

MBA303: Entrepreneurial Development & Innovation

Teaching Scheme Lectures: 4 hrs/Week Tutorials: 0 hr/Week Credits: 4	Examination Scheme Class Test – 12 Marks Teachers Assessment – 6 Marks Attendance – 12 Marks End Semester Exam – 70 marks
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Course Objectives:

1. Understanding basic concepts in the area of entrepreneurship.
2. Understanding the role and importance of entrepreneurship for economic development.
3. Developing personal creativity and entrepreneurial initiative.
4. Adopting of the key steps in the elaboration of business idea.
5. Understanding the stages of the entrepreneurial process and the resources needed for the successful development of entrepreneurial ventures.

Detailed Syllabus

Unit-1

Entrepreneurship: Definition of Entrepreneur, Internal and External Factors, Functions of an Entrepreneur, Entrepreneurial motivation and Barriers, Classification of Entrepreneurship, Theory of Entrepreneurship, The entrepreneurial Culture; Stages in entrepreneurial process. Evolution of Entrepreneurship; Development of Entrepreneurship.

Unit-2

Entrepreneurship and environment-Policies governing entrepreneurs, Entrepreneurial Development Programmes (EDP's) - Institutions for - entrepreneurship development, Problems of EDP's.

Unit-3

Entrepreneurial Venture; Idea Generation, Screening and Project Identification, Creative Performance, Feasibility Analysis: Economic, Marketing, Financial and Technical; Project Planning: Evaluation, Monitoring and Control segmentation.

Unit-4

Innovation- Meaning & Importance, Role of Innovation in Entrepreneurship, Types of Innovation, Product Innovation and Process Innovation, Sources of Innovation, Grassroot Innovation and Rural Innovation.

Unit-5

Entrepreneurship in Informal Sector: Rural Entrepreneurship – Entrepreneurship in Sectors like Agriculture, Tourism, Health Care, Transport & Allied Services.

Text and Reference Books-

1. Entrepreneurship: New Venture Creation, Holt; Prentice-Hall, 1998
2. Entrepreneurship, Dollinger M J; Prentice-Hall, 1999
3. Entrepreneurship, Hisrich; McGraw-Hill Higher Education, 7th edition
4. Dynamics of Entrepreneurship Development, Vasant Desai Himalaya Publications, 11th edition.

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