

INSTITUTIONAL SUPPORT SYSTEM

Subject Ref. No.	: MANB505D	No. of Credits	:	4
		No. of Periods / Week	:	4
		Assignments / Sessional	:	20
		Semester Examination	:	80

Unit 1: Support System for Entrepreneurs

- Sources of Finance
- Venture Capital
- Strategic Support System for Business

Unit 2: Institutional Assistance and Support

- Role of Commercial Banks
- Institutional Assistance for Small Enterprises

Unit 3 : Marketing Support for Entrepreneurs

- Marketing Institutions and Assistance
- Export Houses
- Trading Houses

Unit 4 : Role of E-commerce in Business

- E-commerce: Concept and Overview
- Opportunities and Problems in E-commerce

Unit 5 : Recent Trends and Advancement in E-commerce