



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS)
Academic Year (2018-2019)

Programme Name: MMS

Semester: II

Name of the subject: Entrepreneurship management

Maximum marks:

No. of Sessions: 13

Name of the Faculty: Dr. Harshall Gandhi

Mobile No: 7715886963

Email: hgandhi@vpmthane.org

Weblink:

Learning Objectives:

- 1 To acquaint the students with both the theory and practice of Entrepreneurship,
- 2 To expose the students to the finer nuances of the subject, and,
- 3 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.

Reference 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



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS)
Academic Year (2018-2019)

Plan:

Session No	Topics to be covered	Books referred/ Recommended/ References-Print/Articles/ News/Research papers/ Online database/ Software /Simulations used	Learning outcomes	Evaluation of Students understanding by MCQs, Quiz, Short Test
1	(A) Entrepreneurial Perspective: • Concept of entrepreneur, entrepreneurship and enterprise, advantages of entrepreneurship • Nature and development of entrepreneur and entrepreneurship		To gain an understanding of entrepreneurship, as well as to realise and harness the potential of new ventures and	



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS)
Academic Year (2018-2019)

			start ups.	
2	<ul style="list-style-type: none">• opportunity -based entrepreneurship• social entrepreneurship• entrepreneurship by Dalits• technopreneurship		To gain an understanding of entrepreneurship, as well as to realise and harness the potential of new ventures and start ups.	
3	Gender bias and women entrepreneurs		To gain an understanding of entrepreneurship, as well as to realise and harness the	



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS)
Academic Year (2018-2019)

			potential of new ventures and start ups.	
4	Entrepreneurs, managers and intrapreneurs : similarities and differences		To gain an understanding of entrepreneurship, as well as to realise and harness the potential of new ventures and start ups.	
5	Innovation, creativity and entrepreneurship		To gain an understanding of entrepreneurship, realise and	Internal test



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS)
Academic Year (2018-2019)

			harness the potential of new ventures and start ups. as well as to	
6	(B) The Entrepreneurial Environment: • Analysis of business opportunities in both the domestic and global economies, including the analysis of PEST factors		To gain an understanding of entrepreneurship, as well as to realise and harness the potential of new ventures and start ups.	
7	• Quick-start routes to establish a business (franchising, ancillarising		To gain an understanding of	



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS)
Academic Year (2018-2019)

	and asquisitioning) • Support organisations for an entrepreneur and their role		entrepreneurship, as well as to realise and harness the potential of new ventures and start ups.	
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		To gain an understanding of entrepreneurship, as well as to realise and harness the potential of new ventures and start ups.	



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS)
Academic Year (2018-2019)

9	(C) The Enterprise Launching : • Product / Project identification • Preparing a Business Plan		To gain an understanding of entrepreneurship, as well as to realise and harness the potential of new ventures and start ups.	
10	• Business financing, including venture capital finance and private equity		To gain an understanding of entrepreneurship, as well as to realise and harness the potential of new	



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS)
Academic Year (2018-2019)

			ventures and start ups.	
11	<ul style="list-style-type: none">• Managing early growth of business• New venture expansion - strategies and issues		To gain an understanding of entrepreneurship, as well as to realise and harness the potential of new ventures and start ups.	
12	<ul style="list-style-type: none">• International variations in entrepreneurship (including cultural and political differences) • Indian Family Business: genesis, features, issues and challenges		To gain an understanding of entrepreneurship, as well as to realise and	



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS)
Academic Year (2018-2019)

			harness the potential of new ventures and start ups.	
13	Presentations by students		To gain an understanding of entrepreneurship, as well as to realise and harness the potential of new ventures and start ups.	TEST
14				
15				



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS)
Academic Year (2018-2019)

Practical Approach: Other activities

Sr. No.	Activity Name	Topic Covered	Learning outcomes	Source
1	Role Play			
2	Industry Visit			
3	Academic Projects			
4	Book Review			
5	Group Discussion			
6	Business Quiz / Business News sharing			
7	Videos / Simulation			
8	Use of Softwares and Labs			



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS)
Academic Year (2018-2019)

9	Any other activity			
---	--------------------	--	--	--

Student centric methods, such as experiential learning, participative learning and problem solving methodologies are used for enhancing learning experiences: -

Use of ICT for effective teaching with Learning Management Systems (LMS), E-Learning resources etc.: -

Innovation and Creativity in teaching- learning: -



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS)
Academic Year (2018-2019)

Suggestions (if any) to students on subject related Certificate/Diploma or Add-on program: -



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS)
Academic Year (2018-2019)

Evaluation:

Internal:

Component	Details	Marks
Class Test		
Presentation		
Case Study		
Participation		
Others		

Signature of Faculty

Signature of the Co-ordinator