



**Dr. V. N. Bedekar Institute of Management, Thane**  
**Teaching Plan (MMS/PGDM)**  
**Academic Year (2019-2021)**

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Programme Name: PGDM

Trimester: III

Name of the subject: Entrepreneurship Management

Maximum marks: 100

No. of Sessions: 10

Name of the Faculty: Prof. Kshitija Pandey

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Email: [kpandey@vpmthane.org](mailto:kpandey@vpmthane.org)

Weblink:

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**Learning Objectives:**

- Understanding basic concepts in the area of Innovation & Entrepreneurship
  - Understanding the role and importance of entrepreneurship for economic development
  - Developing personal creativity and entrepreneurial initiative
  - Understanding the stages of the entrepreneurial process and the resources needed for the successful development of entrepreneurial ventures
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**Reference Books:**

1. Beyond Entrepreneurship - By James C. Collins, William C. Lazier
2. Entrepreneurship Management - By P. N. Singh, By J. C. Saboo

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3. Dynamics of Entrepreneurial - By Vasant Desai
4. Entrepreneurship Development in India - By Bishwanath Ghosh
5. Literature Published by Support Institutions, viz i) SIICOM, ii)SIDBI, iii)MSSIDC iv)NSIC

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**Plan:**

<b>Sess ion No</b>	<b>Topics to be covered</b>	<b>Books referred/ Recommended/ References- Print/Articles/ News/Research papers/ Online database/ Software /Simulations used</b>	<b>Learning outcomes</b>	<b>Evaluation of Students understandi ng by MCQs, Quiz, Short Test</b>
1	Introduction to Innovation & Entrepreneurship & related Concepts	Entrepreneurship Management - By P. N. Singh, By J. C. Saboo	<ul style="list-style-type: none"><li>• Understanding of basic terms related to the course</li><li>• Concept of Entrepreneur, Entrepreneurship and Enterprise</li><li>• Amul Case study</li></ul>	Class discussion



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2	Linking creativity , Entrepreneurship & Innovation	Entrepreneurship Management - By P. N. Singh, By J. C. Saboo	<ul style="list-style-type: none"><li>• Entrepreneurship- Concept, Functions, Need and Importance</li><li>• Types of Entrepreneurships</li><li>• Process of creativity &amp; process of Innovation</li><li>• Linkage of Creativity , Innovation to Entrepreneurship</li><li>• Case study in Music Innovation</li></ul>	Class discussion, Creativity activity & exercises
3	Entrepreneurial Process & New Ventures	Entrepreneurship Management - By P. N. Singh, By J. C. Saboo	<ul style="list-style-type: none"><li>• Problems &amp; challenges faced by Entrepreneurs</li><li>• Entrepreneurial Process</li><li>• Establishing New Venture</li><li>• Generation of new Ideas.</li><li>• Feasibility Study</li><li>• Opportunity Assessment</li><li>• Business Plan Preparation &amp; execution</li></ul>	Class discussion, Generating idea & business Plan activity
4	Financing Entrepreneurship Journey	Entrepreneurship Management - By P. N. Singh, By J. C. Saboo	<ul style="list-style-type: none"><li>• Self-Assessment of Qualities, Skills, Resources and Dreams.</li><li>• Financing new enterprise</li><li>• Estimating finance requirements</li></ul>	Class discussion



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			<ul style="list-style-type: none"> <li>• Identifying the sources</li> <li>• Venture capital funding</li> </ul>	
5	Managing new Enterprise	<p>Entrepreneurship Management - By P. N. Singh, By J. C. Saboo</p>	<ul style="list-style-type: none"> <li>• Human Resource management</li> <li>• Marketing Management for new Enterprise</li> <li>• Financial Management in new Enterprise</li> <li>• Production &amp; operation Management for New Enterprise</li> </ul>	
6	Understanding the Market	<p>Entrepreneurship Management - By P. N. Singh, By J. C. Saboo</p>	<ul style="list-style-type: none"> <li>• Market- Traditional and E-commerce- Concept and Role</li> <li>• Types of Business: Manufacturing, Trading and Services.</li> <li>• Market Forces: Sellers, consumers and competitors.</li> <li>• Expanding Markets: Local to global, Strategies needed.</li> <li>• Marketing Mix: Concept and Elements.</li> <li>• Pricing and Factors affecting pricing.</li> <li>• Market Survey: Concept, Importance and Process.</li> <li>•</li> </ul>	
7	Social Entrepreneurship & Innovation	Entrepreneurship	<ul style="list-style-type: none"> <li>• Meaning Types and challenges of Social</li> </ul>	Class discussion



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		Management - By P. N. Singh, By J. C. Saboo	Entrepreneurship <ul style="list-style-type: none"> <li>• Example in this sector</li> <li>• Social Entrepreneurship-Concept and Importance</li> <li>• Risk taking-Concept; types of business risks.</li> <li>•</li> </ul>	
8	Technology innovation & Entrepreneurship	Entrepreneurship Management - By P. N. Singh, By J. C. Saboo	<ul style="list-style-type: none"> <li>• The role of technology/ social media in creating new forms of firms, organizations, networks and cooperative clusters.</li> <li>• Barriers to Entrepreneurship.</li> <li>•</li> </ul>	Class discussion
9	Women entrepreneurship	Entrepreneurship Management - By P. N. Singh, By J. C. Saboo	<ul style="list-style-type: none"> <li>• Challenges faced by women in Entrepreneurship.</li> <li>• Role of Society and Family in the growth of an entrepreneur.</li> <li>•</li> </ul>	Class discussion
10	Test & Presentations		<ul style="list-style-type: none"> <li>• Summary of the course &amp; test</li> </ul>	

**Practical Approach : Other activities (Atleast 4 distinct activities)**

Sr. No.	Activity Name	Topic Covered	Learning outcomes	Source
1	Role Play	<b>yes</b>		
2	Industry Visit			
3	Academic Projects	<b>yes</b>		



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4	Book Review			
5	Group Discussion	<b>yes</b>		
6	Business Quiz / Business News sharing	<b>yes</b>		
7	Videos / Simulation	<b>yes</b>		
8	Use of Softwares and Labs			
9	Any other activity			



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**Evaluation:**

**Internal:**

<b>Component</b>	<b>Details</b>	<b>Marks</b>
Class Test	yes	20
Presentation	yes	20
Case Study	yes	5
Participation	yes	5
Others		

**Signature of Faculty**

**Signature of the Co-ordinator**