

Entrepreneurship Management  
Sem II

**I> Course Content:**

Semester	I – Elective
Subject	Entrepreneurship Management
Course Code	MMSE207 (RGCMS)
Credits	4
Duration	40

**Learning Objective:** To acquaint the students with both the theory and practice of Entrepreneurship, to expose the students to the finer nuances of the subject, and to re-orient the outlook of students towards new business ventures and start ups and also to help them to look at these as a possible career option.

**Module**

Sr. No.	Content	Activity	Course Outcome
1.	(A) Entrepreneurial Perspective : • Concept of entrepreneur, entrepreneurship and enterprise, advantages of entrepreneurship • Nature and development of entrepreneur and entrepreneurship	Lecture	MMSE207.1
2.	• opportunity -based entrepreneurship • social entrepreneurship • entrepreneurship by Dalits • technopreneurship	Lecture	MMSE207.1
3.	Gender bias and women entrepreneurs	Lecture and Case Study	MMSE207.2
4.	Entrepreneurs, managers and intrapreneurs : similarities and differences	Lecture	MMSE207.2
5.	Innovation, creativity and entrepreneurship	Lecture and Case Study	MMSE207.3
6.	B) The Entrepreneurial Environment: • Analysis of business opportunities in both the domestic and global economies, including the analysis of PEST factors	Lecture	MMSE207.3
7.	Quick-start routes to establish a business (franchising, ancillarising and asquisitioning) • Support organisations for an entrepreneur and their role	Lecture	MMSE207.5
8.	• Legal framework for starting a business in India • The Make in India Campaign, the Digital India Campaign and the opportunities for start ups in India	Lecture	MMSE207.4

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9.	(C) The Enterprise Launching : • Product / Project identification • Preparing a Business Plan	Lecture and Case Study	MMSE207.5
10.	• Business financing, including venture capital finance and private equity	Lecture	MMSE207.5
11.	• Managing early growth of business • New venture expansion - strategies and issues	Lecture and Case Study	MMSE207.5
12.	• International variations in entrepreneurship ( including cultural and political differences) • Indian Family Business: genesis, features, issues and challenges	--Do--	MMSE207.1
13.	Presentations by students		

**II> Course Outcomes**

<u>Course Code</u>	<u>Course Outcomes</u> Students will be able to..	<u>Cognition</u>
MMSE207.1	CO1: understand concept of entrepreneur, enterprise, development of entrepreneur and its types and Indian Family Business and International variations in entrepreneurship	Understand
MMSE207.2	CO2: understand the concepts of intrapreneurs and managers and gender bias behaviour in Entrepreneurial setup	Understand
MMSE207.3	CO3: analyse the business opportunities in global and domestic economies, routes to establish business	Analyse
MMSE207.4	CO4: Analyse the opportunities of Entrepreneurship by "The Make in India Campaign"	Analyse
MMSE207.5	CO5: remember methods of Business Financing, managing growth and expansion strategies	Understand

Text books

Sr. No.	Books
1.	Entrepreneurship Management by P N Singh and J C Saboo
2.	Entrepreneurship by Rajeev Roy
3.	Managing Diversity: Toward a Globally Inclusive Workplace Book by Michalle E. Mor Barak

Reference Books

Sr. No.	Books
1.	Beyond Entrepreneurship by James C Collins and William C Lazier
2.	Dynamics of Entrepreneurial Development by Vasant Desai
3.	Entrepreneurship Development in India by B Ghosh