



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS)
Academic Year (2019-2020)

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)

Name of the Faculty: HARSHALL GANDHI
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Program Outcomes (PO)	Course Outcomes (CO)
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.	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.	Pl. Date	Topic	Ref. Study Material	Course Outcomes
1	04/01/20	(A) Entrepreneurial Perspective: • Concept of entrepreneur, entrepreneurship and enterprise, advantages of entrepreneurship • Nature and development of entrepreneur and entrepreneurship	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.
2	11/01/20	• opportunity -based entrepreneurship • social entrepreneurship • entrepreneurship by Dalits • technopreneurship	Dynamics of Entrepreneurial Development by	To gain an understanding of entrepreneurship, as well as to realise and harness the potential of new ventures and



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



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		INTERNAL TEST	Vasant Desai. Entrepreneurship Management by P N Singh and J C Saboo.	start ups.
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



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			Vasant Desai. Entrepreneurship Management by P N Singh and J C Saboo.	start ups.
11	14/03/20	• Managing early growth of business • New venture expansion - strategies and issues	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.
12	21/03/20	• International variations in entrepreneurship (including cultural and political differences) • Indian Family Business: genesis, features, issues and challenges INTERNAL TEST	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.
13	28/03/20	Presentations by students	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.
14	4/4/20	Case Study discussion	Case Study	Understanding in details



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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:



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Prepared by:
Faculty

Reviewed by:
Specialisation

Approved by:
ADC

Date:

Date:

Date:

A. Execution:

<u>Session No.</u>	<u>Actual Date</u>	<u>Topic Covered</u>	<u>Attendance %</u>	<u>Evaluation Method</u>	<u>Case Study Ref.</u>	<u>Quiz Ref.</u>	<u>CR Sign</u>
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							
11							

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:

<u>Avg. Attendance</u>	<u>Avg. Internal Marks</u>	<u>% Failed in Internals</u>	<u>Avg. Final Marks</u>	<u>% Failed in Final</u>	<u>No. of best students > 80%</u>	<u>No. of students needs improvement</u>

D. Attainment:



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	CO1	CO2	CO3		
PO1					
PO2					
PO3					

Comments / Suggestions / Recommendations:

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



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Signature of Faculty

Signature of the Co-ordinator / ADC