Strategies, Prentice Hall, 1980
2. chollhammer and Authur H Knriloff, Entrepreneurship and Small Business Management, John Willey, 1979
3. Kenneth R, Van Voorhis: Entrepreneurship and Small Business management, Allyn and BACON, 1980
4. Sharma, RA: Entrepreneurial Change in Indian Industry, Sterling, 1980

Human Resource Management

Course No. E&I-203[A]

Full marks – 100, Sessional ~~30~~, Semester End – 70

Credit [Hour] = 5 [50]

Unit -1

The Human Resource Management Functions. Position of the Human Resource Management Department, Evolution of Stages of Human Resource Management.

Unit-2

Man Power Planning, The Manpower Selection Process, Manpower selection practices in India, Manpower Training and Development

Unit-3

Job Changes – Promotions, Transfers, Dislocations, Personnel Productivity through Motivation, Personnel supervision – Leadership Styles

Unit- 4

Wages Administration and Wages Policy, Employee Fringe Benefits and Social Security

Unit -5

Industrial Disputes and the Legislative Framework, Performance Appraisals – Personnel Records and Audit.

Reference books:

1. CB Memoria and S Mamoria, Personnel Management, Himalaya Publishing House
2. B Pattanayak, Human Resource Management, Prentice Hall of India Pvt Ltd
3. A Monnapa and M Saiyadiain, Personnel Management, Tata McGraw Hill, India
4. LM Prasad, Human Resource Management, S. Chand and Co. New Delhi
5. Srinivash R kandula, Strategic Human Resource development, Prentice Hall of India Pvt Ltd. New Delhi

Financial Management

Course No. E&I-203[B]
Full marks – 100, Sessional – 30, Semester End – 70
Credit [Hour] = 5 [50]

Unit -1

Financial Management – meaning, Nature and Scope of Finance – Financial goals, profit vs. wealth maximization, Investment, financing and dividend decisions, methods of financial management in India – some challenges

Unit-2,

Capital Budgeting and Cost of Control: Investment evaluation criteria, Net present value, Internal rate of return, profitability Index, Payback period, Accounting rate of return, NPV & IRR comparison, meaning and significance of Cost of capital, calculation of cost of Debt, Preference Capital, Retained earnings, Combined cost of Capital [weighted]

Unit-3

Leverage – Meaning & types of leverages, degree of Leverages, measurement of Leverages, effects of Operating and Financial leverage on profit, Capital structure theories, capital structure & policy, - EPS, EBIT, Analysis in practice

Unit- 4

Dividend theories; Determinants of Dividend Policy, Dividend policy in practice, Forms of Dividends, Stability in Dividend Policy

Unit -5

Working Capital Management – meaning, significance & types of working capital requirements, sources of working capital, Determining working capital requirements, Factoring services – dimensions of working capital management of Cash, receivables and inventory.

Reference books:

1. Chandra P, Financial Management: Tata McGraw Hills, Delhi
2. Pandey IM, Financial management, Vikash Publishing House, Delhi
3. Khan MY and Jain PK, Financial Management: Tata McGraw Hills, Delhi
4. Bhattacharya H, Working capital management Strategies & Techniques, Prentice Hall of India, new Delhi
5. Van Horne, James C, Financial Management & Policy, Prentice Hall, Delhi



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INTERNATIONAL BUSINESS

Course No. E&J-203[C]
Full marks – 100, Sessional – 30, Semester End – 70
Credit [Hour]= 5 [50]

Unit-1

Theoretical foundations of International business: Theory of Comparative cost, H.O. Theorem, Trade as engine of growth, Prebisch-Singer Thesis, Trade and Factor movement, Factor price equalization.

Unit-2

Protectionism, Tariff and non-tariff barriers, EXIM policy of India, Regulation and Promotion of foreign trade, Structure of India's foreign trade, Composition and Direction of Foreign Trade, EXIM Bank.

Unit-3

World Trade Organisations- functions, policies, Regional Economic Co-operations, Role of International Economic Institutions – IMF, World Bank, IFC, IDA, ADB.

Unit-4

Foreign Exchange markets: Determining exchange rates, fixed and flexible exchange rates, Factors affecting exchange rates, Overview of FEMA, Management of Risk in Exchange market, Convertibility of Rupee- Current and Capital Account. Concept and types of derivatives.

Unit-5

Conceptual framework of MNCs, Role of MNCs in LDCs, Joint Venture, Types of foreign investment instrument: GDRs, ADRs, FIIs and their role in Indian Capital market.

References:

1. Adhikari M: Global Business Management, Macmillan, New Delhi
2. Bhattacharya B: Going International – Response Strategies for Indian Sector, Wheeler Publishing Co, New Delhi.
3. Black and Sundaram: International Business Environment, Prentice Hall of India, New Delhi
4. Ghosh, Biswanath: Economic Environment of Business, South Asia book, new Delhi



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Entrepreneurial Creativity and Innovation

Course No. E&I-204 [A]

Full marks – 100, Sessional – 30, Semester End – 70

Credit [Hour]= 5 [50]

Unit -1

Definition, importance, nature and scope and examples of Creativity and Innovation, Utility of Innovation and Creativity in Entrepreneurship Innovations in different environment, skills and styles related to creativity, Characteristics of Creative people, Conditions when innovations fails.

Unit-2

Leadership of Creative Organisation, Various creative leadership styles, The Business Model: Connecting Internal and External Innovations, Role of Intellectual Property, Role of Business Model in successful innovation, Focused Innovation Strategy.

