

## ENTREPRENEURIAL DEVELOPMENT

IV Semester: MBA								
Course Code	Category	Hours / Week			Credits	Maximum Marks		
CMBB71	Skill	L	T	P	C	CIA	SEE	Total
		3	0	-	3	30	70	100
<b>Contact Classes: 45</b>	<b>Tutorial Classes: Nil</b>	<b>Practical Classes: Nil</b>			<b>Total Classes: 45</b>			
<p><b>OBJECTIVES:</b>  <b>The course should enable the students to:</b></p> <ol style="list-style-type: none"> <li>I. Identify the most recognized sources of potential funding and financing for business start-ups and/or expansion.</li> <li>II. Develop and execute a project or new venture with the goal of bringing new products and service to the market.</li> <li>III. Understand advanced knowledge about key processes necessary to bring new products and services to market and key challenges facing the entrepreneur at different stages of the entrepreneurial voyage..</li> <li>IV. Analyze the characteristics of an attractive business opportunity and common pitfalls during the entrepreneurial process.</li> </ol> <p><b>COURSE OUTCOMES(CO'S):</b></p> <ol style="list-style-type: none"> <li>1. Understand the meaning, concept, nature scope and the revolution impact of entrepreneurship.</li> <li>2. Know the evolution of entrepreneurship approaches to entrepreneurship process approach..</li> <li>3. Analyze the twenty first century trends in entrepreneurship.</li> <li>4. Understand the concept of individual entrepreneurship mind set and personality</li> <li>5. Know the concept of creation of the entrepreneurial journey..</li> <li>6. Analyze the institutional entrepreneurial stress.</li> <li>7. Know the entrepreneurial ego and motivations..</li> <li>8. Understand the nature of corporate entrepreneur.</li> <li>9. Know the concept of corporate entrepreneurship strategy sustaining corporate entrepreneurship.</li> <li>10. Analyze the purpose of opportunities identification.</li> <li>11. The significance of timing of knowledge management</li> <li>12. The unique managerial concern of growing ventures.</li> </ol>								
<b>UNIT – I</b>	<b>UNDERSTANDING ENTREPRENEURIAL MINDSET</b>						<b>Classes: 06</b>	
The Revolution impact of entrepreneurship, the evolution of entrepreneurship approaches to entrepreneurship process approach, twenty first century trends in entrepreneurship.								
<b>UNIT-II</b>	<b>THE INDIVIDUAL ENTREPRENEURIAL MINDSET</b>						<b>Classes: 09</b>	
The individual entrepreneurial mind set and personality: the entrepreneurial journey, stress and the entrepreneur, the entrepreneurial ego entrepreneurial motivations, corporate entrepreneurial mind nature of corporate entrepreneur conceptualization of corporate entrepreneurship strategy sustaining corporate entrepreneurship.								
<b>UNIT-III</b>	<b>LAUNCHING ENTREPRENEURIAL VENTURES:</b>						<b>Classes: 10</b>	

Opportunities identification, entrepreneurial imagination and creativity the nature of the creativity process innovation. Entrepreneurship methods to initiate ventures creating new ventures, acquiring an established entrepreneurial venture franchising hybrid disadvantage of franchising.		
<b>UNIT-IV</b>	<b>LEGAL CHALLENGES OF ENTREPRENEURSHIP.</b>	<b>Classes: 10</b>
Intellectual property protection, patents, copyrights trademarks and trade secrets, avoiding trademark pitfalls, formulation of the entrepreneurial plan the challenges of new venture startups, poor financial understanding, critical factors for new venture development, the evaluation process, feasibility criteria approach.		
<b>UNIT-V</b>	<b>STRATEGIC PERSPECTIVES IN ENTREPRENEURSHIP:</b>	<b>Classes: 10</b>
Strategic planning strategic actions, strategic positioning business stabilization, building the adaptive firms, understanding the growth stage, unique managerial concern of growing ventures.		
<b>TEXT BOOKS:</b>		
<ol style="list-style-type: none"> <li>1. DF Kuratko and TV Rao, "Entrepreneurship-A South-Asian Perspective", Cengage Learning, 1<sup>st</sup> Edition, 2012.</li> <li>2. Gordon and Natarajan, "Entrepreneurship Development" Himalaya, 1<sup>st</sup> Edition, 2008.</li> <li>3. Coulter, "Entrepreneurship in Action", PHI, 2<sup>nd</sup> Edition, 2009.</li> <li>4. S.S. Khanka, "Entrepreneurial Development", S. Chand and Co. Ltd, 1<sup>st</sup> Edition, 2007.</li> </ol>		
<b>REFERENCE BOOKS</b>		
<ol style="list-style-type: none"> <li>1. Vasanth Desai, "Dynamics of Entrepreneurial Development and Management", HPH Millennium Edition, 2007.</li> <li>2. P. Narayana Reddy, "Entrepreneurship – Text and Cases", Cengage Learning, 1<sup>st</sup> Edition, 2007</li> </ol>		
<b>Web References</b>		
<ol style="list-style-type: none"> <li>1 <a href="http://www.freebookcentre.net/business-books-download/entrepreneurial-development.html">http://www.freebookcentre.net/business-books-download/entrepreneurial-development.html</a></li> <li>2 <a href="http://depintegraluniversity.in/userfiles/entrepreneurship%20development.pdf">http://depintegraluniversity.in/userfiles/entrepreneurship%20development.pdf</a>.</li> </ol>		
<b>E-Text Books</b>		
<ol style="list-style-type: none"> <li>1. <a href="http://bookboon.com/en/entrepreneurship-ebooks">http://bookboon.com/en/entrepreneurship-ebooks</a></li> <li>2. <a href="http://pdf-directory.org/ebook.php?id=rejjanenzvyc">http://pdf-directory.org/ebook.php?id=rejjanenzvyc</a></li> </ol>		