



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal, Hyderabad -500 043

MASTER OF BUSINESS ADMINISTRATION

COURSE DESCRIPTOR

Course Title	ENTREPRENEURIAL DEVELOPMENT				
Course Code	CMBB71				
Programme	MBA				
Semester	IV				
Course Type	Core				
Regulation	IARE-R18				
Course Structure	Theory			Practical	
	Lectures	Tutorials	Credits	Laboratory	Credits
	4	-	4	-	-
Chief Coordinator	Dr T. Srinivasa Rao, Professor				
Course Faculty	Dr T. Srinivasa Rao, Professor				

I. COURSE OVERVIEW:

The course focuses on the revolution impact on entrepreneurship, the evolution of entrepreneurship approaches to entrepreneurship process, the individual entrepreneurial mind set and personality, opportunities identification, entrepreneurial immigration and creativity the nature of creativity process innovation enable students to understand and develop organization innovatively. This course includes the intellectual property protection, copyrights, trademarks and trade secrets. This course uses strategic planning, strategic actions, strategic business globalization, building the adaptive firms, understanding growth stage, unique managerial concern of growing ventures which is very useful for enhancement of business knowledge of people.

II. COURSE PRE-REQUISITES:

Level	Course Code	Semester	Prerequisites	Credits
PG	CMB015	IV	MANAGEMENT OF TECHNOLOGY	4

III. MARKS DISTRIBUTION:

Subject	SEE Examination	CIA Examination	Total Marks
ENTREPRENEURIAL DEVELOPMENT	70 Marks	30 Marks	100

IV. DELIVERY / INSTRUCTIONAL METHODOLOGIES:

✓	Chalk & Talk	✗	Quiz	✓	Assignments	✗	MOOCs
✓	LCD / PPT	✓	Seminars	✗	Mini Project	✗	Videos
✗	Open Ended Experiments						

V. EVALUATION METHODOLOGY:

The course will be evaluated for a total of 100 marks, with 30 marks for Continuous Internal Assessment (CIA) and 70 marks for Semester End Examination (SEE). Out of 30 marks allotted for CIA during the semester, marks are awarded by taking average of two CIA examinations or the marks scored in the make-up examination.

Semester End Examination (SEE): The SEE is conducted for 70 marks of 3 hours duration. The syllabus for the theory courses is divided into five units and each unit carries equal weightage in terms of marks distribution. The question paper pattern is as follows. Two full questions with “either” or “choice” will be drawn from each unit. Each question carries 14 marks. There could be a maximum of two sub divisions in a question.

The emphasis on the questions is broadly based on the following criteria:

50 %	To test the objectiveness of the concept.
50 %	To test the analytical skill of the concept OR to test the application skill of the concept.

Continuous Internal Assessment (CIA):

CIA is conducted for a total of 30 marks (Table 1), with 25 marks for Continuous Internal Examination (CIE), 05 marks for Quiz/ Alternative Assessment Tool (AAT).

Table 1: Assessment pattern for CIA

Component	Theory		Total Marks
	Type of Assessment		
CIA Marks	CIE Exam	Quiz / AAT	
	25	05	30

Continuous Internal Examination (CIE):

Two CIE exams shall be conducted at the end of the 8th and 16th week of the semester respectively. The CIE exam is conducted for 25 marks of 2 hours duration consisting of two parts. Part–A shall have five compulsory questions of one mark each. In part–B, four out of five questions have to be answered where, each question carries 5 marks. Marks are awarded by taking average of marks scored in two CIE exams.

Alternative Assessment Tool (AAT):

Two Quiz exams shall be online examination consisting of 25 multiple choice questions and are to be answered by choosing the correct answer from a given set of choices (commonly four). Marks shall be awarded considering the average of two quizzes for every course. The AAT may include seminars, assignments, term paper, open ended experiments, five minutes video and MOOCs.

