

MBA I Semester

MBA I Entrepreneurship Skills & Starts Ups Subject Code: MBA 131A Credit :(3 L)

Objective

To Develop and Strengthen Entrepreneurial Quality And Motivation In Students And To Impart Basic Entrepreneurial Skills And Understanding To Run A Business Efficiently And Effectively

UNIT I :

Entrepreneur – Types Of Entrepreneurs – Difference Between Entrepreneur And Intrapreneur
Entrepreneurship In Economic Growth, Factors Affecting Entrepreneurial Growth.

UNIT II:

Generating business ideas – sources of new ideas, methods of generating ideas, creative problem solving, opportunity recognition, environment scanning, competitor and industry analysis. Intellectual Property Strategy for the Innovation- Driven Enterprise. Managing the Productive Core of the Firm: Innovation

UNIT III :

- a. Managing the Productive Core of the Firm: Innovation.
- b. **Executing innovations** — the structures and incentives organizations must put into place to effectively allow talented individuals (from different functions) to execute innovation processes.
- c. **Exploiting innovations** — the strategies that a firm must consider to most effectively exploit the value of their innovation, including innovation platforms that incorporate multiple product options, portfolios and standards.
- d. **Renewing innovations** — the processes, structures and strategies for exploring, executing and exploiting innovations that established firms can use to renew their innovation foundations in the face of potentially disruptive innovations.

UNIT IV :

Need – Sources Of Finance, Term Loans, Capital Structure, Financial Institution, Management Of Working Capital, Costing, Break Even Analysis, Taxation – Income Tax, Excise Duty – Sales Tax.

UNIT V:

Sickness In Small Business – Concept, Magnitude, Causes And Consequences, Corrective Measures – Business Incubators – Government Policy For Small Scale Enterprises – Growth

Strategies In Small Industry – Expansion, Diversification, Joint Venture, Merger And Sub Contracting.

After studying this course, you should be able to:

CO1 Understand the nature of entrepreneurship

CO2 Understand the function of the entrepreneur in the successful, commercial application of innovations

CO3 Confirm an entrepreneurial business idea

CO4 Identify personal attributes that enable best use of entrepreneurial opportunities

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

<i>Course Outcome</i>	Program Outcome											
	Po1	P02	Po3	P04	Po5	Po6	Po7	P08	Po9	Po10	P11	P012
CO1	H	H	H		H			H			L	
CO2		L				M	L			H		
CO3				M					H			H
C04		L	M		H			H				

H = Highly Related; M = Medium L = Low