



YESHWANTRAO CHAVAN COLLEGE OF ENGINEERING
(An Autonomous Institution affiliated to R T M Nagpur University Nagpur)
Accredited by NAAC (1st Cycle) with 'A' Grade (Score 3.25 on 4 Point Scale)

Wanadongri, Hingna Road, Nagpur-441110

Department of General Engineering (Minor in CM)



**B.E. Minor in Corporate Management
SoE & Syllabus 2021-22**



Nagar Yuwak Shikshan Sanstha's

Yeshwantrao Chavan College of Engineering

(An Autonomous Institution affiliated to Rashtrasant Tukadoji Maharaj Nagpur University)

Department of Applied mathematics and Humanities

B.E Minors in Corporate Management

SoE No.
MIN-101

Information Brochure of Minor Program

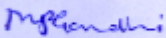

1. Title of Program: **Corporate Management**
2. Type of Program : **Minor**
3. Department offering the program: **Applied Mathematics and Humanities**
4. Industry / Association / Collaboration: **Datta Meghe Institute of Management studies (DMIMS), Atrey layout, Nagpur**
5. Department/s eligible to opt for the program: **The students from all the departments i.e. CV, EL, ME, EE, ETC, CT, IT, CSE are eligible to opt for this program.**
6. General information about courses in program:

Corporate Management subject involves conceiving, initiating and bringing together the various business elements and help the learner to integrate the diverse organizational component while sustaining the viability of the organization towards some predetermined goal.

The syllabus of the course is structured in such a manner to give students in-depth knowledge about **Entrepreneurship Development**- It will develop and strengthen entrepreneurial quality and motivation, **Industrial Relation and Legislation**- It will help the students to understand and apply the concept of Industrial Relations and the system in which it operates, **Production and Operation Management**- This will emphasizes the concepts and practices of managing production and operations in contemporary organizations, **Financial Accounting**- This will help students to understand various concepts and aspects of accounting and will help them to analyze financial statement using ratio analysis, **Market Research** – This will help students to develop an attitude and aptitude for research by way of doing Project and **Brand Development** – This will make sure that students understand implications of planning, implementing and evaluating branding strategies

7. Advance knowledge or research orientation of Program:

This course has both theoretical and practical orientation and will equip the students with knowledge and different perspective required to start business or work at the corporate / Organization and will provide good career start and will leads to a wide scope for career development and skills

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8. Employability potential of program:

The skills gain on Corporate Management will equip the students to understand the potential of starting business and /or to contribute to Employers organization effectively and they have a brighter chance to get hired to post wherein technical and administrative skills are required and will facilitate the students to get higher promotion and rank quickly

9. Departmental Steering committee: For proper publicity / conduct of program

SN	Name of the Faculty Member	Post	Designation	e-mail ID	Contact Number
1	Dr.M.P.Gandhi	Chairman	Associate Professor	hod_mths@ycce.edu	9421780188
2	Dr.Arvinde Kour	Member Secretary	Assistant Professor	Aru.akm@gmail.com	9158886500
3	Prof. Shrikant Ashtankar	Member	Assistant Professor	shrikantashtankar27@gmail.com	9970070278
4	Prof. D.P.Bawane	Member	Assistant Professor	dnyanesh02@gmail.com	9423673952

10.Program Coordinator:

SN	Name of the Faculty Member	Post	Designation	e-mail ID	Contact Number
1	Dr.Arvinde Kour	Coordinator	Assistant Professor	aru.akm@gmail.com	9158886500

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Scheme of Examinations Minor in Corporate Management

SN	Se	Sub. Code	Subject	T/P	Contact Hours				Credits	% Weightage			ESE Duration Hours
					L	T	P	H		MSEs	TA*	ES	
1	V	GEM101	Entrepreneurship Development	T	3	0	0	3	3	30	30	40	3
2	V	GEM102	Industrial Relation and legislation	T	3	0	0	3	3	30	30	40	3
3	VI	GEM111	Production and Operation Management	T	3	0	0	3	3	30	30	40	3
4	VI	GEM112	Financial Accounting	T	3	0	0	3	3	30	30	40	3
5	VI	GEM113	Market Research Project Work *	T	0	3	0	3	3	--	--	---	--
6	VII	GEM121	Brand Development	T	3	0	0	3	3	30	30	40	3
Total					18	0	0	18	18				

