

SEMESTER-3

ML-305 - ENTREPRENEURSHIP

Introduction

The course highlights concepts and techniques of entrepreneurship. The primary purpose of the course is to provide knowledge of entrepreneurship of small and large organizations.

functional components of a small business. The primary focus of the course is on providing small, medium and large business owners with information on how they can improve their performance and better manage both potential and existing businesses.

Objectives:

This introductory course covers the practical aspects of managing a small business and examines the various

INDICATIVE GRID

SECTION	SYLLABUS CONTENTS	WEIGHTAGE
A	1. Entrepreneurial Opportunities and Business Ideas	30%
B	2. Competitive Advantage and Niche Marketing	10%
C	3. Promotion Strategies	20%
D	4. Managing Human Resources	10%
E	5. Quality Management and Operations Processes	30%
TOTAL		100%

Note: The weightage shown against each section indicates, study time required for the topics in that section. This may not necessarily specify the number of marks to be allocated to that section in the examination.

CONTENTS

SECTION-A

1. Entrepreneurial opportunities and Business Ideas

Introduction to Entrepreneurship, importance, benefits and characteristics of entrepreneurship, forms of organization, entrepreneur, what do entrepreneurs do, recognizing opportunities and generating and evaluating ideas, researching the ventures feasibility

SECTION-B

2. Competitive Advantage and Niche Marketing

Identifying environmental opportunities and competitive advantage, unique marketing issues, Understanding Niche Markets, Considering Niches as a Business Opportunity, Five Stages to Fully Address the Niche Opportunity, The Decision to Market in a Niche.

SECTION-C

RECOMMENDED BOOKS

CORE READING		
TITLE	AUTHOR	PUBLISHER
Entrepreneurship: Successfully Launching New Ventures	Bruce R. barringer, Duane Ireland	Prentice Hall
Management	Stephen P. Robinsons Mary Coulter	Pearson Education Inc.
Introduction to Management	John R. Schermerhorn	John Wiley & Sons, Inc., UK
Management	James A.F. Stoner, R.Edward Daniel R. Gilbert, Jr.	Prentice Hall of India (Pvt.) Ltd, New Delhi – 110001
Class Notes		

3. Promotion Strategies

Planning the venture Developing a business plan, stimulating and making changes, preparing for and evaluating the challenges of growth, strategies for firm growth, franchising.

SECTION-D

4. Managing Human Resources

Human resource management issues, Employee recruitment, employee retention, building a new venture team, motivating employees through empowerment, training and development.

SECTION-E

5. Quality Management and Operations Processes

Define quality and quality management, Purpose for improvements of product and services, How to get started, writing the business plan, business valuation methods, barriers to Entrepreneurship, financing the new venture, Social responsibility and ethics issues facing entrepreneurs.

