Class / कक्षा: M.Sc.
Semester / सेमेस्टर: III
Subject / विषय: RESOURCE MANAGEMENT
Title of Subject Group / विषय समूह का शीर्षक: ENTREPRENEURSHIP MANAGEMENT
Paper No. / प्रारंभक क्रमांक: 1
Compulsory / अद्यावधि या Optional / वैकल्पिक अद्यावधि: Compulsory
Max. Marks / मौजूदा मार्क: 

**OBJECTIVE**

- To provide conceptual insights regarding entrepreneurship management.
- To sensitize and motivate students towards entrepreneurship management.
- To orient and impact knowledge towards identifying and implementing entrepreneurship opportunities.
- To develop management skill for entrepreneurship management.

**Particulars / विस्तरण**

<table>
<thead>
<tr>
<th>Unit-1</th>
<th>Entrepreneurship - Meaning and definition of Entrepreneurship.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Various concepts of Entrepreneurship.</td>
</tr>
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<td></td>
<td>• Nature (Characteristics) of Entrepreneurship</td>
</tr>
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<td></td>
<td>• Need and Importance of Entrepreneurship</td>
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<td></td>
<td>• Difference between Entrepreneurship and Self-employment.</td>
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<td></td>
<td>• Difference between Entrepreneurship and Income Generation</td>
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<td></td>
<td>• Unemployment in India &amp; career options.</td>
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</tbody>
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<table>
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<tr>
<th>Unit-2</th>
<th>Entrepreneur - Meaning and definition of entrepreneur.</th>
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<tbody>
<tr>
<td></td>
<td>• Emergence of entrepreneurial class</td>
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<td></td>
<td>• Characteristics of entrepreneur.</td>
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<td></td>
<td>• Types and functions of entrepreneurs.</td>
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<td>• Pre-requisites of Entrepreneurs.</td>
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<td></td>
<td>• Entrepreneur Vs Managers.</td>
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</tbody>
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<tr>
<th>Unit-3</th>
<th>Theoretical Concepts of Entrepreneurship Development.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Theories or Model of Entrepreneurship -</td>
</tr>
<tr>
<td></td>
<td>(a) Economic Models</td>
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<td></td>
<td>(b) Sociological Models</td>
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<td>(c) Psychological Models</td>
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<td>(d) Integrated Model</td>
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</tbody>
</table>

Entrepreneurship and Role of Socio Economic Environment -
- Role of Business environment in Entrepreneurship development.
- Role of economic environment in Entrepreneurship development.
- Role of Social environment in Entrepreneurship development.
- Role of Political and other environment.

<table>
<thead>
<tr>
<th>Unit-4</th>
<th>Entrepreneurship Development Programme (EDPs)</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>• Definition characteristics and need and objective of EDPs.</td>
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<td></td>
<td>• Relevance of EDPs.</td>
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<td>• Course contents of EDP and stages of EDPs</td>
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<td>• Problems faced by EDPs and suggestions for EDPs.</td>
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<tr>
<td>Unit-5</td>
<td><strong>Entrepreneurial Development in India</strong></td>
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<tr>
<td></td>
<td>• History and Development in India (In five years Plant)</td>
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<td>• Major obstacles in the entrepreneur development in India.</td>
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<td>• Factors affected. The growth of Entrepreneurship</td>
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<td>• Supporting organization of Entrepreneurship Development</td>
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<td></td>
<td>Basic Features or Process of EDP</td>
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<td></td>
<td>Achievement of Entrepreneurial Development Programme.</td>
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<td></td>
<td>Critical Evaluation of Entrepreneurial Development Programme.</td>
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<td></td>
<td>Role of Government in EDPs.</td>
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</tbody>
</table>
Department of Higher Education, Govt. of M.P.
Post Graduate Semester wise Syllabus
as recommended by Central Board of Studies and approved by the Governor of M.P.

Class / कक्षा : M.Sc.
Semester / सेमेस्टर : III
Subject / विषय : RESOURCE MANAGEMENT
Title of Subject Group / विषय समूह का शीर्षक : HOSPITALITY ADMINISTRATION
Paper No. / प्रस्ताव का नंबर : II
Compulsory / अनिवार्य या Optional / वैकल्पिक अनिवार्य : Compulsory
Max. Marks / अधिकतम अंक :

OBJECTIVES -
1. To orient the students with the functions of front office department in the hospitality industry.
2. To acquaint the students with the housekeeping department and its administration.
3. To enable the students to manage resources in the housekeeping department to fulfill the hospitality function.

### Particulars / विवरण

<table>
<thead>
<tr>
<th>Unit</th>
<th>Particulars</th>
</tr>
</thead>
</table>
| Unit-1 | - Types of institutions offering hospitality services.  
- Functions / Services of the front office.  
- Various sections of the front office. |
| Unit-2 | - Front office organisation and the duties of the front office staff.  
- The role and the essential qualities of the front office staff.  
- Personal hygiene of the front office staff. |
| Unit-3 | - Role of housekeeping in the hospitality industry.  
- Layout of a housekeeping department.  
- Organisation of a housekeeping department.  
- Qualities of the housekeeping staff.  
- Departments that housekeeping co-ordinates with |
| Unit-4 | - Personnel management - recruitment, selection, training, job analysis, job description, job evaluation.  
- Housekeeping procedures of rooms and floors.  
- Housekeeping procedures of linen and uniform room. |
| Unit-5 | - Safety and security, fire prevention, sanitation, pest control, control of odours. first-aid.  
- Flower arrangement.  
- The basic styles / types of food services - self-service, tray service, waiter service.  
- Top of table items - table linen, dinnerware, tableware, glassware,  
- Table setting. |
PRACTICAL:

1. Folding of napkins
2. Flower arrangement for dining rooms and dining tables.
3. Salad decoration.
4. Table setting for various meals.
5. Menu planning for various groups of people for various occasions.
6. A short duration training in planning and organization a catering project.
7. Market survey of different food commodities and their cost.
8. Models of records to be maintained in a food services institution.
10. Viva.