MSEs* = Three MSEs of 15 Marks each will conducted and marks of better 2 of these 3 MSEs will be considered for Continuous Assessment

*Market Research Project Work: Rubrics: % Weightage of Marks

End Semester Internal Project Evaluation – 60 Marks

Viva – 40 Marks

Total = 100 Marks

TA ** = for Theory : 20 marks on lecture quizzes, 8 marks on assignments, 2 marks on class performance

TA = for Practical : MSPA will be 15 marks each**

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V Semester

GEM101	ENTREPRENEURSHIP DEVELOPMENT			L=3	T=0	P=0	Credits=3
Evaluation Scheme	MSEs	TA	ESE	Total	ESE Duration		
	30	30	40	100	3 Hrs		

Objective	Outcomes Students will be able to
<ul style="list-style-type: none"> To develop and strengthen entrepreneurial quality and motivation amongst the students. 	<ul style="list-style-type: none"> Appreciate role of intrapreneurs and entrepreneurs in society. Innovate, prototypes or ideas by applying theory into practice. Explain process of setting up of service unit/industry. Develop and complete a comprehensive business plan.

Unit I: Entrepreneur & Entrepreneurship:

Meaning of entrepreneur - Evolution of the concept - Functions of an Entrepreneur - Types of Entrepreneur - Intrapreneur- an emerging class - Concept of Entrepreneurship - Evolution of Entrepreneurship - Development of Entrepreneurship - Entrepreneurial Culture - Stages in entrepreneurial process. (6 hours)

Unit II: Business Planning Process:

Meaning of business plan - Business plan process - Advantages of business planning - Marketing plan - Production/operations plan - Organization plan - Financial plan - Final Project Report with Feasibility Study - preparing a model project report for starting a new venture. (7 Hours)

Unit III: Institutions supporting Entrepreneurs:

Role of Central Government and State Government in promoting Entrepreneurship - Introduction to various incentives, subsidies and grants - Export Oriented Units - Fiscal and Tax concessions available

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Role of following agencies in the Entrepreneurship Development - District Industries Centers (DIC), Small Industries Service Institute (SISI), Entrepreneurship Development Institute of India (EDII), National Institute of Entrepreneurship & Small Business Development (NIESBUD), National Entrepreneurship Development Board (NEDB) Prime Minister Employment Generation Programme (PMEGP) (6 Hours)

UNIT IV:

Quality Management

Quality-Concepts & tools, Cause and effect Diagram, Control Chart ISO 9000 System, Importance and need for Quality Systems, Management Responsibility, Quality System Certification Procedure (6hours)

UNIT V:

Informal Risk Capital and Venture Capital: Informal risk capital market - venture capital - nature and overview - venture capital process - locating venture capitalists - approaching venture capitalists. Social Entrepreneurship: Social enterprise-need - types - characteristics and benefits of social enterprises-

Social entrepreneurship - Rural entrepreneurship, MSME Policies. Make-In India, Start-Up India, Stand-Up India.(6 Hours)

UNIT V: Case studies

Case study of Successful Entrepreneurial Ventures, Failed Entrepreneurial Ventures and Turnaround Ventures (6 hours)

Student activities:

1. Interview at least four entrepreneurs or businessman and identify Traits of successful entrepreneurs.
2. Analyse case studies of any two successful entrepreneurs.
3. Download product development and innovative films from internet.
4. Identify your hobbies and interests and convert them into business idea

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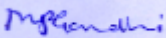

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Reference Books:

SN	Title	Authors	Publisher
1	Entrepreneurship and Small Business Management	S.S. Khanka	Sultanchand and Sons
2	Protect Preparation, Appraisal, Implementation	Prasanna Chandra	Tata McGraw Hill. New Delhi
3	Entrepreneurship Development	S Anil Kumar	New Age International Publishers
4	Entrepreneurship Development	Nishith Dubey	PHI Learning