Unit-3

Functional Innovation and Creativity, Creativity in Business Model, Creativity in functional areas of Management, Creative problem solving The closed Innovation, The Open innovation, Open Innovation Strategies and Tactic, Innovation and Relationship with Technology, Human Resource, marketing and Finance functions of entrepreneur,

Unit -4

Role of Culture and Social Environment on Organisational Innovation, Geographic regions and societies that have spawned innovation, The sources of Innovation, Innovating Innovations, Pure Innovations and Market driven Innovations, Practices of innovations.

Unit -5

Own creative plan, Personal Innovation Plan, Innovation and impact on Society, Disruptive Innovation, Identifying the areas of Innovation, Innovations in Process and Systems, Role of Customers, Inter-Disciplinary Innovation

Reference books:

1. Barker: Creativity for Managers, Excel Books, New Delhi
2. Morgan, Gareth: Imagin-i-zation, Response Books, New Delhi
3. Hazarika, A: Daring to Dream, Response Books, New Delhi
4. Rastogi, P.N.: Managing Creativity for Corporate Excellence, Macmillan India Ltd, New Delhi
5. Khera, Shiv .: You Can Win, Macmillan India Ltd, New Delhi



REDMI NOTE 5 PRO
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PROJECT MANAGEMENT

Course No. E&I-204[B]

Full marks – 100, Sessional – 30, Semester End – 70

Credit [Hour] = 5 [50]

Unit-1

Identification of Investment opportunities: project ideas, screening of ideas, Environment scanning and opportunity analysis; Government regulatory framework.
Market and Demand Analysis: Information required for market and demand analysis; sources of information – primary and secondary, Demand forecasting.

Unit-2

Technical Analysis: materials and inputs; production technology, Product Mix, Plant location and layout, selection of plant equipments
Cost of Project and means of financing: major cost components; means of financing, planning capital structure; various financing schemes of financial institutions.

Unit-3

Profitability, Financial Projections and Tax considerations: Cost of production, Break Even Analysis; Projected Balance Sheet, Profit and Loss Account and cash Flows Statement, Provisions and considerations for computing taxable income.

Unit-4

Project Appraisal Criteria and Appraisal Process: Methods of Appraisal under certainty, risk and uncertainty, investment appraisal in practice, process followed by financial institutions; Project Appraisal Techniques. Social Cost Benefit Analysis: Rationale for Social Cost benefit Analysis; Methodology of SCBA, L&M Approach and UNIDO Approach.

Unit-5

Network Techniques for Project Implementation, Mentoring and Control: PERT and CPM technique; Critical Path, events slacks and activity floats; scheduling to match availability of manpower, Measure of variability and probability of completion by specified date, project implementation practices in India.

Reference books:

1. Bryce MC, Industrial Development, Mc Graw Hill [International edition], New York
2. Chandra Prasanna, Project Preparation, Appraisal and Implementation, Tata McGraw Hill, New Delhi
3. IDBI Mannual of Industrial project Analysis in Developing Countries

ENTREPRENEURIAL STRATEGIC MANAGEMENT

Course No. E&I-204[C]

Full marks – 100, Sessional – 30, Semester End – 70

Credit [Hour]= 5 [50]

Unit -1

Concept of Strategy: Defining strategy, levels at which strategy operates; Approaches to strategic decision making, Mission and Purpose, Objectives and goals, Strategic Business Units, Functional Level strategies, Environment scanning and appraisal, organisational appraisal, strategic advantage analysis and diagnosis, SWOT Analysis.

Unit-2

Strategy formulation and Choice of Alternatives: Strategies – modernization, diversification, integration, Merger, Take-over, and joint strategies, Turnaround, disinvestment and liquidation strategies, Process of Strategic choice, Factors affecting strategic choice, generic Competitive strategies, Cost leadership, differentiation, value chain analysis, bench marking, service blue printing

Unit-3

Functional strategies: Marketing, production, Operations, R&D Plans and policies, Personnel and Financial plans and policies

Unit- 4

Strategy Implementation: Inter relationship between formulation and implementation, issues in Strategy implementation, Resource allocation, Strategy and Structure: Structural considerations, Structure for strategies, organisational design and change.

Unit -5

Strategy Evaluation: Overview of Strategy evaluation, Strategic Control, techniques of strategic Evaluation and Control, Global Issues in Strategic management.

Reference Books:

1. Bhattacharya, S.K. & Venkataraman, N: Managing Business Enterprises: Strategies and Structures and Systems, Vikash Publishing House, new Delhi
2. Prasad, L.M.: Business Policy and Strategic Management, Sultan Chand and Sons, new Delhi
3. Sharma, R.A.: Strategic management in Indian companies, Deep and Deep Publications, new Delhi
4. Couter, M.K.: Strategic Management in Action, Prentice Hall, New Jersey
5. Ansoff, H.I.: Implementing Strategic management: Prentice Hall, New Jersey

PROJECT REPORT & VIVA VOCE

Course No. E&I-205

Full marks – 100, Viva Voce – 30, Project Report/ Dissertation – 70

Credit [Hour]= 5 [50]

Project report and Viva Voce: The PROJECT Report / dissertation should be of any related topic of entrepreneurship. The paper will be evaluated by a Board of examiners with one external examiner and concerned supervisor to be allotted by the department. The Board will be chaired by HOD. The average of the marks awarded by both the examiners will be the marks secured by the examinee.

Reference books:

1. Bryce MC, Industrial Development, Mc Graw Hill [International edition], New York
2. Chandra Prasanna, Project Preparation, Appraisal and Implementation, Tata McGraw Hill, New Delhi
3. IDBI Mannual of Industrial project Analysis in Developing Countries