



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: MMA 301	Course Title: Fundamentals of Entrepreneurship	
Semester: V	Course Type: Core	Credits: 3
Home Programme(s):BBA (MA)		
Course Leader: Dr. M. Venkata Suryanarayana		

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 fundamentals of entrepreneurship and the entrepreneurial process, including identifying customers' problems, sources, and viability of ideas to convert them into a product/service. Students can:

- Understand Entrepreneurship and its role in society.
- Know the evolution of Entrepreneurship.
- Understand the mindset of entrepreneurs.
- Gain knowledge about business Idea Generation
- Apprehend about EDP Programmes

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

	Course Outcomes	Assessment
CO1	Familiarize the nature of entrepreneurship and the functions of an entrepreneur.	A1,A4
CO2	Acquaint the student's understanding of the evolution of Entrepreneurship.	A1,A2
CO3	Discover the entrepreneurial motives to become an entrepreneur	A2,A3
CO4	Describe the step by step procedure in developing a business idea.	A3,A4
CO5	Examine the Entrepreneurship Development Programs of various institutions in India	A2,A4

Course outline and indicative content

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

Entrepreneur and Entrepreneurship: Description and definition of an entrepreneur – Characteristics of entrepreneur – Functions of an entrepreneur – types of entrepreneurs – the concept of entrepreneurship – entrepreneurial culture – entrepreneurial process – entrepreneurial competencies – entrepreneurial mobility.

Unit II (6 sessions): (C02, L1&L2)

Genesis of entrepreneur and entrepreneurship: Theories of Entrepreneurship – Role of entrepreneurship in economic development – Barriers of entrepreneurship - Entrepreneurship and current business environment.

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

Entrepreneurial Motives, Motivating factors of entrepreneurship - Growth of entrepreneurship in India – Agricultural Entrepreneurship to Industry entrepreneurship to Services entrepreneurship – corporate entrepreneurship – women entrepreneurship.

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

Business Idea generation: Sourcing of business ideas, innovative ideas, opportunity identification, scanning of the environment - finding the gaps for new business and new way of business - setting-up new ventures - acquiring existing business – franchising and Entrepreneurship.

Unit-V (6 sessions):(CO4, L5)

Incentives for Developing Entrepreneurial Eco System &EDPs: Need and objectives of EDP – Evolution of EDPs – Phases of EDPs – Course content and curriculum of EDPs – Management Education centers and Entrepreneurship Development Programs- Incubators, Accelerators, start ups. 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)	CO5 (A1,A4)				
Conceptual Knowledge		CO2 (A1,A3)	CO4 (A3,A4)	CO2 (A2,A4)		
Procedural Knowledge		CO3 (A1,A4)	CO3 (A1,A2)			
Meta Cognitive Knowledge		CO4 (A2,A4)			CO4 (A3,A4)	

Learning and teaching activities

- Case Analysis
- Situation Analysis

- Brainstorming
- Group Discussion
- Chalk and Talk
- Student Presentations

Teaching and learning resources

Textbook

Donald F. Kuratko (2014), *Entrepreneurship: Theory, Process, Practice* New Delhi: Cengage Learning.

References

1. Bill Bolton, John Thompson (2014), *Entrepreneurs: Talent, Temperament and Opportunity*, Routledge 3rd Ed.
2. Arya Kumar (2014), *Entrepreneurship: Creating and Leading an Entrepreneurial Organization*, New Delhi: Pearson Publications.
3. S.Anil Kumar & S.C Purnima (2014), *Entrepreneurship Development*, New Delhi: New Age Publishers.
4. A Shay and V Sharma (2012), *Entrepreneurship and New Venture Creation*, New Delhi: Excel Books.
5. Vasant Desai (2012), *Dynamics of Entrepreneurial Development and Management*, New Delhi: Himalaya Publishing House.
6. Poornima M. Charantimath (2012), *Entrepreneurship Development – Small Business Enterprises*, New Delhi: Pearson

JOURNALS AND NEWS PAPERS

1. Harvard Business Review
2. International Journal Of Entrepreneurial Behaviour And Research
3. International Journal Of Small Business Management
4. International Journal Of Entrepreneurship And Innovation Management
5. The Mint/ The Economic Times/Business Standard/Business Line Daily News Papers.

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	3	2	3	2
CO2	2	1	2	2	2	2	11
CO3	2	2	3	2	2	3	14
CO4	2	2	3	2	2	2	13
CO5	1	2	2	2	2	1	10
Target Level Max.	9	8	13	10	11	10	61

BBA (MA) - Program Outcomes (POs)

1	Ability to understand the concepts of business and application of information technology in day-to-day business activities.
2	Will understand the law relating to Indian Income Tax and its application for computation of tax liability and for effective tax planning.
3	Evaluate the risks associated with the entity's business and develop strategies for mitigating the risk.
4	Master the use of Excel for managing finance in a digital world.

5	Apply the techniques of Management Accounting for achieving effective and efficient decision-making.
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