

## MBAS 567: Health Entrepreneurship

**Workload** 04 hours per week

**Examination** 03 hours - 70 marks

**Objectives**

1. Be familiar with health entrepreneurship, business plans, financing options and statutory requirements for launching a new health venture.
2. Know about Techno-Entrepreneurship and Social Entrepreneurship.
3. Acquire knowledge of the business expansion and exit strategies.
4. Gain knowledge on recent trends and emerging issues of Health Entrepreneurs
5. Understands the different financing options for the new venture.
6. To study the significance of protection of IPR.
7. To describe the need for social Entrepreneurship in healthcare.

**Course outcome**

1. Able to understand the need for Health Entrepreneurship.
2. Able to manage Health Enterprise.
3. Able to fulfil Statutory requirements for launching a new health venture
4. Able to prepare Entrepreneurship (Business) plan
5. Able to help the health Entrepreneurs.
6. Able to advice and procure financing for the new venture.
7. Able to identify the need for social Entrepreneurship in healthcare.

**Pedagogy** Lectures, assignments, practical exercises, discussions, seminars

**Module 1:** Introduction to Health Entrepreneurship: ethics and social responsibility of health entrepreneurs; opportunities for health entrepreneurs; recent trends and emerging issues for health entrepreneurs;

**Module 2:** Entrepreneurship strategy/Business model: Framework for new venture development; entrepreneurial strategies across the life cycle of business growth- for the emerging venture, for the growing venture, and for sustain growth in the established venture;

**Module 3:** Financing options for the venture; key strategic roles of creativity, opportunity identification, opportunity evaluation, and innovation in the emergence and growth of entrepreneurial firms; case-study based learning from success, failures and foibles of ventures in the health sector;

**Module 4:** Entrepreneurship (Business) plan: Nature, purpose and scope of business plan; writing business plan; evaluating business plan; using and implementing various components of the business plan – marketing plan, financial plan, operating plan and organizational plan;

**Module 5:** Statutory requirements for launching a new health venture; Enterprise growth: Impact of growth; sustaining growth; management challenges; sustaining the entrepreneurial spirit; conflict, competition and collaborations business expansion strategies and issues; exit strategies;

**Module 6:** Techno- Entrepreneurship: Foundations of the field; parameters of techno – entrepreneurship; key processes of techno-entrepreneurship; incubation and technology transfers; pivotal factors in the success of techno-entrepreneurship; case studies of leading e-

health and biotechnology companies to illustrate and substantiate the successful techno-entrepreneurship paradigm; intellectual property protection;

**Module 7:** Social Entrepreneurship: Concept, need and opportunity of social entrepreneurship; distinctive characteristics of the social enterprise context and organizations; critical components of social entrepreneurship; business skills and frameworks for achieving maximum impact through social entrepreneurship; influencing policy to support entrepreneurship; case studies of social (health) enterprises in national and international settings.

#### Reference Books:

1. Drucker, Peter. F. (2009). Innovation and Entrepreneurship: Practice and Principles. Amsterdam: Elsevier, Butterworth-Heinemann.
2. Fayolle, Alain. (2007). Entrepreneurship and New Value Creation: The Dynamic of the Entrepreneurial Process. United States of America: Cambridge University Press.
3. Francois, Therin. (2007). Handbook of Research of Techno-entrepreneurship. United States of America: Edward Elgar Publishing.
4. Gundry, Lisa. K. & Kickul, Jill. R. (2007). Entrepreneurship Strategy: Changing Patterns in New Venture Creations, Growth, and Reinvention. United States of America: SAGE Publication.
5. Harold, P. Wlesch. (2004). Entrepreneurship: the way ahead (Paperback). London: Taylor & Francis e-Library.
6. Harvard Business Essentials. (2005). Entrepreneur's Toolkit: Tools and Techniques to Launch and Grow your New Business United States of America. Harvard Business School Publishing Corporation.
7. Kuratko, Donald F. (2008). Entrepreneurship. Theory, Process and Practice. United States of America: South-Western, Cengage Learning.
8. Kuratko., & Hodgetts. (2009). Entrepreneurship in The New Millennium. India: Cengage learning.
9. Mellor, Robert (2009). Entrepreneurship for Everyone: A Student Textbook. Great Britain: T J International Ltd.
10. Plizer, Paul. Zane. (2007). The New Wellness Revolution: How to Make a Fortune in the Next Trillion Dollar Industry. United States of America: John Wiley & Sons.
11. Prahalad, C. K. (2010). The Fortune at the Bottom of the Pyramid: Eradicating Poverty Through Profits. United States of America: Wharton School Publishing.
12. Roy, Rajeev (2009). Entrepreneurship. New Delhi: Oxford University press.
13. Wei-Skillern, J., Austin, J. E., Leonard, H., & Stevenson, H. (2007). Entrepreneurship in the Social Sector. United States of America: SAGE Publications.

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