

MBA: Entrepreneurship Development

Teaching Scheme	Examination Scheme
Lectures: 4 hrs./Week	Class Test -12Marks
Tutorials: 1 hrs./Week	Teachers Assessment - 6Marks Attendance - 12 Marks
Credits: 4	End Semester Exam - 70 marks

Course Objectives:

- This course will analyse case studies on human resource management and related disciplines.
- To give a detailed overview of the Harvard and IIM cases concept.
- To improve the student's analytical ability by studying, analysing, and discussing business scenarios.
- Cases develop logical thinking skills, searching for relevant information, analysing and evaluating facts, and drawing conclusions needed for business decision-making.
- To improve their ability to communicate, evaluate the opinions of others, and react wisely.
- After analysing the case study, students will perform group discussions and case presentations.

Hours: 40

Course evaluation components:

Students will be evaluated based on below mentioned parameter in their course tenure period.


Unit 1: Foundation of Entrepreneurship Development


Concept and Need of Entrepreneurship; Characteristics and Types of Entrepreneurship; Entrepreneurship as a career; Entrepreneurship as a style of Management; The changing role of the entrepreneur; Entrepreneurial traits, Factors affecting entrepreneurs.

Units 2: Theories of Entrepreneurship

Influences on entrepreneurship development, External effects on entrepreneurship development; Socio-cultural, Political, economic, personal entrepreneurial success and failure: Reasons and remedies; Women entrepreneurs: Challenges and achievements of women entrepreneurs.


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 Department of Management (MBA)


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Unit 3: Business Planning Process

The business plan as an entrepreneurial tool; Elements of business planning; Objectives; Market analysis; development of Product/idea; Marketing, Finance, Organization and management; Ownership; Critical risk contingencies of The proposal; Scheduling and milestones.

Unit 4: Project Planning for Entrepreneurs

Technical, Financial, Marketing, Personnel, and management feasibility reports; Financial schemes offered by various financial institutions, Like Commercial Banks, IDBI, ICICI, SIDBI, SFCs, and Foreign Currency Financing; Estimating Financial requirements.

Unit 5: Entrepreneurship Development and Government

Role of Central Government and State Government in promoting entrepreneurship with various incentives, subsidies, grants, programs, schemes and challenges. Government initiatives and inclusive entrepreneurial Growth.

COURSE OUTCOMES: After completion of this course, the student will be able to

COURSE OUTCOMES DESCRIPTION	
C01	Identify the changing roles and traits of entrepreneurs for the growth of entrepreneurship.
C02	Assess internal and external factors affecting entrepreneurship and apply theories to overcome them.
C03	Analysis of the market and Developing business plan process.
C04	To develop reports and analyse various funding offered by different financial institutes.
C05	To Develop the role and schemes of government to support entrepreneurship.
C06	To Understand the

Employability Skills	Measuring Tools
This course will employ a comprehensive blend of classroom instruction, entrepreneurship and start-ups. The most significant aspect of the system is the students' active engagement, and as a result, class participation scores have been recorded for the students.	Class Presentation PPT Report Classroom Discussions

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