

Programme: MMS Semester: II Period: JAN '20 – APR '20

Course Code: MMS-2-G-C05

Name of the subject: ENTREPRENEURSHIP MANAGEMENT

Maximum marks: 100 (60+40) No. of Sessions: 13/14 (3 hrs each)

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Program Outcomes (PO)

- 1. Nurture leadership skills, team-membership skills and mutual trust.
- 2. Demonstrate decision making ability.
- 3. Ability to develop culture of technology usage.
- 4. Inculcate social sensitivity among students.
- 5. Integrate and apply business knowledge and management techniques for problem solving/analytical skills.

Course Outcomes (CO)

- **1.** Create business plan based on the innovative ideas and theory and practice of Entrepreneurship
- **2.** Analyse the success stories of start-up companies based on the real-life situation faced by the companies..
- **3.** Design new business ventures / models and start ups as a possible career options.

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

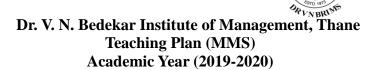
A. Plan:

| Session No. | PI. Date | <u>Topic</u> | Ref. Study Material | Course Outcomes |
|----------------|-------------|---|---------------------|--|
| 1 | 04/ 01/ | (A) Entrepreneurial Perspective: • Concept of entrepreneur, | Dynamics of | To gain an understanding of |
| | 20 | entrepreneurship and enterprise, advantages of entrepreneurship • | Entrepreneurial | entrepreneurship, as well as to realise and |
| | | Nature and development of entrepreneur and entrepreneurship | Development by | harness the potential of new ventures and |
| | | | Vasant Desai. | start ups. |
| | | | Entrepreneurship | |
| | | | Management by P N | |
| | | | Singh and J C | |
| | | | Saboo. | |
| 2 | 11/ | • opportunity -based entrepreneurship | Dynamics of | To gain an |
| | 01/ | • social entrepreneurship • | | understanding of |
| | 20 | entrepreneurship by Dalits • | Entrepreneurial | entrepreneurship, as |
| | | technopreneurship | | well as to realise and |
| | | | Development by | harness the potential |
| | | | | of new ventures and |

| | | Academic Year (20) | 17-2020) | _ |
|---|------------|---|--|---|
| | | | Vasant Desai. | start ups. |
| | | | Entrepreneurship Management by P N Singh and J C Saboo. | |
| 3 | 18/ 01/ | Gender bias and women entrepreneurs | Dynamics of | To gain an understanding of |
| | 20 | | Entrepreneurial Development by | entrepreneurship, as well as to realise and harness the potential |
| | | | Vasant Desai. | of new ventures and start ups. |
| | | | Entrepreneurship Management by P N Singh and J C Saboo. | Start apsi |
| 4 | 25/ | Entrepreneurs, managers and | Dynamics of | To gain an |
| - | 01/ | intrapreneurs: similarities and | Dynamics of | understanding of |
| | 20 | differences | Entrepreneurial | entrepreneurship, as well as to realise and |
| | | | Development by | harness the potential of new ventures and |
| | | | Vasant Desai. | start ups. |
| | | | Entrepreneurship | |
| | | | Management by P N | |
| | | | Singh and J C Saboo. | |
| 5 | 01/ | | Dynamics of | To gain an |
| | 02/ | | | understanding of |
| | 19 | | Entrepreneurial | entrepreneurship, realise and harness |
| | | | Development by | the potential of new ventures and start |
| | | | Vasant Desai. | ups. as well as to |
| | | | Entrepreneurship | |
| | | | Management by P N | |
| | | | Singh and J C Saboo. | |
| 6 | 08/ | (B) The Entrepreneurial Environment: | Dynamics of | To gain an |
| | 02/ | Analysis of business opportunities in | | understanding of |
| | 20 | both the domestic and global | Entrepreneurial | entrepreneurship, as |
| | | economies, including the analysis of PEST factors | Development by | well as to realise and harness the potential |
| | | 1 LST IdCtors | Development by | of new ventures and |

| | | Academic Tear (20) | 17-2020) | |
|----|------------------|---|---|--|
| | | | Vasant Desai. | start ups. |
| | | INTERNAL TEST | Entrepreneurship Management by P N Singh and J C Saboo. | |
| 7 | 15/ 02/ 20 | Quick-start routes to establish a business (franchising, ancillarising and asquisitioning) Support organisations for an entrepreneur and their role | Dynamics of Entrepreneurial Development by Vasant Desai. Entrepreneurship Management by P N Singh and J C Saboo. | To gain an understanding of entrepreneurship, as well as to realise and harness the potential of new ventures and start ups. |
| 8 | 22/ 02/ 20 | • 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 | Dynamics of Entrepreneurial Development by Vasant Desai. Entrepreneurship Management by P N Singh and J C Saboo. | To gain an understanding of entrepreneurship, as well as to realise and harness the potential of new ventures and start ups. |
| 9 | 29/ 02/ 20 | (C) The Enterprise Launching: • Product / Project identification • Preparing a Business Plan | Dynamics of Entrepreneurial Development by Vasant Desai. Entrepreneurship Management by P N Singh and J C Saboo. | To gain an understanding of entrepreneurship, as well as to realise and harness the potential of new ventures and start ups. |
| 10 | 07/ 03/ 20 | Business financing, including venture capital finance and private equity | Dynamics of Entrepreneurial Development by | To gain an understanding of entrepreneurship, as well as to realise and harness the potential of new ventures and |

