



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS/PGDM)
Academic Year (2017-2018)

Programme Name: **MMS**

Semester: **II**

Name of the subject: **Entrepreneurship Management**

Maximum marks: **100**

No. of Sessions: **14**

Name of the Faculty: **Deepak Agnihotri**

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Weblink:

Learning Objectives:

Substantial challenges face any Entrepreneur or Organisation intent on getting to the future. The first challenge, how to navigate from here to there arises as both public and private institutions struggle to plot a course through and increasingly inconsistent environment where experience is rapidly devalued and familiar landmarks no longer serve as guideposts. Never before has the institutional terrain been changing so quickly or have industry boundaries been so malleable. Never before have competitors, partners, suppliers and buyers been so indistinguishable. How, then, does one get to the future even when there is no map?

Reference Books:

- Entrepreneurship Management by P N Singh and J C Saboo.
- Entrepreneurship by Rajeev Roy
- Entrepreneurship by Robert Hisrich, Michael Peters and Dean Shepperd

- Beyond Entrepreneurship - By James C. Collins, William C. Lazier
- Dynamics of Entrepreneurial Development - By Vasant Desai
- Entrepreneurship Development in India- By Bishwanath Ghosh
- Literature Published by Support Institutions, viz:
 - i) SIICOM ii) SIDBI iii) MSSIDC iv) NSIC



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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	Entrepreneurial Perspective	Notes + Recommended books	Entrepreneurial Overview	Questions, Discussions, MCQs
2	Gender Issues in Entrepreneurship	Notes + Recommended books	Gender Bias	Questions, Discussions, MCQs
3	Dynamic role of SSI	Notes + Recommended books	SSI promoting Entrepreneurship	Questions, Discussions, MCQs
4	Entrepreneur Personality	Notes + Recommended books	Attributes of Entrepreneur	Questions, Discussions, MCQs
5	Innovation and Entrepreneurship	Notes + Recommended books	Innovation a must in Business	Questions, Discussions, MCQs
6	Entrepreneur Failures	Notes + Recommended books	Business Projects failure, Reasons and remedies	Questions, Discussions, MCQs
7	Govt. Policy to Promote	Notes + Recommended books	Govt. Help in	Questions, Discussions, MCQs



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	Entrepreneurship		promotion	
8	Quick Start Routes to Establish an Enterprise	Notes + Recommended books	Shortcuts to start business	Questions, Discussions, MCQs
9	Support Organizations for an Entrepreneur and their Role	Notes + Recommended books	Support from Statutory Orgs.	Questions, Discussions, MCQs
10	Product Identification and Business Planning	Notes + Recommended books	Business idea	Questions, Discussions, MCQs
11	Business Financing and Venture Capital Finance	Notes + Recommended books	Business Financing	Questions, Discussions, MCQs
12	Managing Early Growth of Business and New Venture Expansion	Notes + Recommended books	Business Growth	Questions, Discussions, MCQs
13	B-Plan Coverage	Notes	Experiential	Questions, Discussions, MCQs
14	B-Plan Present	Notes		Questions, Discussions
15				

2. Practical Approach : Other activities (Atleast 4 distinct activities)

Sr. No.	Activity Name	Topic Covered	Learning outcomes	Source
1	Role Play			
2	Industry Visit			



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3	Academic Projects	Bus. Plan making for NPD	Experiential	
4	Book Review			
5	Group Discussion	Topic based Brainstorming	Topic Understanding	
6	Business Quiz / Business News sharing			
7	Videos / Simulation			
8	Use of Softwares and Labs			
9	Any other activity			



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Evaluation:

I) Internal:

Component	Details	Marks
Class Test	Best of two	20
Presentation	Group Presentation on Business Plan	10
Case Study		
Participation	Q&A, Active participation in activities in class	5
Others	Attendance	5

Signature of Faculty

Signature of the Co-ordinator