VI. HOW PROGRAM OUTCOMES ARE ASSESSED:

Program Outcomes(POs)		Level	Proficiency assessed by
PO1	Managerial skills: Apply knowledge of management theories and practices to solve business problems.	3	Guest Lectures and
PO2	Decision making skills: Foster Analytical and critical thinking abilities for data-based decision making	3	Guest Lectures and
PO4	Communication skills: Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	2	Seminar
PO7	Strategic skills: Ability to conduct strategic analysis using theoretical and practical applications.	3	Guest Lectures and
PO8	Technology skills: Inculcate and develop technical skills to face the competitive world successfully.	1	Guest Lectures and

3 = High; 2 = Medium; 1 = Low

VII. COURSE OBJECTIVES:

The course should enable the students to:

I	Identify the most recognized sources of potential funding and financing for business start-ups and/or expansion.
II	Develop and execute a project or new venture with the goal of bringing new products and service to the market.
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.
IV	Analyze the characteristics of an attractive business opportunity and common pitfalls during the entrepreneurial process.

VIII. COURSE OUTCOMES (COs):

CLO Code	CO's	At the end of the course, the student will have the ability to:	PO's Mapped	Strength of Mapping
CMBB71.01	CO 1	Understand the revolution impact and evolution of entrepreneurship approaches to entrepreneurship process approach.	PO 1	3
CMBB71.02	CO 2	Analyze the twenty first century trends in entrepreneurship.	PO 1	3
CMBB71.03	CO 3	Examine the concept of creation of the entrepreneurial journey, stress and the entrepreneurial ego, motivations and corporate entrepreneurial mind nature of corporate entrepreneur.	PO 4	2
CMBB71.04	CO 4	Demonstrate the conceptualization of corporate entrepreneurship strategy sustaining corporate entrepreneurship.	PO 4	2

CMBB71.05	CO 5	Describe the purpose of opportunities identification, the role entrepreneurial immigration and the nature of creativity process innovation.	PO 2	3
CMBB71.06	CO 6	Classify the methods of entrepreneurship methods to initiate ventures for creating new ventures.	PO 4	2
CMBB71.07	CO 7	Illustrate the acquiring an established entrepreneurial venture franchising hybrid and the disadvantages of franchising.	PO 1	3
CMBB71.08	CO 8	Identify the importance of intellectual property protection, the patents, copy rights and trade secrets.	PO 7	3
CMBB71.09	CO 9	Explain the frame work of avoiding trademark pitfalls, formulation of the entrepreneurial plan and the challenges of new venture start ups.	PO7	3
CMBB71.10	CO 10	Label the knowledge of poor financial understanding, critical factors for new venture development, the evaluation process and the feasibility criteria approach.	PO 4	2
CMBB71.11	CO11	Summarize the strategic planning strategic actions and strategic positioning business stabilization.	PO1	3
CMBB71.12	CO12	Explain how to building the adaptive firms, understanding the growth stage and unique managerial concern of growing ventures.	PO8	1

3 = High; 2 = Medium; 1 = Low

IX. MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES:

(COs)	Program Outcomes (POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO 1	3							
CO 2	3							
CO 3				3				
CO 4				3				
CO 5		3						
CO 6				2				
CO 7	3							
CO 8							3	
CO 9							3	
CO 10				2				

C11	3							
C12								1

3 = High; 2 = Medium; 1 = Low

X. ASSESSMENT METHODOLOGIES – DIRECT

CIE Exams	PO1,PO 2, PO4,PO7,PO8	SEE Exams	PO1,PO 2, PO4,PO7,P O8-	Assignments	PO1,PO2, PO7, PO8	Seminars	PO4
Laboratory Practices	-	Student Viva	-	Mini Project	-	Certification	-
Term Paper	-						

XI. ASSESSMENT METHODOLOGIES - INDIRECT

✓	Early Semester Feedback	✓	End Semester OBE Feedback
✗	Assessment of Mini Projects by Experts		

