



## TEACHING PLAN: ENTREPRENEURSHIP

SCHOOL: ASOM		ACADEMIC SESSION- 2022- 2023		MBA IV SEMESTER FOR STUDENT'S BATCH: 2021-23	
1	Course code	MGTM-402			
2	Course Title	Entrepreneurship			
3	Credits	4			
4	Learning Hours	Contact Hours		60	
		Assessment		20	
		Guided Study		20	
		Total hours		100	
5	Course Objective	<ol style="list-style-type: none"> <li>1. The course aims to make students acquaints with the various opportunities and challenges of being an entrepreneur.</li> <li>2. The course aims to make the students aware of the challenges of starting new ventures.</li> <li>3. This also aims to enable them to investigate, understand and internalize the process of setting up a business.</li> <li>4. This course is also intended to prepare the students to be motivated to be job providers instead of a job seeker.</li> </ol>			
6	Course Outcomes	<ol style="list-style-type: none"> <li>1. Make students aware about the concept of entrepreneurs and give them an understanding of what it really means to be an entrepreneur.</li> <li>2. Make students aware about the various steps to write a business plan and ways to approach the investor. Learn the skills to manage inventory, cash and accounts receivables</li> <li>3. Portrait the various opportunities open for entrepreneurs nationally as well as internationally. Learn relationships between risk and return.</li> <li>4. Understand the aspects of family business and women entrepreneurship</li> <li>5. Learn the various dimensions and methods to generate funds for a new business.</li> </ol>			
7	<b>Outline syllabus:</b>				
7.01	Unit	Section	Introduction	Reference number	Teaching methods
7.02	Unit I	(a)	Definition of Entrepreneur, Internal and External Factors, Functions of an Entrepreneur, Entrepreneurial motivation and Barriers,  <a href="https://onlinecourses.swayam2.ac.in/cec19mg39/preview">https://onlinecourses.swayam2.ac.in/cec19mg39/preview</a>	TB1 3 – 23	PPT White Board +PPT
		(b)	Classification of Entrepreneurship, Theory of Entrepreneurship, Concept of Entrepreneurship.  <a href="https://onlinecourses.swayam2.ac.in/cec19mg39/preview">https://onlinecourses.swayam2.ac.in/cec19mg39/preview</a>	TB1 24- 38	PPT White Board +PPT

		(c)	Development of entrepreneurship; Culture, stages in entrepreneurial process. <a href="https://onlinecourses.swyam2.ac.in/cec19mg39/preview">https://onlinecourses.swyam2.ac.in/cec19mg39/preview</a>	TB1 109-121	PPT White Board +PPT
7.03	Unit II	(a)	Creativity and Entrepreneurial Plan: Idea Generation. <a href="https://onlinecourses.swyam2.ac.in/cec19mg39/preview">https://onlinecourses.swyam2.ac.in/cec19mg39/preview</a>	TB2 137 - 138	White Board + PPT
		(b)	Screening and Project Identification, Creative Performance, Feasibility Analysis: Economic, Marketing, Financial and Technical; Project Planning: Evaluation. <a href="https://onlinecourses.swyam2.ac.in/cec19mg39/preview">https://onlinecourses.swyam2.ac.in/cec19mg39/preview</a>	TB2 139 - 155	White Board + PPT
		(c)	Monitoring and Control segmentation. Creative Problem Solving: Heuristics, Brainstorming, Synectics, Value Analysis, Innovation. <a href="https://onlinecourses.swyam2.ac.in/cec19mg39/preview">https://onlinecourses.swyam2.ac.in/cec19mg39/preview</a>	TB2 156-160	White Board + PPT
7.04	Unit III	(a)	International Entrepreneurship Opportunities: The nature of international entrepreneurship, Importance of international business to the firm. <a href="https://onlinecourses.swyam2.ac.in/cec19mg39/preview">https://onlinecourses.swyam2.ac.in/cec19mg39/preview</a>	TB1 165 -166	White Board + PPT
		(b)	International versus domestic's entrepreneurship, Stages of economic development. Institutional support for new ventures: Supporting Organizations. <a href="https://onlinecourses.swyam2.ac.in/cec19mg39/preview">https://onlinecourses.swyam2.ac.in/cec19mg39/preview</a>	TB1 167 - 181	White Board + PPT
		(c)	Incentives and facilities; Financial Institutions and Small scale Industries, Govt. Policies for SSIs. <a href="https://onlinecourses.swyam2.ac.in/cec19mg39/preview">https://onlinecourses.swyam2.ac.in/cec19mg39/preview</a>	TB1 182-187	White Board + PPT
	Unit – IV	(a)	Family and Non Family Entrepreneur: Role of Professionals. <a href="https://onlinecourses.swyam2.ac.in/cec19mg39/preview">https://onlinecourses.swyam2.ac.in/cec19mg39/preview</a>	TB2 650 - 652	White Board +PPT
		(b)	Professionalism vs family entrepreneurs,	TB2 653-670	White Board +PPT