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V Semester

GEM102	INDUSTRIAL RELATION AND LEGISLATION			L=3	T=0	P=0	Credits=3
Evaluation Scheme	MSEs	TA	ESE	Total	ESE Duration		
	30	30	40	100	3 Hrs		

Objective	Outcomes Students will be able to
<ul style="list-style-type: none"> The course helps the student understand and apply the concept of industrial relations and the system in which it operates. 	<ul style="list-style-type: none"> Acquaint themselves with the concepts, principles and issues connected with trade unions, collective bargaining, workers participation, Understand law with respect to : Industrial Legislation, Industrial Workers Legislation and Industrial Wage Legislation

Industrial Relations & Legislations

Unit-1- Introduction of Industrial Relations

Background of Industrial Relations – Definition, scope, objectives, factors affecting IR, participants of IR, importance of IR. ILO and its influence on Legal enactments in India. (5 HOURS)

Unit -2-Collective Bargaining & Negotiation

Collective Bargaining: Definition, Meaning, functions of collective bargaining, importance of Collective Bargaining, **Negotiations**-Types of Negotiations-, Techniques of negotiation, Workers Participation in Management (5 HOURS)

Unit-3-Trade Union

Trade Unions: Meaning, Procedure for registration of Trade Unions, Grounds for the withdrawal and cancellation of registration, union structure, Rights and responsibilities of TUs, Problems of trade unions, Employee relations in IT sector (5 HOURS)

Unit-4-Industrial Legislation :

Only basic objectives and major provisions of the following legislations:

- Factories Act 1948,
- Industrial disputes act of 1947
- Industrial Employment (Standing orders) Act, 1946
- Employees' State Insurance (ESI) Act, 1948, (7 HOURS)

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Unit – 5- Industrial Workers Legislation

Only basic objectives and major provisions of the following legislations:

- Maternity Benefit Act, 1961
- Contract Labour Act,
- Shops and Establishments Act
- Child Labour (Prohibition & Regulation) Act, 1986(**7 HOURS**)
-

Unit – 6- Industrial Wage Legislation

Only basic objectives and major provisions of the following legislations:

- Minimum Wages Act, 1948
- Payment of Wages Act, 1936
- Payment of Gratuity Act 1972,
- Employees' Provident Fund and Miscellaneous Provisions Act 1952;
- Payment of Bonus Act, 1965.
- Employees Compensation Act in 2013 (**7 HOURS**)

REFERENCE BOOKS:

1. T. N. Chabra, R.K. Suri, “ Industrial Relations- Concepts and Issues”, 2000, Dhanpat Rai & Co. Private Ltd.,
2. CB Mamoria, Satish Mamoria and S V Gankar, “ Dynamics of Industrial Relations”, Himalaya Publishing House, 2008
3. S C Srivatsava, “Industrial Relations and Labour Laws”, 2008, Vikas Publishing House
4. C S Venkatratnam, “ Industrial Relations”, 2009, OUP
5. Bare Acts of : Factories Act 1948,
 - Industrial disputes act of 1947
 - Industrial Employment (Standing orders) Act, 1946
 - Employees' State Insurance (ESI) Act, 1948
 - Maternity Benefit Act, 1961
 - Contract Labour Act,
 - Shops and Establishments Act
 - Child Labour (Prohibition & Regulation) Act, 1986
 - Minimum Wages Act, 1948
 - Payment of Wages Act, 1936
 - Payment of Gratuity Act 1972,
 - Employees' Provident Fund and Miscellaneous Provisions Act 1952;
 - Payment of Bonus Act, 1965.
 - Employees Compensation Act in 2013

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**VI Semester**

GEM111	PRODUCTION AND OPERATION MANAGEMENT			L=3	T=0	P=0	Credits=3
Evaluation Scheme	MSEs	TA	ESE	Total	ESE Duration		
	30	30	40	100	3 Hrs		

Objective	Outcomes Students will be able to
<ul style="list-style-type: none"> This course emphasizes the concepts and practices of managing production and operations in contemporary organizations. This course provides an introduction to the field of production and operations management. 	<ul style="list-style-type: none"> Gain knowledge about managing production processes. Understand to run operations effectively. Better understanding of modern production Planning and control. Better understanding of Plant Layout and Inventory Management and quality management. Understanding supply chain management, Management skills needed for the effective operations management.

