

Name of Faculty	:	Faculty of Commerce and Management
Name of Program	:	Master of Business Administration (MBA)
Course Code	:	2MBA02
Course Title	:	Entrepreneurship & Innovation Management (EIM)
Type of Course	:	Professional Core
Year of Introduction	:	2023-24

Prerequisite	:	There are no specific educational requirements to become an entrepreneur. Some of the most important skills and traits that are helpful for entrepreneurs include critical thinking, creativity, risk-taking, problem-solving, networking, leadership, and communication skills.
Course Objective	:	The objective of the course is to understand the students with the entrepreneurship concepts develop entrepreneurial talents and generate innovative business ideas in emerging industrial scenario and to understand the ways of starting a company of their own and also to create a conscious effort to treat people and companies with respect and establish a positive working environment.
Course Outcomes	:	At the end of this course, students will be able to:
	CO1	Understand of starting a company by the various financial institutions support
	CO2	Develop new innovative business ideas.
	CO3	Understand the marketing demand in various forms of business
	CO4	Aware of alternative to jobs and employment which will make them job providers in an ethical manner

Teaching and Examination Scheme

Teaching Scheme (Contact Hours)			Credits	Examination Marks				
				Theory Marks		Practical Marks		Total Marks
L	T	P	C	SEE	CIA	SEE	CIA	
4	0	0	4	70	30	00	00	100

Legends: L-Lecture; T-Tutorial/Teacher Guided Theory Practice; P- Practical, C - Credit, SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content

Module No.	Topics	Teaching Hours	Weightage	Mapping with COs
1	Introduction to Entrepreneurship Concepts of entrepreneur and entrepreneurship, Importance and Characteristics of entrepreneurs, Types of entrepreneurs, Benefits and potential risks of entrepreneurship, Myths of Entrepreneurship, Factors affecting growth of Entrepreneurship in India, Role of Entrepreneurship in Economic Development, Competency requirement for entrepreneurs - Awareness of self-competency and its development.	12	20%	CO1
2	Opportunity Assessment and Entrepreneurial Finance Opportunity Identification and Selection, Environmental dynamics and changes, Business Opportunities in emerging environment, challenges of new venture start ups, Pit falls in selecting new ventures, Critical factors for new venture development, why new ventures fail, Sources of Finance for New Venture. Institutional support for Enterprises-Central & State Government Policy regarding Small and Medium Scale Enterprises in India.	15	25%	CO2
3	Feasibility Analysis and Business plan Feasibility analysis of Industry, Market, Product or service and Finance; Business plan Meaning, Significance, contents, formulation and presentation of Business Plan, preparing a model project report for starting a new venture, Final project report with feasibility study Common errors in Business Plan formulation.	18	30%	CO3
4	Corporate Ethics Meaning and Need for business ethics, Arguments for and against Business ethics, Business Ethics in an Evolving Environment, Entrepreneurship and Start-Up Culture, ethical issues in start -up, Ethics and laws, Establishing strategy for ethical responsibility, Approaches to managerial ethics, Ethics and Business decisions, 44 Frame work for ethical decision making, Why Ethics Still Matter, Becoming an Ethical Professional , Making a Difference in the Business World, CSR, Environmental awareness, Ethical leadership by entrepreneurs, Corporate	15	25%	CO4

	citizenship			
5	Understand types of entrepreneurs and what motivated them to start their career as entrepreneurs- Make Presentations Prepare a business plan and how to give a presentation of business plan for financial institutions and banks Submit business plan report at the end of the course in groups Discuss with bankers / financial institutions to find out what they look for in a business plan - modify accordingly and present it in the class. Identify the organizations which are engaged in CSR and impact of that towards society.	-		-

Suggested Distribution of Theory Marks Using Bloom's Taxonomy						
Level	Remembrance	Understanding	Application	Analyse	Evaluate	Create
Weightage	33	33	-	34	-	-

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Reference Books

Sr. No.	Name of Reference Books
1	Vasant Desai , The Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House. Single Edition
2	Laura Hartman & Abha Chatterjee (2017), Perspectives in Business Ethics, McGraw Hill, Third Edition
3	Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd, & Sabyasachi Sinha (2020), 'Entrepreneurship '. McGraw - Hill, Eleventh Edition
4	Kanaka SS- Entrepreneurial development, S Chand -Fourth edition

List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc

Sr. No.	Name of Journals / Periodicals / Magazines / Newspapers / Web resources, etc
1	Panneerselvam, –Production and Operations Management PHI.
2	Ajay K Garg, Production and Operations Management, TMH
3	Prof. L.C. Jhamb: Production Operations Management, 18th edition, Everest Publishing House.
4	Dipak Kumar Bhattacharyya, Production and Operations Management, Universities Press



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