

Name of College: S. R. Luthra Institute of Management								
<b>Faculty</b>	Management			<b>Program</b>	Master of Business Administration (M.B.A.)			
<b>Year</b>	I			<b>Version</b>	1.0			
<b>Semester</b>	2			<b>Effective From</b>	June 2023			
<b>Course Code</b>	MGMB11203	<b>Course Name</b>	Entrepreneurship (ENT)					
<b>Teaching Scheme</b>				<b>Examination Scheme</b>				
<b>Credits</b>	<b>Lecture (L)</b>	<b>Tutorial (T)</b>	<b>Practical (P)</b>	<b>ME</b>	<b>CE</b>	<b>SE</b>	<b>V</b>	<b>Total</b>
4	4	0	0	30	40	50	---	120

**Course Outcomes:**

CO1	Understand entrepreneurship, entrepreneurs and entrepreneurial <b>mindset</b> .
CO2	Assess the ecosystem and business environment facilitating entrepreneurship for inferring a given available opportunity for entrepreneurship.
CO3	Develop a new business idea through creative thinking.
CO4	Design a business plan for a new venture.
CO5	<i>Simulate</i> an official launch of a new business venture.

**Mapping Course Outcomes to Program Outcomes:**

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	2	3	1	3	3
CO2	1	2	2	3	2	3
CO3	2	3	1	2	2	3
CO4	2	2	1	2	1	3
CO5	1	2	2	3	2	3

Sr. No	Module	Description	CO	Marks	Hours
1	I	<p><b>Introduction to Entrepreneurship:</b></p> <ul style="list-style-type: none"> <li>• Concept and Definitions, Typology, Role of entrepreneur</li> <li>• Importance and its contribution in Economic Development</li> <li>• Entrepreneurial Competencies, myths and mind-set of entrepreneurship</li> <li>• Factor Affecting Entrepreneurial Growth</li> <li>• Entrepreneurial Training Methods, Process of Entrepreneurial Development</li> </ul> <p><b>Forms of business organizations:</b></p> <ul style="list-style-type: none"> <li>• Sole Proprietorship, Partnership, HUF, Private limited, Public limited, LLP, Franchise</li> </ul>	1,3	12	10
2	II	<p><b>Idea Generation and Identification of Business Opportunities:</b></p> <ul style="list-style-type: none"> <li>• Sources of business ideas</li> <li>• Creativity and Business Idea</li> <li>• Methods for generating new business ideas</li> <li>• Difference between a business idea and a business opportunity</li> <li>• Identification of entrepreneurial opportunities</li> <li>• Business opportunities in India</li> </ul>	3,4	13	10
3	III	<p><b>New Venture Creation</b></p> <ul style="list-style-type: none"> <li>• Business Plan: <ul style="list-style-type: none"> <li>○ Purpose, Contents</li> <li>○ Presenting a Business plan</li> <li>○ Procedure for setting up an enterprise</li> </ul> </li> <li>• Preparing Business Plan: <ul style="list-style-type: none"> <li>○ Business Description, Market Strategies</li> <li>○ Competitive analysis</li> <li>○ Design and Development Plan</li> <li>○ Operations and Management Plans</li> <li>○ Finance Factors <ul style="list-style-type: none"> <li>▪ Financing the business</li> </ul> </li> <li>○ Develop the product/service</li> <li>○ Building the team</li> <li>○ Selection of location</li> </ul> </li> </ul>	3,4	13	10
4	IV	<p><b>Government Support for Entrepreneurship Development:</b></p> <ul style="list-style-type: none"> <li>• Initiatives for Start-up India, Stand up India and Skill India</li> <li>• Government of Gujarat schemes for Start-up, Start-up, Stand-up India</li> </ul>	2,5	12	10



	<ul style="list-style-type: none"> <li>• Ease of Doing Business (EoDB)                             <ul style="list-style-type: none"> <li>○ Overview, Ranking, Determinants of EoDB</li> </ul> </li> </ul>			
	<p><b>Official Launch of Business:</b></p> <ul style="list-style-type: none"> <li>• Steps to a Successful Business Launch                             <ul style="list-style-type: none"> <li>○ Idea testing</li> <li>○ Know the market</li> <li>○ Understand the future Customer</li> <li>○ Establish Cash Resources</li> <li>○ Choose the right business structure</li> </ul> </li> </ul>			

REFERENCE

	Book
1.	Charantimath, P. M. (2013). <i>Entrepreneurship development and small business enterprises</i> . Pearson Education India.
2.	Kuratko, D. F., & Rao, T. V. (2012). <i>Entrepreneurship: A South-Asian Perspective</i> . Cengage Learning.
3.	Kazungu, I. (2023). Rajeev Roy, <i>Entrepreneurship</i> . New Delhi: Oxford University Press.
4.	Schaper, M., Volery, T., Weber, P., & Lewis, K. (2010). <i>Entrepreneurship and small business</i> . John Wiley & Sons.
5.	Timmons, J. A., Spinelli, S., & Tan, Y. (2004). <i>New venture creation: Entrepreneurship for the 21st century</i> (Vol. 6). New York: McGraw-Hill/Irwin.
6.	Hisrich, R. D., Peters, M. P., & Shepherd, D. A. (1998). <i>Entrepreneurship</i> . Burr Ridge, IL, USA: Irwin.
7.	Khanka, S. S. (2006). <i>Entrepreneurial development</i> . S. Chand Publishing.

