

MST305: BIOENTERPRENUERSHIP**Teaching Scheme**

Lectures: 3 hrs/Week

Tutorials: 1 hr/Week

Credits: 4

Examination Scheme

Class Test -12Marks

Teachers Assessment - 6Marks

Attendance – 12 Marks

End Semester Exam – 70 marks

Prerequisite: - , MST105 Computer application and statistics

Course Objectives:

1. To understand the basic of accounting and finance for the start up of any industry.
2. To learn the procedure for deciding the marketing strategies for the product and analyze the product demand and supply.
3. To learn and have complete knowledge about the management and entrepreneurship.
4. To understand how Information technology and software has a regulatory role in entrepreneurship.
5. To learn the organization of human resource for the upliftment of the organization.
6. To get expertise in entrepreneurship by understand a case study of any organization about the various pits and falls.

Detailed Syllabus**Unit-1**

Accounting and Finance Taking decision on starting a venture; Assessment of feasibility of a given venture/new venture; Approach a bank for a loan; Sources of financial assistance; Making a business proposal/Plan for seeking loans from financial institution and Banks; Funds from bank for capital expenditure and for working; Statutory and legal requirements for starting a company/venture; Budget planning and cash flow management; Basics in accounting practices: concepts of balance sheet, P&L account, and double entry bookkeeping; Estimation of income, expenditure, profit, income tax etc.

Unit-2

Marketing Assessment of market demand for potential product(s) of interest; Market conditions, segments; Prediction of market changes; Identifying needs of customers including gaps in the market, packaging the product; Market linkages, branding issues; Developing distribution channels; Pricing/Policies/Competition; Promotion/ Advertising; Services Marketing

Fundamentals of Entrepreneurship Support mechanism for entrepreneurship in India.

Unit-3

Negotiations/Strategy With financiers, bankers etc.; With government/law enforcement authorities; With companies/Institutions for technology transfer; Dispute resolution skills; External environment/changes; Crisis/Avoiding/Managing; Broader vision–Global thinking.

Information Technology How to use IT for business administration; Use of IT in improving business performance; Available software for better financial management; E-business setup, management.

Unit-4

Human Resource Development (HRD) Leadership skills; Managerial skills; Organization structure, pros & cons of different structures; Team building, teamwork; Appraisal; Rewards in small scale set up.

Role of knowledge centre and R&D Knowledge centres like universities and research institutions; Role of technology and upgradation; Assessment of scale of development of Technology; Managing Technology Transfer; Regulations for transfer of foreign technologies; Technology transfer agencies.

Head

Department of Biotechnology
Invertis University, Bareilly (U.P.)

Dean

Faculty of Science
Invertis University, Bareilly (U.P.)Registrar
Invertis University
Bareilly

Unit-5

Case Study

1. Candidates should be made to start a 'mock paper company', systematically following all the procedures.
 - The market analysis developed by them will be used to choose the product or services.
 - A product or service is created in paper and positioned in the market. As a product or services available only in paper to be sold in the market through the existing links. At this juncture, the pricing of the product or the service needs to be finalized, linking the distribution system until the product or services reaches the end consumer.
 - Candidates who have developed such product or service could present the same as a project work to the Panel of Experts, including representatives from industry sector. If the presented product or service is found to have real potential, the candidates would be exposed to the next level of actual implementation of the project.
2. Go to any venture capital website (like sequoiacap.com) and prepare a proposal for funding from venture capital.

Text and Reference Books

1. *Human Resource Management (14th Edition) By Gary Dessler.*
2. *Digital Business and E-Commerce Management, Pearson, 6th Edition by Dave Chaffey*
3. *Fundamentals of Entrepreneurship. Author, H. Nandan. Publisher, PHI Learning Pvt. Ltd., 2011.*

Course Outcomes:

After completing the course, students will be able to:

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| 1. Understand basics of entrepreneurship. |
| 2. Analyze the marketing strategies of the product. |
| 3. Understand the problems associated with the negotiation and their strategies. |
| 4. Understand the Human resource structure of an organization and its regulation as required. |
| 5. Will learn how research and development is important for the knowing the strategies. |
| 6. Will analysis and learn how a particular industry works in terms of service, manufacturing etc. |


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