

MBG5301 Entrepreneurship Development and Small Business Management

Course Code	MBG5301	Semester	III
Course Title	ENTREPRENEURSHIP DEVELOPMENT AND SMALL BUSINESS MANAGEMENT		
Credits	3	Type	Core

This course will help the students to acquire entrepreneurial and business development skills

Course Description

The course will familiarize the students with the process of entrepreneurship and the institutional facilities available to an entrepreneur in India.

Course Outcome

By the end of the course, students are expected to be able to:

1. Knowledge gained
 - To learn the basic concepts of MSMEs and entrepreneurship.
 - To understand the different phases of entrepreneurship , from pre start-up to growth and maturity
 - To identify the opportunities and avenues for financing new ventures and acquiring new businesses.
2. Skills acquired
 - To apply tools and techniques in the project formulation and development of business plan
3. Competency gained
 - To study the life cycle stages of entrepreneur and various intellectual property rights associated with entrepreneurship

Course Structure

The following is a detailed syllabus.

Module I

Small Business: meaning -role - strengths and weaknesses - Defining an entrepreneur-entrepreneurial traits - Developing entrepreneurs -New ventures and Business Plan: Need for a Business plan - Steps in the preparation of business plan - Need for marketing research - Operating plans and financial plans - Dynamics of small business environment- Causes for small business failure - Success factors for small business.

Module II

Feasibility Planning: Planning paradigm for new ventures - Stages of growth model – Fundamental of a good feasibility plan - Components of feasibility plan - Relevance

of marketing concept to new ventures - Marketing research of pre-start-up planning – Sources of marketing research information - Implication of market research – Marketing functions that new ventures must address - Establishing marketing and sales promotion infrastructure - Concept of pricing - Growth strategies - Marketing plan.

Module III

Acquiring an Established venture: Advantages and disadvantages of acquiring established business - considerations for evaluation business opportunities – Methods of valuing a business - Franchising and franchisee's perspective.

Module IV

Financing a new venture: Financing and its effects on effective asset management – Alternate methods of financing - Venture capital and new venture financing - working out working capital requirement - Government agencies assisting in financing the project.

Module V

Life cycle of an entrepreneurial venture - Role of entrepreneur during various transition stages – growth- Requirements for successful patent grants - steps in obtaining a patent - Registration of trademark - copy right and the concept of fair use - Protection of intellectual property.

Testing & Evaluation (if any)

- Assignments
- Case analysis/ Problems
- Seminar/Project
- Discussions/ Group activity
- Internal Tests

References:

1. Peter Drucker (2014), Innovation and Entrepreneurship, Routledge
2. Christina Ellen Shalley, Michael A. Hitt, Jing Zhou (2015), Oxford handbook of creativity, innovation and entrepreneurship, Oxford University Press.
3. Prassana Chandra (2002), Projects: Planning, Analysis, Selection, Implementation and Review, Tata McGraw Hill
4. Peters Hisrich (2014), Entrepreneurship, , Irwin McGraw-Hill
5. Anilkumar, Poornima etal (2003), Entrepreneurship Development, New Age