



# Rajeev Gandhi College of Management Studies

## Entrepreneurship Management

Semester II

### I> Course Content:

Semester	2
Subject	Entrepreneurship Management
Course Code	MMSE207
Credits	2
Duration	30 hours

### Module (Syllabus as per new Syllabus):

Sr. No.	Content	Course Outcomes	Content Delivery
1	<b>Entrepreneurial Perspective:</b> Definition and Evolution of the Concept of Entrepreneurship; Definition and Concept of Entrepreneur <b>Concept of Enterprise;</b> <b>Entrepreneurship</b> - Functions, Needs and Importance; Entrepreneurial Traits, Characteristics and Skills; Role of entrepreneurship in economic Development; Introduction to various forms of business organization (sole proprietorship, partnership, corporations, Limited Liability Company); Introduction of Start-up and types of Start-ups, Start-up Ecosystem in India	MMSE207.1,MMSE207.2	Lecture & Interactive Teaching Demonstration Case Study
2	<b>Types of Entrepreneurs and Entrepreneurship:</b> Innovators, Creators, Market makers, Expanders and scalers, Intrapreneurship, Social Entrepreneurship, Woman Entrepreneurship, Technopreneurship, Rural Entrepreneurship; Entrepreneurs, Managers and Intrapreneurs: Similarities and Differences. Entrepreneurial Pathways: Understanding New Venture Life-Cycle - Pre-Seed,	MMSE207.1,MMSE207.2,M MSE207.4	Lecture & Interactive Teaching Case Study

	<p>Early Stage, Launch; Business Life Cycle: Start-up, Launch, Growth, Maturity, Harvest, Re- Birth, Exit; Frameworks to Inform Your Entrepreneurial Path - Introduction to Business Model Canvas, Lean Model Canvas, Design Thinking Process</p>		
3	<p><b>Identifying Entrepreneurial Opportunity:</b>Analysis of Business Opportunities in both the Domestic and Global Economies, including the Analysis of PEST Factors; Entrepreneurial Opportunity; Joseph Schumpeter's Theories &amp; Key Drivers of Opportunity; Researching Potential Business Opportunities</p>	MMSE207.1,MMSE207.2,MMSE207.3	Lecture & Interactive Teaching E-Learning
4	<p><b>Drivers of Entrepreneurship:</b> Creativity, Innovation and Invention; Tools for Creativity and Innovation <b>Idea Generation &amp; Evaluation:</b> Sources of business ideas, Find &amp; Assess ideas, Data for ideation, Identify the problem, Problem – Solution Fit, Ideation to Prototyping Process.</p>	MMSE207.2,MMSE207.3,MMSE207.4	
5	<p><b>Feasibility Analysis</b> Product/Service Feasibility Analysis; Industry &amp; Competitive Analysis: SWOT, Three Circles (Company, Competitors, Customers); Financial Feasibility Analysis.</p>	MMSE207.3,MMSE207.4	
6	<p><b>The Enterprise Launching:</b> Entrepreneurial Process; Product/ Project Identification; <b>Developing a Business Plan:</b> Meaning and Purpose of a business plan, Contents of a business plan, Guidelines for writing a Business Plan, Prerequisites from the perspective of an investor, (Creating Pitch Deck)</p>	MMSE207.3,MMSE207.4,MMSE207.5,MMSE207.6	Interactive Teaching Expert Lecture

7	<p><b>Product/ Market Fit:</b> Concept, Importance for start-ups. Minimum Viable Product, Business Financing: Various Sources of Funding to Start-ups including venture capital finance and private equity Managing early growth of the business; New venture expansion - strategies and issues.</p>	MMSE207.3,MMSE207.4,MMSE207.5	
8	<p><b>Legal framework for starting a business in India</b> Quick start routes to establish a business(franchising, ancillarisation, and acquisitions);Support Organisations for an entrepreneur and theirrole; The Make in India and Digital India Campaigns– For Entrepreneurship support; Other Start-upEcosystem in India</p>	MMSE207.3,MMSE207.4	Interactive Teaching Expert Lecture E-Learning
9	<p><b>Learning by Doing:</b> Activity – Create a Business Model Canvas / Business Plan based on an Idea (Ideation till Pitch deck) and Presentations</p>	MMSE207.6	Group Activity

Entrepreneurship Management  
Sem II

**II> Course Outcomes**

<u>Course Code</u>	<u>Course Outcomes</u> Students will be able to....	<u>Cognition</u>
MMSE207.1	REMEMBER Concepts of Entrepreneur, Entrepreneurship and Enterprise	REMEMBER
MMSE207.2	UNDERSTAND the frameworks and key concepts in entrepreneurship management	UNDERSTAND
MMSE207.3	APPLY the model of the entrepreneurial process for new venture development	APPLY
MMSE207.4	ANALYSE the entrepreneurial environment, legal framework, and expansion strategies	ANALYSE
MMSE207.5	EVALUATE various types of entrepreneurship (social, opportunity, techno, intra & women) and suitable routes to start a business	EVALUATE
MMSE207.6	CREATE a business plan/model based on the innovative ideas and concepts of entrepreneurship	CREATE

**Program Outcomes**

**PO1:** Apply knowledge of management theories and practices to solve business problems

**PO2:** Foster Analytical and critical thinking abilities for data-based decision making

**PO3:** Ability to develop Value based Leadership ability.

**PO4:** Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.

**PO5:** Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

**Text Book**

Sr. No.	Books
1.	Vasant Desai, "The Dynamics of Entrepreneurial Development and Management", Himalaya Publishing House, Sixth Edition, 2011

**Reference Books**

Sr. No.	Books
1.	Robert D Hisrich, Mathew J Manimala, "Entrepreneurship", McGraw Hill Education (I) Pvt. Ltd., New Delhi, Ninth Edition - 2015
2.	Poornima M. Charantimath, "Entrepreneurship Development and Small Business Enterprises" Pearson, Ninth Impression - 2023
3.	Literature Published by Support Institutions, viz i) SIDBI, ii) MSSIDC iii) NSIC

