

DEPARTMENT OF COMMERCE

SYLLABUS FOR VALUE ADDED COURSE (UG LEVEL)

WOMEN ENTREPRENEURS



RAMA DEVI WOMEN'S UNIVERSITY

**Vidya Vihar,
Bhubaneswar-751022**

SMohanty

Mr. Fakir
Controller of Examinations
R.D. Women's University
Bhubaneswar

DC
Head
P.G. Department of Commerce
Rama Devi Women's University
Bhubaneswar, Odisha

SEMESTER - II
SKILL ENHANCEMENT COURSE
WOMEN ENTREPRENEURS

Duration- 2 hrs.

Marks: 50

Objectives:

The basic purpose of this course is to familiarize the students with the term entrepreneur, women as entrepreneur, entrepreneurship and scopes of entrepreneurship. It will inculcate entrepreneurial skill within them and they will become job providers rather than job seekers.

Unit-I (8 hrs.)

Entrepreneur: Meaning, definition, objectives, features, functions, types; Qualities of a successful entrepreneur; difference between entrepreneur and manager; women entrepreneurs; opportunities and challenges of women entrepreneurs, Successful women entrepreneurs of Odisha.

Unit-II (8 hrs.)

Entrepreneurship: Concept, Development, Elements, Determinants, Importance; Role of entrepreneurship in the economic development of a country; Understanding on the Mission Shakti scheme of Government of Odisha.

Unit-III (8 hrs.)

Scopes of Entrepreneurship: Intrapreneur; Difference between entrepreneur and intrapreneur; Characteristics and importance of – Technopreneurship, Cultural entrepreneurship, International entrepreneurship, Netpreneurship, Ecopreneurship and Social entrepreneurship; Women in Technopreneurship, Cultural entrepreneurship, International entrepreneurship, Netpreneurship, Ecopreneurship and Social entrepreneurship.

Practical Assignments: (12 hrs.)

Assignments will be given in the shape of case study, analyzing journey of national and international entrepreneurs, short films on successful entrepreneurs, report writing on industrial visits etc.

Outcomes:

After successful completion of this course, students should:

1. Know the role of entrepreneurs in the economic development of a country
2. Understand the importance of becoming entrepreneurs
3. Explore the opportunities available for women entrepreneurs
4. Identify the challenges for women entrepreneurs

References:

1. Mukherjee A.K and Roy Shaunak, "Entrepreneurship Development and Business Ethics", Oxford University Press.
2. Sharma Sangeeta, "Entrepreneurship Development", PHI Learning Private Limited., New Delhi.
3. Khanka S.S, "Entrepreneurial Development", S. Chand, New Delhi
4. Gupta C.B and Khanka S.S, "Entrepreneurship Development", Sultan Chand and Sons, New Delhi.
5. Desai Vasant and Nayak Y., "Entrepreneurship", Himalaya Publishing House, Mumbai.
6. Gordon E. and Natarajan K. "Entrepreneurship Development", Himalaya Publishing House., Mumbai.

DEPARTMENT OF COMMERCE

SYLLABUS FOR VALUE ADDED COURSE (UG LEVEL)

INTRODUCTION TO FINANCIAL TECHNOLOGY



RAMA DEVI WOMEN'S UNIVERSITY
Vidya Vihar, Bhubaneswar-751022

SM Hanley

Meerabha
Controller of Examinations
R.D. Women's University
Bhubaneswar

DC
Head

R.G. Department of Commerce
Rama Devi Women's University
Bhubaneswar

SEMESTER - IV
INTRODUCTION TO FINANCIAL TECHNOLOGY
COURSE CODE: VAC-BCOM-IFT

Mark: 50

COURSE OUTCOMES:

After reading this paper, students would be able to:

1. gain a basic knowledge of current and prospective technology in financial products and services.
2. analyze financial problems and define the computing technologies to its solution.
3. pursue a career in Fin-Tech
4. understand the present and future difficulties in cutting-edge banking, financial markets, and other sectors.