UNIT-I : Introduction:

Production and Operations Management: Meaning, Definitions, Scope and Evolution –Role of Operations Management in Total Management System (6 hours)

UNIT-II: Production Planning and Control:

Basic functions of Production Planning & Control –Production–Characteristics of Process technologies – Interrelationship between Product Life Cycle and Process Life Cycle .(6 hours)

UNIT-III: Plant Layout and Inventory Management :

Lay Out facilities –Different types of layouts –Location Concept –Factors influencing the Plant Location –Group and Static Product layout –Plant Capacity and Line Balancing, Strategies for Inventory Management (6 hours)

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UNIT-IV: Quality Control:

Standards and specifications –Quality Assurance and Quality Circles –Statistical Quality Control – Control Charts for Average, Range, Fraction defective and number of defects.(6 hours)

Unit -V-Supply Chain Management :

Introduction, Domain Applications, SCM– The Breakthrough Article, Supply Chain Management, Views on Supply Chain, Bullwhip Effect in SCM, Collaborative Supply Chain, Inventory Management in Supply Chain, Financial Supply Chain – A New Revolution within the SCM Fold (6 hours)

UNIT-VI: Materials And Maintenance Management:

Need and Importance of Material s Management-Materials Requirement Planning –Sources of Supply of Materials –Work Study –Techniques of Work study –Method Study –Work Measurement –Its Uses and different methods.(5 hours)

References:

1. Buffa E .S , Modern Production Management, John Wiley, New York; 19732.
2. Evertt Adam &RonaalJ.Ebert , Production and Operations Management, PHI, 199
3. C.B.Gupta ,Production Management, S.Chand Co.
4. Sridharan Bhatt & Aswathappa: Production and Operations Management HPH
5. O.P.Khanna, Operations Management.

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VI Semester

GEM112	FINANCIAL ACCOUNTING			L=3	T=0	P=0	Credits=3
Evaluation Scheme	MSEs	TA	ESE	Total	ESE Duration		
	30	30	40	100	3 Hrs		

Objective	Outcomes Students will be able to
<ul style="list-style-type: none"> To make the students aware of the various aspects of accounting. The students will also learn the basic concepts of accounting. They will also understand Final Accounts. The students will also be able to analyse financial statement using ratio analysis. 	<ul style="list-style-type: none"> Understand Accounting concepts, conventions & principles Apply Accounting concepts & principles in practical spheres. Prepare various books of accounts and financial statements. Analyse the Financial Statement and draw conclusions

Unit I: Introduction

Meaning and Definition of Accounting –Need of Accounting for business decisions Objectives of Preparation of Accounts —Users of Accounting Information -Classification of Accounts –Rules of Debit and Credit

Numericals on-Classification of Accounts& Debit Credit Rules (4 hours)

Unit II: Preparation of Books of Account

Accounting Cycle – Journal, Posting of transaction into Ledger and Preparation of Trial Balance

Numericals on- Journalizing Transactions, Ledger posting & Preparing Trial balance (8 Hours)

Unit III: Preparation of Financial Statements:

Preparation and Presentation of Final Accounts -Trading Account, Profit and Loss Account, Balance Sheet-as pre the Provisions of Company's Act, 2013

Numericals on- Preparation of Final accounts (8 hours)

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UNIT IV: Financial Statement Analysis I:

Ratio Analysis: Meaning, Importance, Uses of ratios in Finance. Methods of calculation and application of Liquidity ratios, Activity Ratios, Solvency ratios & Profitability ratios, Numerical on-Calculation of Ratios(8 hours)

UNIT V: Financial Statement Analysis II

Cash Flow Analysis: Meaning of Cash Flow Statement, Cash flow from operating activities, Cash flow from investing activities, Cash flow from financing activities

Numerical on- preparation of Cash Flow Statement

UNIT VI Fund Flow Statement: Meaning and objective of Fund Flow Statement; Preparation of Schedule of Changes in Working Capital; Statement of Fund From Operation, Statement of Sources and Application of Funds

