

ENTREPRENEURSHIP DEVELOPMENT

II Semester: MBA																				
Course Code	Category	Hours / Week			Credits	Maximum Marks														
CMBC18	Core	L	T	P	C	CIA	SEE	Total												
		4	-	-	4	30	70	100												
Contact Classes: 45		Tutorial Classes: Nil		Practical Classes: Nil		Total Classes: 45														
<p>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 which 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.</p> <p>II. COURSE OBJECTIVES: The students will try to learn:</p> <ol style="list-style-type: none"> I. The concept of entrepreneurship, types, functions and approaches of entrepreneur. II. The aspects of entrepreneurial mindset and personality. III. The business opportunities and to equip the learners with process of project formulation and appraisal. IV. The role of venture capitalists and the legal challenges in entrepreneurship development. V. Strategic perspectives in entrepreneurship. <p>III. COURSE OUTCOMES: After successful completion of the course, students will be able to:</p> <p>CO 1: Summarize the concept of entrepreneurship to acquire entrepreneurial skills.</p> <p>CO 2: Explore new vistas of entrepreneurship in the twenty-first century environment to establish new business opportunities.</p> <p>CO 3: Evaluate entrepreneurial mindset and personality of each individual helping to detect difficulties and propose a timely solution.</p> <p>CO 4: Define and comprehend the concept of entrepreneurial motivation in order to assist anyone achieving their personal objectives.</p> <p>CO 5: Recognize the entrepreneurial mindset for giving value to the company.</p> <p>CO 6: Develop entrepreneurial imagination and creativity to develop the value of the company.</p> <p>CO 7: Describe the patent, copyright, trademark, and trade secret concepts to aid in the promotion of innovation.</p> <p>CO 8: Identify and establish new venture prospects based on new technology to evaluate the feasibility of a new business concept.</p> <p>CO 9: Investigate strategic entrepreneurial perspectives that aid in the development of a competitive mindset.</p> <p>CO 10: Demonstrate the concepts of social and women's entrepreneurship in order to make the world a better place.</p> <p>IV. SYLLABUS:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 15%; text-align: center;">UNIT-I</td> <td style="text-align: center;">UNDERSTANDING ENTREPRENEURIAL MIND-SET</td> <td style="text-align: right;">Classes: 08</td> </tr> <tr> <td colspan="3"> 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. </td> </tr> <tr> <td style="text-align: center;">UNIT-II</td> <td style="text-align: center;">ENTREPRENEURIAL PERSONALITY</td> <td style="text-align: right;">Classes: 10</td> </tr> <tr> <td colspan="3"> 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. </td> </tr> </table>									UNIT-I	UNDERSTANDING ENTREPRENEURIAL MIND-SET	Classes: 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.			UNIT-II	ENTREPRENEURIAL PERSONALITY	Classes: 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.		
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UNIT-III	LAUNCHING ENTREPRENEURIAL VENTURES	Classes: 09
<p>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.</p> <p>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.</p>		
UNIT-IV	LEGAL CHALLENGES&FEASIBILITY ANALYSIS	Classes: 10
<p>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.</p>		
UNIT-V	STRATEGIC PERSPECTIVES IN ENTREPRENEURSHIP	Classes: 08
<p>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.</p>		
Text Books:		
<ol style="list-style-type: none"> 1. Sharma, Sangeeta. "Entrepreneurship development", PHI Learning Pvt. Ltd., 7thEdition, 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, 4thEdition,2012 6. D F Kuratko and T V Rao, "Entrepreneurship- A South-Asian Perspective", Cengage Learning, 2012. 		
Reference Books:		
<ol style="list-style-type: none"> 1. SangeethSharama, "Entrepreneurship Development". PHI learning private limited, 2ndEdition, 2013. 2. Poornima M Charantimath, "Entrepreneurship Development and Small Business Enterprises ",Pearson Publications, 2ndEdition, 2012. 		
Web References:		
<ol style="list-style-type: none"> 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 		
E-Text Books:		
<ol style="list-style-type: none"> 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.untag-smd.ac.id/files/Perpustakaan_Digital_1/ENTREPRENEURSHIP%20Innovation%20and%20entrepreneurship.PDF 8. http://www.azshiksha.com/ebook/engineering/me/entrepreneurship_development_by_poornima_m_charantimath.php 		