UNIT	TOPIC	No. of Lectures
1	Introduction: Introduction, Evolution, Transformation, Infrastructure, Fin-tech trends which will disrupt the Financial Sector	08
2	Technology and Financial services: Introduction, Data in Financial Services, Application of Data Analytics in Finance, AI and future of Fin-Tech , Challenges of Fin-tech	08
3	Payment Mechanism: Introduction, Individual Payments, Digital Financial Services, Mobile Money, SWIFT, RTGS, NEFT, Effects of Fin-tech on Payment Innovations: Health, Real-Estate, Insurance Sector etc. Practical Assignments: Assignments will be given in shape of case study.	12+8
Total		36

Reference:

1. Sanjay Phadke , Fintech Future : The Digital DNA of Finance, SAGE Publications
2. Susanne Chishti and Janos Barberis , The FINTECH Book: The Financial Technology Handbook for Investors, Entrepreneurs and Visionaries, Wiley
3. Parag Y Arjunwadkar ,FinTech: The Technology Driving Disruption in the Financial Services Industry, Auerbach Publications
4. Richard Hayen, FinTech: The Impact and Influence of Financial Technology on Banking and the Finance Industry, Createspace Independent Pub
5. Khan M.Y, Financial Services, Tata McGraw Hill, Latest Edition
6. Bhole M.K., Financial Markets and Institutions, Macmillan Publishing Co. Inc., New York. , Latest Edition

DEPARTMENT OF COMMERCE

SYLLABUS FOR VALUE ADDED COURSE (UG LEVEL)

E-COMMERCE & DIGITAL MARKETING



RAMA DEVI WOMEN'S UNIVERSITY
Vidya Vihar, Bhubaneswar-751022

Signature

Signature
Controller of Examinations
R.D. Women's University
Bhubaneswar

Signature
Head
P.G. Department of Commerce
Rama Devi Women's University
Bhubaneswar, Odisha

SEMESTER – II
E-COMMERCE & DIGITAL MARKETING
COURSE CODE: VAC-BCOM-CDM

Mark: 50

COURSE OUTCOMES:

After reading this paper, students would be able to:

1. understand the fundamentals of E-Commerce.
2. create a digital marketing strategy to solve common marketing challenges.
3. embark on a career in digital marketing and e-commerce.
4. start own venture into the area of e-commerce and digital marketing

UNIT	TOPIC	No. of Lectures
1	Introduction to E-commerce: E-Commerce–Meaning and Concept, Features, Needs, Categories of E-Commerce, Advantages and Limitations of E-Commerce, Traditional Commerce Vs. E-Commerce.	08
2	Digital Marketing Introduction to Digital Marketing, & Its Significance, Traditional marketing Vs. Digital Marketing, Evolution of Digital Marketing, Advantages and Limitations	08
3	Marketing strategies: Digital Advertising, Different Digital Advertisements, Search Engine Optimization, Search Engine Marketing, Content Marketing, Display Advertising, Blog Marketing, Viral Marketing, and Digital Marketing on Various Social Media Platforms. Latest Developments and Strategies in Digital Marketing. Practical Assignments: Assignments will be given in shape of case study and survey.	12+8
	Total	36

References:

1. Turban, Efraim, and David King, “Electronic Commerce: A Managerial Perspective”, 2010, Pearson Education Asia, Delhi.
2. Kalakota, Ravi, “Frontiers of Electronic Commerce”, 2004, Addison – Wesley, Delhi.
3. Laudon, Kenneth C and Carol Guercio Traver: E–Commerce business. Technology, 2011, Pearson Education, Delhi.
4. Whitley, David, Tata McGraw Hill, E-Commerce Strategy, Technologies and Applications
5. McGraw-Hill , Digital Marketing, S.Gupta,
6. D. Ryan, Marketing Strategies for Engaging the Digital Generation