

MBO401

Entrepreneurship

4 Credits

<u>Prerequisites for the course:</u>	Nil	
Objective	Introduce the concepts of entrepreneurship and the essentials of starting new ventures	
Contents	<p>Basics of Entrepreneurship Concept, knowledge and skills requirement; characteristic of successful entrepreneurs; role of entrepreneurship in economic development; entrepreneurship process; factors impacting emergence of entrepreneurship; managerial vs. entrepreneurial approach and emergence of entrepreneurship. Different forms of businesses.</p> <p>Starting the venture Opportunity : Scanning, Positioning and Analysing; Gathering the Resources; generating business idea – sources of new ideas, methods of generating ideas, creative problem solving, opportunity recognition; environmental scanning, competitor and industry analysis; feasibility study – market feasibility, technical/operational feasibility, financial feasibility; drawing business plan; preparing project report; presenting business plan to investors.</p> <p>Functional plans marketing plan – marketing research for the new venture, steps in 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>Sources of finance debt or equity financing, commercial banks, venture capital; financial institutions supporting entrepreneurs; legal issues – intellectual property</p>	<p>12 hours</p> <p>12 hours</p> <p>12 hours</p>

	rights patents, trade marks, copy rights, trade secrets, licensing; franchising. Developing Entrepreneurial Marketing: Competencies, Networks Rural Entrepreneurship; Social Entrepreneurship; Intrapreneurship; The Business Plan; Sources of External Support	12 hours
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.	
<u>Learning Outcomes</u>	An ability to create new ventures and manage them	
References/Readings.	<ol style="list-style-type: none"> 1. Entrepreneurship by RD Hisrich, MP Peters and DA Shepherd, Tata McGraw Hill Publishing, Latest edition 2. Entrepreneurial Management by S.Bhargava, Response Books, Sage Publishing, Latest edition 3. Business Plans for Dummies by P Tiffany & SD Peterson, Wiley India, Latest edition 4. Guide to Business Planning by G Friend & S Zehle, The Economist publication, latest edition 	

MBC011

IT Skills

2 Credits

<u>Prerequisites for the course:</u>	Nil	
<u>Objective:</u>	To introduce the fundamental Information Technology Skills required to work in any organisation	
<u>Content:</u>	<p>Word Processing</p> <p>Usage, formatting, creating reports, citations, inserting tables and pictures, macros, mail-merge.</p> <p>Slide Presentations</p> <p>Creation of slides, layouts, properties, slide transmission, use of animation in slides, inserting tables, graphs, pictures, videos, etc. in the slides, creating a slide show.</p> <p>Spreadsheets</p> <p>Creation of spreadsheets, entering data, use of general functions, creation of various types of graphs, data validation, use of filters, data sorting, creating formulas, use of statistical functions, use of finance functions, macros.</p> <p>Management Information System as a decision support system</p>	<p>6 hours</p> <p>6 hours</p> <p>10 hours</p> <p>2 hours</p>
<u>Pedagogy:</u>	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.	
<u>Learning Outcomes</u>	An ability to use IT tools in making managerial decisions, reporting and presenting them.	
<u>References/Readings</u>	<ol style="list-style-type: none"> 1. Francisco Innaello, Excel for business, Atlantic Publisher, Latest Edition. 2. John Limbart& Frye, Microsoft Office 2016 Step by Step, PHI, Latest Edition. 	

MBS001 Communication Skills

4 credits

<u>Prerequisites for the course:</u>	Nil	
<u>Objective:</u>	To introduce the essentials of effective communication in different contexts	

<p><u>Content:</u></p>	<p>Difference between formal and informal communication; Communication process, types, Effectiveness in communication – the Roles of Sender, Receiver and the medium; Role of culture in communication; Importance of Non Verbal Communication</p> <p>Oral Communication: Skills required for effective interpersonal and group communication, Effective Public speaking. Noise in communication and its prevention. Barriers and Gateways in Communication;</p> <p>Written Communication: Fundamentals of effective writing; different forms of written communication; report writing, creative writing; Structure and content of various types of reports; Creativity in Communication</p> <p>Competitive versus collaborative communication, types of negotiation, barriers in effective negotiation, interests versus positions in negotiation;</p>	<p>12 hours</p> <p>12 hours</p> <p>12 hours</p> <p>12 hours</p>
<p><u>Pedagogy:</u></p>	<p>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.</p>	
<p><u>Learning Outcomes</u></p>	<p>An ability to facilitate interpersonal Communication, participate in group discussions, and to write effectively.</p>	

<u>References/Readings</u>	<ol style="list-style-type: none"> 1. Business and Professional Communication by Kelly M. Quintanilla and Shawn T. Wahl, latest South Asia Edition, Sage Publications India Pvt.Ltd,Mathura Road, New Delhi, India, 110044. 2. Effective Business Communication by Anjaneesethi ,BhavnaAdhikari, Tata MacGraw Hill Education, India. 3. How to be a Great Communicator in Person, On Paper, and on PodiumbyNidoQubein, Viva Books, India. 	
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MBS002 Interview Facing Skills and Mock Interviews 2 credits

<u>Prerequisites for the course:</u>	Nil	
<u>Objective:</u>	To introduce the basics of writing resumes and preparatory skills required to face interviews	
<u>Content:</u>	Fundamentals of Resume Writing, Writing effective Cover letters and emails to organizations.	4 hours
	Group Discussions – different types, Different types of interviews and basic competencies required in facing interviews.	4 hours
	Preparation required prior to facing an interview – industry and firm analysis. SWOT analysis; Frequently asked questions in interviews	
	Mock interviews to assess conceptual clarity, domain knowledge, soft skills, and perspectives held, etc.	4 hours

		12 hours
<u>Pedagogy:</u>	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.	
<u>Learning Outcomes</u>	An ability to face interviews	
<u>References/Readings</u>	<ol style="list-style-type: none"> 1. Prasad, Hari Mohan,How to prepare for Group Discussion and Interview, Tata McGraw Hill, Latest Edition 2. Patnaik, Priyadarshini, Group Discussion and Interview Skills, Cambridge University Press, Latest Edition 	