

THIRD SEMESTER

MBAH 501: ENTREPRENEURSHIP AND START-UPS

Workload : 4 hours per week. - Total credits: 4

Examination : 3 hours 70 marks

Objectives

1. Understand the process of entrepreneurship and the institutional facilities available to an entrepreneur in India.
2. Know the process of starting a new venture and create their business plan; and to be familiar with valuation of business and the source for financing new venture.
3. Be familiar with legal aspects and government policy relating to entrepreneurship.
4. Understand the functions of entrepreneur in the successful commercial application of innovation

Course Outcome

1. Identifying research problems of entrepreneurs and able to provide solution for the same.
2. Acquire the skills to identify new areas of business.
3. Able to identify potential source of finance.
4. Acquire the skill to analyse and identify the potential market for the new business.

Pedagogy : Lectures, assignments, practical exercises, discussions, seminars.

Module 1: Entrepreneurship: Concept of Entrepreneurship and Entrepreneur – Definition – Process of entrepreneurship –Theories of Entrepreneurship - Characteristics of successful entrepreneurs – Functions of an Entrepreneur - Family Entrepreneur-Growth of Entrepreneurship in India - Entrepreneur and Entrepreneurship in economic development – Entrepreneurship Development Programmes (EDPs).

Module 2: New Ventures and Business Plan: Business idea – methods of generating ideas – sources of business idea – evaluation of the environment – analysis of the industry and the competitors – final selection of the business idea.–Business Plan - Need for a Business plan - Steps in the preparation of business plan - Operating plans and financial plans- Organizational Plan - Marketing plan- Marketing functions –Market research and its implications.

Module 3: Feasibility Planning - Planning paradigm for new ventures - Stages of growth model - Fundamental of a good feasibility plan - Components of feasibility plan.

Module 4: Business Acquisitions and Franchising: Kinds of Mergers and Acquisitions - Advantages and disadvantages of acquiring established business - considerations for evaluation of business - Methods of valuing a business - Franchising – advantages and disadvantages of franchising – evaluation of Franchise arrangement .

Module 5: Managing growth: Life cycle of an entrepreneurial venture - Role of entrepreneur during various transition stages – Growth and Strategic Management – Growth through Expansion, Diversification, joint venture, Sub-Contracting.

Module 6: Financing a new venture: Financing and its effects on effective asset management - Alternate methods of financing - Venture capital and new venture financing, Venture capital process, venture leasing, Private Equity, Foreign Direct Investments, Foreign Institutional Investments - working out for working capital requirement, Government agencies assisting in financing the project.

Module7: Small Business and Government Policy: Role of Small Business in building the economy - Strengths and weaknesses of small business – Definition of small business under the Micro, Small and Medium Enterprises Development Act, 2006 – Small business after Liberalization, Privatization and Globalization(LPG) - Export potentials of Small Scale Industries - Causes for small business failure - Success factors for small business. Government Policy in respect of Small business; Role of Central Government and State Government in promoting Entrepreneurship with various incentives, subsidies, grants etc. – with special reference to ‘Export oriented unites’ .

Module 8: Women and Rural Entrepreneurship: Growth and Challenges to Woman Entrepreneurs, Achievements of Woman Entrepreneurs, Role Models of Woman Entrepreneurs. NGO and Rural Entrepreneurship- need for rural Entrepreneurship- Problems of rural Entrepreneurship.

Module 9: Legal aspects: 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.

Reference Books:

1. Hold Davis H - Entrepreneurship - Prentice Hall of India.
2. Siropolis Nicholas - Entrepreneurship and Small Business, 6th edition - All India Publishers and Distributors.
3. Prasanna Chandra - Projects, Planning, Analysis, Selection, Implementation and Review, 4th edition - Tata McGraw Hill
4. Peters Hisrich - Entrepreneurship, 4th edition. - Irwin McGraw-Hill
5. Burns Tim - Break the curve - International Thomson Business Press
6. Harvard Business Review on Entrepreneurship - HarvardBusinessSchool Press.
7. R V Badi and N V Badi - Entrepreneurship, Recent Edition -Vrinda publications (P) Ltd.
8. C.S.V.Murthy - Small Scale Industries and Entrepreneurial Development - Himalaya Publishing House.
9. MadhurimaLallShikhaSahai - Entrepreneurship - Excel Books.
10. S.S .Khanka - Entrepreneurship Development - S. Chand and Company Ltd
11. Marc J. Dollinger -Entrepreneurship Strategies and Resources - Pearson Education.

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Mangalagangothri – 574199

DEPARTMENT OF BUSINESS ADMINISTRATION

in Association with

Internal Quality Assurance Cell (IQAC), Mangalore University

United Nations Development Programme (UNDP)

Seventh Sense People Development Solutions Pvt Ltd

Organizes

6 Days UNDP Entrepreneurship Development Training Program

06 December, 2021 to 11 December, 2021

Cordially Invite you to the
INAUGURAL FUNCTION

Dr. P Subrahmanya Yadapadithaya
Hon'ble Vice Chancellor, Mangalore University
Will inaugurate

Ms. Deeksha N
Mr. Keerthanraj T. S
Mr. Ashwin Kumar
District Community Mobilizers and EDP Trainer

Seventh Sense Sense People Development Solutions Pvt Ltd and Inquilab Inventions Foundations

In the Presence of
Prof Manjunatha Pattabi
Director, IQAC
Mangalore University
And
Prof. Puttanna K
Chairman
Department of Business Administration
Mangalore University

Date: 6th December, 2021

Time: 09.00 AM

Venue: MBA Seminar Hall

MANGALORE UNIVERSITY

6 Days UNDP Entrepreneurship Development Training Program

06 December, 2021 - 11 December, 2021

Report



6 Days UNDP Entrepreneurship Development Training Program was organised in the department in association with Internal Quality Assurance Cell (IQAC), Mangalore University, United Nations Development Programme (UNDP) and Seventh Sense People Development Solutions Pvt Ltd on 06 December, 2021 - 11 December, 2021.

The workshop was inaugurated by Prof. Puttanna. K, Chairman of the department and Mr. Keerthanraj T. S, District Community Mobilizer, Seventh Sense People Development Solutions Pvt Ltd. Experts from Seventh Sense People Development Solutions Pvt Ltd trained our participants on various issues relates to social entrepreneurship. They used both lecture and activity methods to train the participants. Their lecture covered broad aspects relates entrepreneurship.

Three resource persons Mr. Keerthanraj T. S, Ms. Deeksha N and Mr. Ashwin Kumar from Seventh Sense Sense People Development Solutions Pvt Ltd trained the participants. 61 students and 10 faculty members participated in the program. Certificate of participation is issued to all the participants on successful completion the training.