

M.Com Syllabus
Third Semester
H3.3 Women Entrepreneurship Development

Objective: To acquaint students to understand the basic concepts of Women Entrepreneurship.. It also attempts to provide exposure of the Micro Finance, SHGs and Governmental support to Women Entrepreneurs.

Unit I: Entrepreneurship – Concept of Entrepreneurship - Nature and Development of Entrepreneurship - Entrepreneurial decision process - Entrepreneurial traits – types - Culture and structure - competing theories of Entrepreneurship - Entrepreneurial motivation - Establishing Entrepreneurial Systems.

Unit II: Entrepreneurial Process - Identifying and evaluation the opportunity - developing a business plan – resources required and the managing the enterprise. Strategic orientation - commitment to opportunity – resources - control of resource and management structure. Entrepreneurial Careers – education – training - Entrepreneurial Ethics.

Unit III: Women entrepreneurship – Concept Of Women Entrepreneurs, Importance of Women Entrepreneurship, Functions of Women Entrepreneurs, Typologies Of Women Entrepreneurs, factors contributing to women entrepreneurship progress, Entrepreneurial skills and competency requirements for women entrepreneur, Problems of Women Entrepreneurs, Role Models of Woman Entrepreneurs, Women Entrepreneurship In Karnataka, Role Of Women Entrepreneurs In India.

Unit IV: Role of financial institution in support of women entrepreneurial activities: SIDO, DIC, EDI, NAYE, NISIET, SIDBI, SEF, WCFC and commercial banks, Long term and Short term finance. Obstacles in Getting Financial Assistance by Institutions

Unit V: Self Help Group and Micro Finance:

SHGs and different schemes, SHG and Poverty Alleviation Programs, SHG and Special Programs/ Schemes, Benefit of SHGs to women, Microfinance – An Introduction, Demand and Supply of Microfinance, Microfinance – A Development Strategy and an Industry, Role of Grameen Banks in Microfinance, Microfinance Approaches and Financial Inclusion, Impact of Microfinance on Empowerment of Women.

SUGGESTED READINGS:

1. Anil Kumar; Women Entrepreneurship in India, Regal Publications, New Delhi
2. Deepak M. Walolar: Women Entrepreneurs, Himalaya Publishing House, New Delhi.
3. Mridula Velagapudi, Women Entrepreneurship.
4. C. B. Gupta and S. S. Khanka; Entrepreneurship and Small Business Management; Sultan Chand & Sons, New Delhi.
5. C. B. Gupta and N. P. Srinivasan; Entrepreneurial Development in India; Sultan Chand & Sons, New Delhi.
6. Shankaraiah; Entrepreneurship Development; Kalyani Publishers, New Delhi.
7. G. K. Warshney; Fundamentals of Entrepreneurship; Sahitya Bhavan, Agra.

8. S. S. Kanka; Entrepreneurship Development; Sultan Chand & Sons, New Delhi.
9. C. S. V. Murty; Small Scale Industries and Entrepreneurial Development; Himalaya Publishing House, Mumbai.
10. Aruna Kaulgud; Entrepreneurship Management; Vikas Publications, New Delhi.
11. Chetan Kal(ed) Women and Development Discovery Publishing Home, New Delhi,
12. Journal of Women's Entrepreneurship and Education

M.Com Syllabus
Fourth Semester
H4.1 BUSINESS ETHICS AND CORPORATE GOVERNANCE

Objectives: To provide knowledge, on emerging trends and how conflict of interests provoke unethical behaviour, in good corporate governance.

Module 1: Business Ethics an overview: Nature - Need - Importance, Sources of Ethics: Religion, Philosophical System. Ethical Concepts: Values - Moral Standards – Principles of Rights – Justice – Equality- Care – Virtue- Agency – Prisoners Dilemma - Types and codes of ethics. Cognitivism and noncognitivism; consequentialism versus non-consequentialism- Utilitarianism; Religion and ethics; Kantianism versus Utilitarianism.

Module – 2: Ethical issues in Marketing Management – Marketing Strategy, Marketing Mix – Pricing and Distribution- Advertising and its Impact. Product Safety - Due Care theory - Contractual theory – Strict Liability Theory. **Ethical issues in Human Resource Management** – Nature of employment contracts, Ethical hiring, equality of opportunity, Ethics and Remuneration; Ethics in Retrenchment, Individualism versus collectivism in human resource management practices.

Module 3: Ethical issues in Finance and Accounts – Importance of Financial Statements, Importance of Transparency in Disclosure, Ethical issues in Mergers and Acquisition, Insider trading, Money Laundering. Banking Ombudsman Scheme. Right to information Act. **Ethics and Information Technology:** Ethical issues relating to computer applications; security threats – computer crime- computer viruses- software piracy- hacking – computer crime prevention – ethical dilemmas and considerations.

Module 4: Corporate Governance: Meaning – Definition- Significance - Principle of Corporate Governance Issues- Strategies and Techniques to Sound Corporate Governance- Indian Model. Corporate Governance code and its future scenario. Changes in corporate governance issues as per new Companies Act 2013

Module 5: Corporate Social Responsibility: Definition – importance – Scope – Advantages – Steps. Theoretical Justification for CSR - CSR as a Business strategy for sustainable Development. External Standards on CSR- Indian perspective- Ethics and CSR of business. Companies Act (Amendment) 2013 on CSR.

BOOKS FOR REFERENCE:

1. Ferrell, O.C., Fraedrich, John, and Ferrell, Linda (2008). Business Ethics, Ethical Decision Making & Cases, Seventh Edition. Boston, MA: Prentice Hall.
2. Manuel G. Valasquez, Business Ethics – Concepts and Cases, Pearson Education, 2002.
3. John R. Boatright., & Bibhu Prasan Patra., Ethics and conduct of Business, sixth edition, Pearson, 2011.
4. Parthasarathy S, Rangarajan P, Concepts and realities in Business Ethics, Sadagopan Publishers, 2003.
5. Bhatia SK, Business ethics and managerial values, Deep and Deep Publications, 2001.