(7 hours)

Reference Books:

SN	Title	Edition	Authors	Publisher
1	Advance Accountancy		Shukla&Garewal	S Chand Publication
2	Financial, Cost and Management Accounting	2nd Edition	Dr. P. Periasamy	Himalaya Publishing House
3	Fundamentals of Accountancy		ChoudharyChopade	Sheth Publication
4	Accountancy		Dr. P.C. Tulsian	Taxman Publication

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VI Semester

GEM113	MARKET RESEARCH- PROJECT WORK	L=0	T=3	P=0	Credits=3
Evaluation Scheme	The Project work will be evaluated by the project guide. The Students will be examined by the external examiner and the project guide. Marks will be allotted on the basis of work done, Project work prepared and viva voce.				

Objective	Outcomes Students will be able to
<ul style="list-style-type: none">To develop an attitude and aptitude for research	<ol style="list-style-type: none">Identify a issue and derive problem related to society, environment, economics, energy and technologyFormulate and Analyze the problem and determine the scope of the solution chosenDetermine , dissect, and estimate the parameters, required in the solution.Evaluate the solution by considering the standard data / Objective function and by using appropriate performance metrics.Compile the report and take part in present / publishing the finding in a reputed conference / publications

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VII Semester

GEM121	Brand Management			L=3	T=0	P=0	Credits=3
Evaluation Scheme	MSEs	TA	ESE	Total	ESE Duration		
	30	30	40	100	3 Hrs		

Objective	Outcomes Students will be able to
<ul style="list-style-type: none"> Brand Management syllabus is to make sure that students understand implications of planning, implementing and evaluating Branding Strategies 	<ol style="list-style-type: none"> Develop a consumer-centric approach to building, measuring and evaluating strategies that build brand equity for new and existing brands. Identify important issues related to planning and implementing brand strategies for a diverse group of marketing offerings Learn how to identify brand meaning and to measure brand strength for any particular market offering. Apply branding principles and marketing communication concepts and frameworks to achieve brand management goals and improve marketing performance.

Unit I: Introduction to Brand

Introduction, Product –Vs-Brand, Strategy for brand management, Brand Architecture, Designing Brand Architecture, Entrepreneurial Environment (**5 Hours**)

Unit II – Brand identity, Brand Personality

Introduction, Brand identity, Brand personality, David Aaker's Model, Kapferer's Model (**5 hours**)

Unit III: Positioning

Brand Positioning, Basics of brand positioning, Brand Positioning Statement – Guidelines, Brand Repositioning, Brand positioning vs Product Positioning (**6 hours**)

UNIT IV: Brand communication

Overview, Importance of communication, Brand Awareness, Brand Image (**7 hours**)

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UNIT V: Consumer Based Brand Equity

Overview, What is brand equity, The CBBE Pyramid, Five Tenets of Brand Building, Brand Management Framework (7 hours)

Unit VI : Case studies

Case study of Successful Brand, Assessment of product cycle, Approaches of various successful group and their strategy, Examination of criteria and success of Brand

Students Activities

- Go to a supermarket and find the brand elements in various brands of soaps, mobiles, jeans, and other products•
- Pick up your college, analyze its positioning and how would you reposition it?
- Pick a multiproduct company and as completely as possible analyze its brand portfolio and brand extensions?
- Consider some groups like Tata's , Birla's, Infosys etc – what is their branding strategy
- Students are supposed to assess the product life cycle and appraise alternative approaches to luxury brand management.
- Students can select any two popular brands and identify and examine the criteria for success in the luxury brand industry.

Text Books:

- Strategic Brand Management – Kevin Keller (K.K.), Pearson Education
- Advanced brand management by Paul Temporal, John Wiley & Sons (Asia)
- Brand Building Advertising, Concepts and Cases (Casebook II) – M.G. Parameshwaran, Kinjal Medh, Tata McGraw Hill Education Pvt. Ltd
- Strategic Brand Management, Creating & Sustaining Brand Equity Long term – Jean Noel Kapferer, 2nd Edition, Kogan Page
- Building Strong Brands – David A. Aaker, Free Press

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