



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal - 500 043, Hyderabad, Telangana

COURE CONTENT

ENTREPRENEURSHIP DEVELOPMENT								
II Semester: MBA								
Course Code	Category	Hours / Week			Credits	Maximum Marks		
CMBD17	Core	L	T	P	C	CIA	SEE	Total
		4	0	-	4	40	60	100
Contact Classes: 45	Tutorial Classes: Nil	Practical Classes: Nil			Total Classes: 45			
Prerequisite: Business Law and Environment								

I. COURSE OVERVIEW:

The purpose of the course is to acquire necessary knowledge and skills required for organizing and carrying out entrepreneurial activities, for analysing and understanding business situations in entrepreneurs act and to master the knowledge necessary to plan entrepreneurial activities. The objective of the course is, further on, to develop the ability of analysing various aspects of entrepreneurship– especially of taking over the risk, and the specificities as well as the pattern of entrepreneurship development and, finally, to contribute to their entrepreneurial and managerial potentials.

II. COURSES OBJECTIVES:

The students will try to learn:

- I. The key factors and be able to apply the key entrepreneurial process – command and control, calculated risk-taking and opportunity recognition to business development
- II. The function of the entrepreneur in the successful, commercial application of innovations in business landscape.
- III. The key resources required to develop an existing business such as ideas and finance, launch a new venture, or initiate a business enterprise.

III. COURSE OUTCOMES:

At the end of the course students should be able to:

- CO1 Explore new vistas of entrepreneurship in the twenty-first century environment to establish new business opportunities.
- CO2 Evaluate entrepreneurial mindset and personality of each individual helping to detect difficulties and propose a timely solution.
- CO3 Recognize the entrepreneurial mindset for giving value to the company.
- CO4 Develop entrepreneurial imagination and creativity to develop the value of the company.
- CO5 Identify and establish new venture prospects based on new technology to evaluate the feasibility of a new business concept.
- CO6 Investigate strategic entrepreneurial perspectives that aid in the development of a competitive mindset.

IV. COURSE CONTENT:

MODULE - I: UNDERSTANDING ENTREPRENEURIAL MIND-SET (08)

The revolution impact of entrepreneurship - The evolution of entrepreneurship - Functions of Entrepreneurs – types of entrepreneurs - Approaches to entrepreneurship - Process approach - Role of entrepreneurship in economic development - Twenty first century trends in entrepreneurship.

MODULE - II: ENTREPRENEURIAL PERSONALITY (10)

The individual entrepreneurial mind-set and Personality- The entrepreneurial journey - Stress and the entrepreneur - the entrepreneurial ego – Entrepreneurial motivations- Motivational cycle – Entrepreneurial motivational behavior, Entrepreneurial competencies.

MODULE - III: LAUNCHING ENTREPRENEURIAL VENTURES (09)

Corporate Entrepreneurial Mind-set, the nature of corporate entrepreneur- conceptualization of corporate entrepreneurship Strategy-sustaining corporate entrepreneurship Opportunities identification- Finding gaps in the market place – techniques for generating ideas.

Entrepreneurial Imagination and Creativity- the nature of the creativity process - Innovation and entrepreneurship. Methods to initiate Ventures - Creating new ventures - Acquiring an Established entrepreneurial venture – Franchising - advantage and disadvantages of Franchising.

MODULE - IV: LEGAL CHALLENGES & FEASIBILITY ANALYSIS (10)

Intellectual property protection - Patents, Copyrights - Trademarks and Trade secrets - Avoiding trademark pitfalls. Feasibility Analysis - Industry and competitor analysis - Formulation of the entrepreneurial Plan- The challenges of new venture start-ups, developing an effective business model – Sources of finance - Critical factors for new venture development - The Evaluation process.

MODULE - V: STRATEGIC PERSPECTIVES IN ENTREPRENEURSHIP (08)

Strategic planning - Strategic actions- strategic positioning- Business stabilization - Building the adaptive firms - Understanding the growth stage – Internal growth strategies and external growth strategies, Unique managerial concern of growing ventures. Initiatives by the Government of India to promote entrepreneurship, Social and women entrepreneurship.

V. TEXTBOOKS:

1. Sharma, Sangeeta. “Entrepreneurship development”, PHI Learning Pvt. Ltd., 7th edition, 2021.
2. Akino, Susan. "SMEs and Entrepreneurship Development Determinants in Practice: Case of Uganda." Handbook of Research on Sustaining SMEs and Entrepreneurial Innovation in the Post-COVID-19 Era”, IGI Global, 5thedition, 2021.
3. S.S.Khanka, “Entrepreneurship Development”, S. Chand Publications, 5thedition, 2015.
4. Bruce R. Barringer/ R.Duane Ireland. “Entrepreneurship Successfully launching new ventures”, Pearson, 4th edition, 2015.
5. S.S. Khanka “Entrepreneurial Development” S. Chand Company Ltd, 4th edition ,2012
6. D F Kuratko and T V Rao, “Entrepreneurship- A South-Asian Perspective”,

VI. REFERENCE BOOKS:

1. Sangeeth Sharama, “Entrepreneurship Development”. PHI learning private limited, 2nd edition, 2013.
2. Poornima M Charantimath, “Entrepreneurship Development and Small Business Enterprises “, Pearson Publications, 2nd edition, 2012.

VII. Web References:

1. <https://play.google.com/books/reader?id=uUdLAgAAQBAJ&hl=en&pg=GBS.PR6>
2. <https://play.google.com/store/books/details?id=-RE8BAAAQBAJ>
3. <https://play.google.com/books/reader?id=HhI8BAAAQBAJ&hl=en&pg=GBS.PP1>
4. <https://play.google.com/books/reader?id=saRDDAAAQBAJ&hl=en&pg=GBS.PP1>
5. <https://play.google.com/books/reader?id=5PXgDAAAQBAJ&hl=en&pg=GBS.PP1>

VIII. E-Text Books:

1. <https://www.pdfdrive.com/entrepreneurship-development-directorate-of-distance-education-e7748053.html>
2. <https://www.pdfdrive.com/handbook-of-entrepreneurship-development-e42351443.html>
3. <https://www.pdfdrive.com/the-oxford-handbook-of-creativity-innovation-and-entrepreneurship-e157854663.html>
4. <https://www.pdfdrive.com/entrepreneurial-development-volume-1-the-entrepreneur-entrepreneurship-and-development-principles-programmes-and-policies-e162161182.html>
5. <https://www.pdfdrive.com/entrepreneurship-at-a-glance-2016-e186007102.html>
6. https://www.macmillanlearning.co.uk/resources/sample-chapters/9781137430359_sample.pdf
7. http://www.untagsmd.ac.id/files/Perpustakaan_Digital_1/ENTREPRENEURSHIP%20Innovatio

- n%20and%20entrepreneurship.PDF
8. http://www.azshiksha.com/ebook/engineering/me/entrepreneurship_development_by_poornima_m_charantimath.php