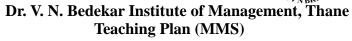
| | 1 | Academic Year (20 | · · · · · · · · · · · · · · · · · · · | |
|----|------------|--|--|--|
| | | | Vasant Desai. | start ups. |
| | | | Entrepreneurship Management by P N Singh and J C Saboo. | |
| 11 | 14/ 03/ | • Managing early growth of business • New venture expansion - strategies | Dynamics of | To gain an understanding of |
| | 20 | and issues | Entrepreneurial | entrepreneurship, as well as to realise and |
| | | | Development by | harness the potential of new ventures and |
| | | | Vasant Desai. | start ups. |
| | | | Entrepreneurship Management by P N | |
| | | | Singh and J C Saboo. | |
| 12 | 21/ | International variations in | Dynamics of | To gain an |
| | 03/ 20 | entrepreneurship (including cultural and political differences) • Indian Family Business: genesis, features, | Entrepreneurial | understanding of entrepreneurship, as well as to realise and |
| | | issues and challenges | Development by | harness the potential of new ventures and |
| | | INTERNAL TEST | Vasant Desai. | start ups. |
| | | | Entrepreneurship | |
| | | | Management by P N Singh and J C | |
| | | | Saboo. | |
| 13 | 28/ 03/ | Presentations by students | Dynamics of | To gain an understanding of |
| | 20 | | Entrepreneurial | entrepreneurship, as well as to realise and |
| | | | Development by | harness the potential of new ventures and |
| | | | Vasant Desai. | start ups. |
| | | | Entrepreneurship | |
| | | | Management by P N Singh and J C | |
| 14 | 4/4 /20 | Case Study discussion | Saboo. Case Study | Understanding in details |



B. Practical Approach: Other activities

| Sr. No. | Activity Name | Topic Covered | Learning outcomes | Source |
|---------|---------------------------------------|------------------|--------------------------|--------|
| 1 | Case study (Current Affairs) | | | |
| 2 | Academic Projects | | | |
| 3 | Group Discussion | YES | Practical Orientation | |
| 4 | Role Play | YES | Practical Orientation | |
| 5 | Industry Visit | YES | Practical Orientation | |
| 6 | Business Quiz / Business News sharing | | | |
| 7 | Videos / Simulation | YES | Practical Orientation | |
| 8 | Use of Software and Labs | | | |
| 9 | Any other activity | | | |

C. Innovative pedagogy adopted:



Academic Year (2019-2020)

| Prepared by: | Reviewed by: | Approved by: |
|--------------|----------------|--------------|
| Faculty | Specialisation | ADC |
| | | |
| | | |

Date:

Date:

A. Execution:

Date:

| Session No. | Actual Date | Topic Covered | Attendance % | Evaluation Method | Case Study Ref. | Quiz Ref. | CR Sign |
|----------------|----------------|---------------|--------------|----------------------|-----------------------|--------------|---------|
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B. Evaluation:

| Component | Details | Marks |
|--------------------------|-----------------------------------|-------|
| Presentations & Viva | Mandatory | 5+5 |
| Class Test (3 for MMS) | Mandatory (MCQ, Descriptive, Etc) | 20 |
| Assignments / Others | Mandatory | 5 |
| Participation/Attendance | Mandatory | 5 |
| Final Exam | Mandatory | 60 |

C. Student Performance Analysis:

| Avg. Attendance | Avg. Internal Marks | % Failed in Internals | Avg. Final Marks | % Failed in Final | No. of best students > 80% | No. of students needs improvement |
|--------------------|---------------------------|-----------------------|---------------------|-------------------|----------------------------|-----------------------------------|
| | | | | | | |

D. Attainment:



| | CO1 | CO2 | CO3 | |
|-------------------|-----|-----|-----|--|
| PO1 | | | | |
| PO2 | | | | |
| PO1 PO2 PO3 | | | | |
| | | | | |

| Comments | / Suggestions | / Recommendations: |
|----------|---------------|--------------------|
|----------|---------------|--------------------|

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



Signature of Faculty

Signature of the Co-ordinator / ADC