

Syllabus

MBA 207-18

ENTREPRENEURSHIP DEVELOPMENT AND PROJECT MANAGEMENT

Course Objective: To provide a comprehensive understanding of the concept of an Entrepreneur and intricacies involved in managing entrepreneurial projects. The prime aim is to imbibe the necessary entrepreneurial competencies among students and motivate them choose Entrepreneurship as a feasible and desirable career option.

Unit I

Introduction to Entrepreneur: Concept, Characteristics, Functions of an Entrepreneur, Entrepreneur Vs Manager, Types of Entrepreneur, Entrepreneurial Mind Set, Key Attributes of an Entrepreneur, Desirable and Acquirable Traits and Behaviours, Readiness of the Entrepreneur: Right Age, Right Time and Right Conditions, Myths and Realities of Entrepreneurship. **Entrepreneurship and Intrapreneurship:** Similarities and Variance, Developing Corporate Entrepreneurship.

Women Entrepreneurs:- Meaning, Role, Problems for Women Entrepreneurs, **Rural Entrepreneurship, Social Entrepreneurship, Entrepreneurship Development, Entrepreneurial Support Systems and Role of Government in Entrepreneurship Development.**

Unit II

Entrepreneurial Motivation: Concept and Theories, **Entrepreneurial Strategy: Generating and Exploiting New Entry Opportunities,** Generation of New Entry Opportunity, Entry Strategy, Risk Reduction Strategies for New Entry Exploitation

Creativity and Business Idea Generation: Concept of Creativity, Ideas From Trend Analysis, Sources of New Ideas, Methods of Generating New Ideas, Creative Problem Solving, Creativity and Entrepreneurship. **Entrepreneurial Innovation:** Concept and Types, Opportunity Recognition and Opportunity Assessment Plan, Product Planning and Development Process.

Unit III

Protecting Ideas and Legal Issues for the Entrepreneur: Concept of IPR, Patents, Trademarks, Copyrights, Licensing, Product Safety, Other Legal Issues in Setting Up An Organisation. **Business Plan Creating and Starting the Venture:** Concept of Business Plan, Scope and Value, Writing the Business Plan, Using and Implementing Business Plan. **Succession Planning and Strategies for Harvesting and Ending Venture:** Exit Strategy, Succession of Business, Selling off, Bankruptcy **Reasons of Failure of Business Plan,** Reasons for the Failure of Entrepreneurial Ventures.

Unit IV

Project Management: Concept, Facets and Key Issues of Project Management. **Generation and Screening of Project Ideas, Project Analysis:** Market and Demand Analysis, Technical Analysis, Financial Estimates and Projection, **Project Selection:** Investment Criteria, Risk Analysis, Social Cost Benefit Analysis.

Project Financing: Financing of Projects, Concept of Venture Capital in Detail, Difference Between Venture Capital and Private Equity. **Project Implementation:** Project Planning and Control, Network Techniques for Project Management: PERT and CPM Models, **Project Review:** Post Audit and Administrative Aspects.

Relevant case studies related to the topics should be discussed.