



GITAM INSTITUTE OF MANAGEMENT (GIM)
Gandhi Institute of Technology and Management (GITAM)
(Declared as Deemed to be University u/s 3 of UGC Act. 1956)
Visakhapatnam – 45.

Course Code: MBG302	Course Title: Entrepreneurship	
Semester: VI	Course Type: Core	Credits: 3
Home Programme(s):BBA (BA)		Batch/Academic Year: 2020-2023
Course Leader:		

Course Description

Entrepreneurship is an essential element for economic progress as it manifests its fundamental importance in different ways:

- By identifying, assessing, and exploiting business opportunities
- By creating new firms and renewing existing ones by making them more dynamic
- By driving the economy forward – through innovation, competence, job creation- and by generally improving the well-being of society

Learning Objectives

This course aims to enable the students to understand the concept of entrepreneurship and motivate them to join family business or think for a new enterprise. Students can:

1. Understand the concept and process of Entrepreneurship and its role in the society
2. Know the sources of ideas and opportunity identification
3. Acquire the knowledge on contemporary business models
4. Analyze the importance of a business plans
5. Know the significance of Family Business and Social Entrepreneurship

On successful completion of this course, students will be able to:

	Course Outcomes	Assessment
CO1	Understand the concept and process of Entrepreneurship in the society.	A1,A4
CO2	Know about starting the venture and sources of ideas	A1,A2
CO3	Develop a business model by using practical and instructive approach	A2,A3
CO4	Prepare business plan with the required contents	A3,A4
CO5	Develop clarity about the importance and contribution of family business and Social Entrepreneurship in the	A2,A4

Course outline and indicative content

Unit I (6 sessions):(CO1, L1& L2)

Entrepreneurship: Introduction, evolution of entrepreneurship; Theories of Entrepreneurship, Traits of entrepreneurship, entrepreneurial mindset, Entrepreneurial motivation, Types of Entrepreneurship, entrepreneurship and economic development, Corporate Entrepreneurship.

Unit II(6 sessions): (C02, L2&L3)

Venture Creation: Sources for innovative ideas, Methods of generating ideas, creative problem solving, opportunity identification, setting-up of new ventures, Incubation, acquiring existing business, franchising, legal aspects of business.

Unit III(6 sessions):(CO3, L2, L3)

Business Model : Introduction -Freemium Business Model – Analytics and Freemium Product Development – Freemium Metrics – Lifetime Customer Value – Freemium Monetization – Virality and Growth and contemporary business models.

Unit IV(6 sessions) :(CO4, L3, L4)

The business plan: Marketing Plan, Operational Plan, Organizational Plan, Financial Plan and growth plans, Sources of Finance- Financial Institutions-Angel Investors-Venture Capitalist-Institutional Support-DIC, Industrial Estate, MSME, SFC and EDI.

Unit V(6 sessions) :(CO5, L5)

Family Business and Social Entrepreneurship: Family business: Importance, types and responsibilities, Challenges and problems of family business in India, succession planning.Social Entrepreneurship- Need for social entrepreneurship, Types and significance of social entrepreneurs, Scaling, Measures of success in a social enterprise and live examples of social entrepreneurs.
Case Analysis (not exceeding 200 words)

Assessment methods			
Task	Task type	Task mode	Weightage (%)
A1: Mid Exam	Individual	Written	15
A2: Coursera	Individual	Presentations / Q&A/Viva	10
A3: Topic Presentation/Case Analysis/ Assignment	Individual / Groups	PPT Presentation/Report	15
A4: End exam	Individual	Written (short/long)	60

Mapping COs - Blooms levels- Assessment Tools

Knowledge dimension /cognitive dimension	L1. Remember	L2. Understand	L3. Apply	L4. Analyze	L5. Evaluate	L6. Create
Factual Knowledge		CO1 (A1,A4)	CO1 (A2,A3)			
Conceptual Knowledge	CO2 (A1,A4)		CO2 (A2,A3)			
Procedural Knowledge		CO3 (A2,A4)		CO4 (A2,A3)		
Meta Cognitive Knowledge		CO5 (A2,A4)			CO5 (A3,A4)	

Learning and teaching activities

- Case Analysis
- Situation Analysis
- Brainstorming
- Group Discussion
- Chalk and Talk
- Student Presentations

Teaching and learning resources

Textbook

Robert Hisrich, M.J. Manimala, M.P. Peters and D.A. Shepherd "Entrepreneurship" McGraw Hill Education, 2014/Latest.

References

1. Poornima M. Charantimath, "Entrepreneurship Development - Small Business Enterprises", Pearson, New Delhi, 2018.
2. Dr. S.S. Khanka "Entrepreneurship Development", S. Chand and Company Limited, New Delhi, 2017.
3. Disruption by Design: How to Create Products that Disrupt and then Dominate Markets, Paul Paetz, Apress Publications, 2014.
4. The Ways to New: 15 Paths to Disruptive Innovation, Jean-Marie Dru, John Wiley and Sons, 2015.
5. Creative Destruction and the Sharing Economy: Uber as Disruptive Innovation, Henrique Schneider, Edward Elgar Publishing, 2017.

CO PO Mapping

This is to map the level of relevance of the Course Outcome (CO) with Programme Outcome (PO).
0= No Relevance; 1= Low Relevance; 2= Medium Relevance; 3= High Relevance

CO PO Mapping	PO1	PO2	PO3	PO4	PO5	PO6	Sum
CO1	2	1	1	2	1	1	8
CO2	2	1	2	2	2	1	10
CO3	2	1	1	2	1	1	8
CO4	2	1	2	2	2	2	11
CO5	2	1	2	2	1	1	9
Target Level Max.	10	5	8	10	7	7	46

Program Outcomes

1	Ability to understand the business problems with their knowledge in different functional areas of management.
2	Integrate with structured, semi – structured and unstructured data.
3	Utilize the tools such as Microsoft Excel, SPSS, R, Weka and Tableau to solve business
4	Ability to apply analytics techniques to analyze and interpret the data.
5	Incorporate the descriptive, predictive and prescriptive analytics.
6	Evaluate the necessary skills and understanding to take up advanced topics in the area of analytics and thus enhance their career prospects.