		(c)	Role of Woman entrepreneur.	TB2 676- 699	White Board +PPT
7.06	Unit V	(a)	Venture Capital: Venture capital,	TB1 401- 417	White Board +PPT
		(b)	Nature and Overview, Venture capital process,	TB1 418- 425	White Board +PPT
		(c)	locating venture capitalists.	TB 1 426 - 441	White Board +PPT
<b>8</b>	<b>Course Evaluation</b>				
<b>8.10</b>	<b>CA: 40%</b>				
<b>8.1</b>	<b>Attendance</b>	5%			
<b>8.1.2</b>	<b>Assignment</b>	20%			
<b>8.1.3</b>	<b>Theory</b>	15%			
<b>8.1.4</b>	<b>Class test</b>	15%			
<b>8.1.5</b>	<b>Presentation</b>	5%			
<b>8.1.6</b>	<b>Any other</b>	--			
<b>8.2</b>	<b>MTE(IA)</b>	20%			
<b>8.3</b>	<b>End-term examination: 40%</b>				
<b>9</b>	<b>Text Books &amp; References</b>				
<b>9.1</b>	<b>Text books</b>	TB1 . Hisrich, Robert D., Michael Peters and Dean Shepherded, Entrepreneurship, Tata McGraw Hill, ND Tb2 . Kuratko. F. Donald., Hodgetts.M.Richard, Entrepreneurship, Thomson, South – Westren, 6 e			
<b>9.2</b>	<b>References</b>	RB1. M Y Khan & P K Jain, Financial Management- Text, problems and cases, Tata McGraw Hills Barringer, Brace R., and R., Duane Ireland, Entrepreneurship, Pearson Prentice Hall, New Jersey (USA). RB2 Lall, Madhurima, and Shikha Sahai, Entrepreneurship, Excel Book, New Delhi. RB3 Charantimath, Poornima, Entrepreneurship Development and Small Business Enterprises, Pearson Education, New Delhi.			
<b>9.3</b>	<b>Video References</b>	<a href="https://www.youtube.com/watch?v=w-YpK0kHJL8">https://www.youtube.com/watch?v=w-YpK0kHJL8</a> <a href="https://www.youtube.com/watch?v=m1Hq8fsOark">https://www.youtube.com/watch?v=m1Hq8fsOark</a> <a href="https://www.youtube.com/watch?v=hBDQGEwAvJ4">https://www.youtube.com/watch?v=hBDQGEwAvJ4</a> <a href="https://www.youtube.com/watch?v=x2__cxe1bIo">https://www.youtube.com/watch?v=x2__cxe1bIo</a> <a href="https://www.youtube.com/watch?v=pRhrSSUTIoI">https://www.youtube.com/watch?v=pRhrSSUTIoI</a> <a href="https://www.youtube.com/watch?v=xNB0p4bE3ng">https://www.youtube.com/watch?v=xNB0p4bE3ng</a>			

## Mapping of Outcomes v. Topics

Outcome no. → Syllabus topic↓	1	2	3	4	5
Paper Code. Unit I (a)	√				
Paper Code. Unit I (b)	√				
Paper Code. Unit I (c)	√				
Paper Code. Unit II (a)		√			
Paper Code. Unit II (b)		√			
Paper Code. Unit II (c)		√			
Paper Code. Unit III (a)			√		
Paper Code. Unit III (b)			√		
Paper Code. Unit III (c)			√		
Paper Code. Unit IV (a)				√	
Paper Code. Unit IV (b)				√	
Paper Code. Unit IV (c)				√	
Paper Code. Unit V (a)					√
Paper Code. Unit V (b)					√
Paper Code. Unit V (C)					√