Project: Hospitality Administration

Total Marks 50

57 74 2

Total Marks 50

8 73
Department of Higher Education, Govt. of M.P.
Post Graduate Semester wise Syllabus
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Class / कक्षा: M.Sc.
Semester / सेमेस्टर: III
Subject / विषय: RESOURCE MANAGEMENT
Title of Subject Group: ADVERTISING AND MARKETING

Class / कक्षा: M.Sc.
Semester / सेमेस्टर: III
Subject / विषय: RESOURCE MANAGEMENT
Title of Subject Group: ADVERTISING AND MARKETING

Paper No. / प्रश्नपत्र कार्यक्रम: III
Compulsory / आवश्यक या Optional / वैकल्पिक अध्याय: Compulsory
Max. Marks / अधिमात्र: 80

OBJECTIVES:
• To become aware of different market organizations in our economy.
• To understand the different marketing functions and the distribution system in our economy.
• The familiarity with the marketing strategies and market research.
• To understand the role of advertising in sales promotion.

Particulars / विवरण

| Unit-1 | Market Economy -
|        | Types of market, importance of marketing, marketing environment, strategic planning and marketing information steps in marketing process.
|        | Marketing information system -
|        | • Need and characteristics of marketing information system.
|        | • Marketing strategy.
|        | • Role and type of marketing research.

| Unit-2 | Market segmentation -
|        | Criteria, requirement advantage, segmentation marketing strategy.
|        | Product development and product related strategies -
|        | • Product concept.
|        | • Product planning and development strategy.
|        | • Product planning and development process.
|        | • Product life cycle stages.
|        | • Product related strategy - packing, branding, labeling.

| Unit-3 | Advertising and sales promotion -
|        | • Advertising objectives, functions, benefits.
|        | • Advertising budget.
|        | • Decision areas in advertising.
|        | • Types of Advertising.
|        | • Evaluating of advertising effectiveness.
|        | • Advantage and disadvantage and criticism of advertising.

| Unit-4 | Personal selling and sales management. |
## Unit-S

### Evaluating and controlling market
- Process of marketing control
- Techniques of marketing control
- International marketing.

### Service marketing
- Marketing concept in service marketing
- Growth of service markets.
- Classification of service.
- Peculiar features of service.

## REFERENCES

- I.W. Motivation Research and marketing management prentice Hall.
Department of Higher Education, Govt. of M.P.
Post Graduate Semester wise Syllabus
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Class / पदवी : M.Sc.
Semester / रजिस्टरेशन : III
Subject / विषय : SCIENTIFIC WRITING & COMMUNICATION TECHNOLOGY
Title of Subject Group

विषय नामक का भूमिका : IV
Paper No. / प्रमुख क्रमांक : Compulsory
Compulsory / भर्तिक / Optional / वैकल्पिक अभ्यास :
Max. Marks अधिकतम अंक :

OBJECTIVES:
- To be able to appreciate and understand importance of writing Scientifically.
- To develop competence in writing and abstracting skills.
- To write either a draft research proposal or a chapter of dissertation.

Particulars / विशेषज्ञता

| Unit-1 | 1. Scientific writing as a means of communication.  
|        | - Different forms of Scientific writing.  
|        | Articles in journals, Research notes Monographs, bibliographies.  
|        | 2. How to formulate outlines  
|        | - The reasons for preparing outlines.  
|        | As a guide for plan of writing,  
|        | As skeleton for the manuscript.  
|        | - Kinds of outline  
|        | Topic outlines  
|        | Conceptual outline-Sentence outline. Combination of topic and sentence outlines.  
|        | Unit-2 | 3. Drafting titles, sub title, tables, Illustrations.  
|        | - Tables as systematic means of presenting data in rows and lucid way of indicating relationships and results.  
|        | - Formatting tables, title, body stub, stub column, column head, spanner head  
|        | Box head.  
|        | - Appendices : Use and guidelines.  
| Unit-3 | 4. The writing process  
|        | Getting started |
Use outline as a starting device
- Drafting
  - Reflecting, Re-recording
  - Checking organization
  - Checking headings
  - Checking content
  - Checking clarity
  - Checking grammar
- Brevity and precision in writing Drafting and re-drafting based on critical evaluation.

Unit-4
5. Parts of dissertation/research report/article:
   - Introduction
   - Review of Literature
   - Method
   - Results and discussion
Ask questions related to content, continuity, clarity, validity, internal consistency and objectively during writing each of the above parts.

Unit-5
Clearly state the question to be addressed
Rationale and importance of the question being addressed
Empirical and theoretical conceptualization
Presenting pilot study/data
Research proposal and time frame
Clarity, specificity of method
Clear organisation
Outcome of study and its implications
Budgeting
Available infrastructure and resources
Executive summary.