XII. SYLLABUS

UNIT – I	UNDERSTANDING ENTREPRENEURIAL MINDSET
The Revolution impact of entrepreneurship, the evolution of entrepreneurship approaches to entrepreneurship process approach, twenty first century trends in entrepreneurship.	
UNIT – II	THE INDIVIDUAL ENTREPRENEURIAL MINDSET:
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.	
UNIT – III	LAUNCHING ENTREPRENEURIAL VENTURES:
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.	
UNIT – IV	LEGAL CHALLENGES OF ENTREPRENEURSHIP:
Intellectual property protection, patents, copyrights trademarks and trade secrets, avoiding trademark pitfalls, formulation of the entrepreneurial plan the challenges of new venture start ups, poor financial understanding, critical factors for new venture development, the evaluation process, feasibility criteria approach.	
UNIT – V	STRATEGIC PERSPECTIVES IN ENTREPRENEURSHIP:
Strategic planning strategic actions, strategic positioning business stabilization, building the adaptive firms, understanding the growth stage, unique managerial concern of growing ventures.	
Text Books:	
1. DF Kuratko and TV Rao, “Entrepreneurship-A South- Asian Perspective“, Cengage Learning, 1 st Edition, 2012. 2. Gordon and Natarajan, “Entrepreneurship Development” Himalaya, 1 st Edition, 2008. 4. Coulter, “Entrepreneurship in Action”, PHI, 2nd Edition, 2009. 5. S.S. Khanka, “Entrepreneurial Development”, S. Chand and Co. Ltd, 1 st Edition, 2007.	

Reference Books:
1. VasanthDesai, “Dynamics of Entrepreneurial Development and Management”, HPH Millenium Edition, 2007..
2. P. Narayana Reddy, “Entrepreneurship – Text and Cases”, Cengage Learning, 1st Edition, 2007.

XIII. COURSE PLAN:

The course plan is meant as a guideline. Probably there may be changes.

Lecture No	Topics to be covered	Course Outcomes (COs)	Reference
1-2	The revolution impact of entrepreneurship..	CO 1	T1:22.5
3-4	The twenty first century trends in entrepreneurship	CO 2	T1:22.5 R1:2.4
5-6	Entrepreneurship mind set and personality	CO 2	T1:22.6 R1:2.6
7-9	Entrepreneurial journey and stress.	CO 3	T1:22.7 R1:4.4
10-12	Characteristics of entrepreneurial ego and motivations.	CO 3	T1:22.7 R1:4.10
13-15	Corporate entrepreneur and entrepreneurship.	CO 4	T1:22.8 R1:4.15
16-18	Opportunities identification and creative process.	CO 4	T1:22.9 R1:5.4
19-20	Franchising hybrid.	CO 5	T1:22.9 R1:5.8
22-24	Intellectual property protection and concept of patents.	CO 5	T1:23.10 R1:6.8
25-28	Concept of copy rights and importance and concept of trade secrets.	CO 5	T1:23.10 R1:6.13
29-31	Concept of trademarks and avoiding pitfalls.	CO 6	T1:23.9 R1:7.5
32-34	The knowledge of critical factors for new venture development.	CO 6	T1:23.10 R1:7.5
35-37	The knowledge of the feasibility of criteria approach.	CO 7	T1:23.10 R1:8.1
38-40	The strategic planning strategic actions.	CO 8	T1:23.1 R1:9.2
41-44	The strategic positioning.	CO 9	T1:23.1 R1:9.4
45-48	The business stabilization:	CO 10	T1:23.1 R1:9.9
49-52	The significance of timing of knowledge management.	CO 11	T1:23.1
53-55	The building the adaptive firms, and understanding the growth stage	CO12	T1:23.1
56-58	The unique managerial concern of growing ventures.	CO12	T1:23.1

XIV. GAPS IN THE SYLLABUS - TO MEET INDUSTRY / PROFESSION REQUIREMENTS:

S. NO	DESCRIPTION	PROPOSED ACTIONS	RELEVANCE WITH POs
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1	The evolution of entrepreneurship approaches to entrepreneurship process approach, the evolution of entrepreneurship approaches to entrepreneurship process approach, the concept of individual entrepreneurship mind set and personality.	Seminars / Guest Lectures.	PO 2, PO 4,
2	The concepts of entrepreneurial ego and motivations, the role entrepreneurial immigration and creativity.	Seminars / Guest Lectures.	PO 2, PO 5,
3	the patents, copy rights trade secrets and trademarks, the strategic planning , strategic actions, strategic positioning and business stabilization, the building the adaptive firms and understanding the growth stage and unique managerial concern of growing ventures.	Seminars / Guest Lectures.	PO 2, PO 5,

Prepared by:

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