## QUESTION BANK

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**Each question carry 4 Marks.**

1. Write short notes on:

- (a) Non tradable goods
- (b) Technical feasibility of a project
- (c) Debt Service Coverage Ratio
- (d) Main reason for conducting Social cost benefit analysis
- (e) Project control
- (f) Analyzing risk associated with a project
- (g) Auditing cost of project
- (h) Purpose of screening business idea
- (i) Project Organization
- (j) Venture capitalist

2. What is Social Cost Benefit Analysis? Explain the guidelines given by UNIDO for conducting social cost benefit analysis of the projects.

3. Discuss the components of cost of project and means of finance, taking hypothetical figures.

4. Discuss various techniques that are used for assessing the demand for the goods produced by a project.

5. Write short notes on:

- (a) Management Risk
- (b) Market Risk

6. Discuss the role played by the government of India in supporting small scale enterprises.

7. Write a detailed note on time delay caused in implementation of public sector projects in India.
8. What are the important features of entrepreneurship?
9. What do you understand by creative behaviour?
10. What is marketing research?
11. How debt financing differs from equity financing.
12. How does an entrepreneur differ from a manager?
13. In your opinion, whether entrepreneurs need to arrange funds or carry out the marketing research first for setting up new venture? Give theoretical support to your answer.
14. In your opinion, whether entrepreneurs need to arrange funds first or carry out the marketing research – first for setting up new venture? Give theoretical support to your answer.
15. Write short notes on the following.
  - (a) Role of patents.
  - (b) Differentiate between licensing and franchising.
16. Explain the factors that determine the optimum capital structure of enterprises? Write a detailed note on the various financial institutions used for raising loans for an enterprise.
17. Define the term used in swot analysis.
18. Differentiate between public limited and private limited company.
19. Explain TRIPS.
20. An entrepreneur converts a source into a resource “Explain this statement with the help of suitable examples. Also explain the process of developing entrepreneurial qualities.
21. Discuss about growth of entrepreneurship in India, examine need and significance of entrepreneurship in economic development of India.
22. What are the steps involved in the process of sensing entrepreneurship opportunities? Describe the criteria for evaluation of opportunities.
23. What is business plan? What are the ingredients of excellent business plan? What is the scope and value of the business plan to investors, employees, suppliers and customers?
24. Highlights the knowledge and skills required for entrepreneurship.
25. Describe the role of entrepreneurship in the economic development of a country. Which factors impact the emergence of entrepreneurship?
26. What is a business plan? Why and how is it prepared?
27. Describe the major components of a project report. What purpose does it serve?
28. What are the objectives and benefits of marketing research? How is it conducted.
29. Discuss various forms of ownership of a business venture. Clearly highlighting merits and demerits of each.
30. Write a detailed note on modes, advantages and disadvantages of debt financing.

Write a note on

- (a) Venture Capital
- (b) Franchising

**Following questions are of 12 Numbers**

1. What is organization plan? Describe its types. What is the role of manpower planning in designing the organizational structure? Do you agree that the form of ownership of business contributes in designing the organizational structure, why?
2. Describe the difference between managerial and entrepreneurial approach? Can a manager be a successful entrepreneur? If yes, how and if not why not?
3. Who is an entrepreneur? Discuss the role entrepreneurship in economic development.
4. Which aspects are considered in competitor and industry analysis? How would you evaluate the appropriateness not a technology?
5. Discuss various method and source of business idea.
6. Discuss the meaning and process of break – even analysis. How does it help in assessing the financial viability of a project?
7. Discuss the meaning and process of marketing plan, Also describe the importance of cash budget.
8. Discuss the meaning and process of marketing plan. Also describe the importance of cash budget.
9. Explain the long term sources of finance with example. Also describe the process of venture capital.
10. Write notes on
  - (a) Franchising
  - (b) Financial Institutions supporting entrepreneur.

**Projects for students**

1. The role of small scale enterprises in boosting foreign investment.
2. Feasibility study as a tool for entrepreneurial success.
3. The role of small scale enterprises in solving unemployment problems.
4. Functions and achievements of government support agencies in the development ` entrepreneurship.