



गोंय विद्यापीठ

ताळगांव पठार

गोंय - ४०३ २०६

फोन: +९१-८६६९६०९०४८



(Accredited by NAAC)

Goa University

Taleigao Plateau, Goa - 403 206

Tel : +91-8669609048

Email : registrar@unigoa.ac.in

Website: www.unigoa.ac.in

GU/Acad –PG/BoS -NEP/2023/239

Date:27.07.2023

Ref: GU/Acad –PG/BoS -NEP/2022/339/24 dated 19.08.2022

### CIRCULAR

In supersession to the above referred Circular, the updated approved Syllabus with revised Course Codes of the **Master of Business Administration (M.B.A.)** Programme is enclosed.

The Dean/ Vice-Deans of the Goa Business School are requested to take note of the above and bring the contents of the Circular to the notice of all concerned.

ASHWIN VYAS  
LAWANDE  
Digitally signed  
by ASHWIN  
VYAS LAWANDE  
Date: 2023.07.27  
13:48:25 +05'30'

(Ashwin Lawande)  
Assistant Registrar – Academic-PG

To,

1. The Dean, Goa Business School, Goa University.
2. The Vice-Deans, Goa Business School, Goa University.

Copy to:

1. The Chairperson, Board of Studies in Management Studies.
2. The Programme Director, Management Studies Discipline, Goa University.
3. The Controller of Examinations, Goa University.
4. The Assistant Registrar, PG Examinations, Goa University.
5. Directorate of Internal Quality Assurance, Goa University for uploading the Syllabus on the University website.

**MGA-522**

**Entrepreneurship**

**4 Credits**

<b><u>Prerequisites for the course:</u></b>	Nil	
Objective	Introduce the concepts of entrepreneurship and the essentials of starting new ventures.	

Contents	<p><b>Unit I</b>  <b>Basics of Entrepreneurship</b>  Concept, knowledge and skills requirement, characteristic of successful entrepreneurs, role of entrepreneurship in economic development, entrepreneurship process, factors impacting emergence of entrepreneurship, Different forms of businesses</p> <p><b>Unit II</b>  <b>Starting the venture</b>  Opportunity Recognition and Analysis, Gathering the Resources, generating business ideas, creative problem solving, competitor and industry analysis; feasibility study: market feasibility, technical/operational feasibility, financial feasibility, Business plan: preparing project report, presenting to investors</p> <p><b>Unit III</b>  <b>Functional plans</b>  Marketing plan: marketing research, preparing marketing plan, contingency planning, organizational plan: form of ownership, designing organization structure, job design, manpower planning, Financial plan: cash budget, working capital, income statements, Cash flows, Balance sheet, break even analysis, Human Resource Plan: Recruitment, Selection, Staffing, Training and Development; Compensation, Performance Management, Operational Plans: Managing materials, use of Technology</p> <p><b>Unit IV</b>  <b>Sources of finance &amp; Legal Issues</b>  Debt or equity financing, Commercial banks, Venture capital, development financial institutions, legal issues: intellectual property rights: patents, trademarks, copy rights, trade secrets, licensing, franchising, Developing Entrepreneurial Marketing: Competencies, Networks, Rural Entrepreneurship, Social Entrepreneurship, Intrapreneurship</p>	<p>15 hours</p> <p>15 hours</p> <p>15 hours</p> <p>15 hours</p>
----------	--	---

Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
<b><u>Learning Outcomes</u></b>	An ability to create new ventures and understand their managerial requirements.	
References/Readings.	<ol style="list-style-type: none"> <li>1. Entrepreneurship by RD Hisrich, MP Peters and DA Shepherd, Tata McGraw Hill Publishing, Latest edition</li> <li>2. Entrepreneurial Management by S.Bhargava, Response Books, Sage Publishing, Latest edition</li> <li>3. Business Plans for Dummies by P Tiffany &amp; SD Peterson, Wiley India, Latest edition</li> <li>4. Guide to Business Planning by G Friend &amp; S Zehle, The Economist publication, latest edition</li> </ol>	