Master of Business Administration

MBA

Entrepreneurship Skills

Marks: 100   Duration: 60Hrs.

Objective: The objective of the course is to understand Entrepreneurship and to develop Entrepreneurship Skills to enable students to start a business enterprise.

Course outcomes: The successful completion of this course shall enable the student to:

CO1: Understand the concept of Entrepreneurship and Entrepreneur.

CO2: Develop Entrepreneurial Skills and competencies.

CO3: Understand the concept of Start Up.

CO4: Analyze the scope of Entrepreneurship in different sectors.

CO5: Know the Institutional support and finance to entrepreneurs.

Contents:

UNIT	Content	Hours
I	**Entrepreneur and Entrepreneurship:** Entrepreneur: Meaning, features, Importance of Entrepreneur, Role & Functions of Entrepreneur, Types of Entrepreneur. Entrepreneurship: Meaning, Characteristics of Entrepreneurship, Role of Entrepreneurship in Indian economy, Problems in Entrepreneurship Development In India.	11
II	**Entrepreneurial Competencies:** Major Entrepreneurial Skills and Competencies,Developing Entrepreneurial competencies, Qualities of successful entrepreneur, Entrepreneurial motivations.	11
III	**Start Up & MSME:** Concept of Start Up, Characteristics of Start Up, Types of Start Up, Start Up Business Ideas, Simplification and Hand Holding, Funding Support and Incentives. MSME: Meaning, Features, Role & Importance of MSMEs in Indian Economy	11
IV	**Scope of Entrepreneurship**: Women Entrepreneurship, Rural Entrepreneurship,Tourism Entrepreneurship, Social Entrepreneurship, Agri-Entrepreneurship, Family Business.	11

V	**Institutional Support:** Institutional Finance to Entrepreneurs, Lease Financing and Hire Purchase, Institutional Support to Entrepreneurs, Taxation Benefits to Small Scale Enterprises.	11
	Small group learning exercise involving discussion, role play, presentations by students.	05
	TOTAL	60 Hours

Readings:

1. Madhavi P. , Satyanarayana G. (2018) Entrepreneurship, Make in India and Jobs Creation. New Century Publications.
2. Baporikar N. (2011) Entrepreneurship Development & Project Management (Text and Cases). Himalaya Publishing House.
3. DeyChanchal and BiswasDebasish (2021). Entrepreneurship Development in India. Routledge Publications.
4. Loss Monica &Bascunam L. (2015). Entrepreneurship Development. Global Academic Publishers.
5. Carayannis Elias G., Samara Elpida T., &BakourosYannis L. (2014). Innovation and Entrepreneurship: Theory, Policy and Practice. Springer publications.
6. Ramachandran K (2008). Entrepreneurship Development. Tata McGraw Hill Publications.
7. 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) a Teaching Plan, (ii) an updated reading list, and (iii) a list of case studies for uploading on the Department website.

Facilitating the achievement of Course Learning Outcomes

Unit No.	Course Learning Outcomes	Teaching and Learning Activity	Assessment Tasks

I	Ability to understand the concept of Entrepreneurship and Entrepreneur.	Lecture/Video/ Case/ Presentation/Role Play	Class participation, Presentation, VIVA/ test, Analysis of Case Study.
II	Ability to Develop Entrepreneurial Skills and competencies.	Lecture/Video/ Case/ Presentation/Role Play	Class participation, Presentation, VIVA/ test Analysis of Case Study.
III	Ability to understand the concept of Start Up.	Lecture/Video/ Case/ Presentation/Role Play	Class participation, Presentation, VIVA/ test, Analysis of Case Study
IV	Ability to analyze the scope of Entrepreneurship in different sectors.	Lecture/Video/ Case/ Presentation/Role Play	Class participation, Presentation, VIVA/ test, Analysis of Case Study
V	Ability to understand the Institutional support and finance to entrepreneurs.	Lecture/Video/ Case/ Presentation/Role Play	Class participation, Presentation, VIVA/ test, Analysis of Case Study