

Name of the Programme - MBA

Course Code - MGA-522

Title of the Course - Entrepreneurship

Number of Credits - 4 Credits

Effective from – 2022-2023

Prerequisites for the course:	Nil	
Objective	Introduce the concepts of entrepreneurship and the essentials of starting new ventures.	
Contents	Unit I 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, Different forms of businesses	15 hours
	Unit II Starting the venture 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	15 hours
	Unit III Functional plans 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	15 hours
	Unit IV Sources of finance & Legal Issues 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	15 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.	

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 	
Course Outcomes	An ability to create new ventures and understand their managerial requirements	

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