

**Master of Business Administration  
MBA Semester III  
Core Course**

**302: Entrepreneurship Development**

**Marks: 100**

**Duration: 60 Hrs.**

**CREDITS: 4**

**Objective:** The objective of the course is to identify the opportunity and analyze different aspects of Entrepreneurship.

**Course Outcomes:** After the Successful completion of the course, student will be able to:

**CO1:** Understand the concept of entrepreneurship and the functions of an entrepreneur

**CO2:** Develop entrepreneurial competencies and identify the opportunity for start-up

**CO3:** Carry out financial planning and production planning related to product design, quality and inventory control

**CO4:** Formulate marketing strategies and Human resource strategies for the enterprise.

**CO5:** Analyze the scope of entrepreneurship in various sectors

UNIT	Content	Hours
I	<b>Introduction:</b> Evolution of concept of Entrepreneur, Functions of Entrepreneur, Characteristics of Successful Entrepreneurs, Types of Entrepreneurs, Concept of Entrepreneurship, Growth of Entrepreneurship in India, Role of Entrepreneurship in Economic Development	11
II	<b>Entrepreneurial Motivation, Competencies and Start-Up:</b> Meaning, factors and theories of Entrepreneurial Motivation, Entrepreneurial Motivational Behaviour, Major Entrepreneurial Competencies, Developing Entrepreneurial Competencies, Opportunity Identification and Selection, Meaning and Formulation of Business Plan, Concept and Methods of Project Appraisal	11
III	<b>Financial Planning:</b> Need for financial planning, Sources of Finance for enterprise, Venture Capital, Forms of Business Ownership <b>Production Management:</b> Plant Location and Layout, Product design, Inventory Management, Quality Control, Total Quality Management	11
IV	<b>Marketing Management:</b> Functions of Marketing, Market segmentation and marketing mix, Competitive analysis of the market, Competitive advantage, <b>Human Resource Management:</b> Manpower planning, Recruitment, selection, training and compensation of employees, Regulatory Laws	11
V	<b>Scope of Entrepreneurship:</b> Women Entrepreneurship, Rural Entrepreneurship Tourism Entrepreneurship, Social Entrepreneurship, Agri-preneurship, Family Business	11
	Small group learning exercise involving discussion, role-play, presentations by students	05
	<b>TOTAL</b>	<b>60</b>

**Readings:**

1. DeyChanchal and BiswasDebasish (2021). Entrepreneurship Development in India. Routledge Publications.
2. Loss Monica &Bascunam L. (2015). Entrepreneurship Development. Global Academic Publishers.
3. Carayannis Elias G., Samara Elpida T., &BakourosYannis L. (2014). Innovation and Entrepreneurship: Theory, Policy and Practice. Springer publications.
4. Ramachandran K (2008). Entrepreneurship Development. Tata McGraw Hill Publications.
5. Khanka S.S. (2007). Entrepreneurial Development,S. ChandPublications.

**Pedagogy:**

- ICT enabled Classroom teaching
- Case study
- Practical / live assignment
- Interactive classroom discussions
- Flipped classroom

**Teaching Plan:**

At the beginning of each semester faculty teaching the course will provide (i) Teaching Plan, (ii) updated reading list, and (iii) the list of case studies for uploading on Department website.

Unit No.	Course Learning Outcomes	Teaching and Learning Activity	Assessment Tasks
I	Ability to understand the concept of entrepreneurship and the functions of an entrepreneur	Lecture/Video/ Case/ Presentation/Role Play	Class participation, Presentation, Viva/ test, Analysis of Case Study
II	Ability to develop entrepreneurial competencies and identify the opportunity for start-up	Lecture/Video/ Case/ Presentation/Role Play	Class participation, Presentation, Viva/ test, Analysis of Case Study
III	Ability to carry out financial planning and production planning related to product design, quality and inventory control	Lecture/Video/ Case/ Presentation/Role Play	Class participation, Presentation, Viva/ test, Analysis of Case Study
IV	Ability to formulate marketing strategies and Human resource strategies for the enterprise	Lecture/Video/ Case/ Presentation/Role Play	Class participation, Presentation, Viva/ test, Analysis of Case Study
V	Ability to analyze the scope of entrepreneurship in various sectors	Lecture/Video/ Case/ Presentation/Role Play	Class participation, Presentation, Viva/ test, Analysis of Case Study