



Savitribai Phule Pune University

School of Open Learning

(Distance Education Program)

Master of Business Administration

(M.B.A.-Distance)

ENTREPRENEURSHIP MANAGEMENT

SEM-III, ENR-MJ-32

- 1. Entrepreneur & Entrepreneurship:** Entrepreneur, Entrepreneurship and Enterprise, various stages in entrepreneurial process, and role of entrepreneurs in economic development, entrepreneurship in India and barriers to entrepreneurship. Significance of Entrepreneurship. Entrepreneurship: Concept and Growth, Dimensions of Entrepreneurship Development, entrepreneurship and Management, Distinction between an Entrepreneur and a Manager Entrepreneurship Development
- 2. Entrepreneurship Development & Environment :** The Entrepreneur Personality, Entrepreneurial Mindset ,Entrepreneurial Functions, Career of Being an Entrepreneur ,Myths of Entrepreneurship, Problems & challenges Faced by Entrepreneurs ,Limitations of Entrepreneurship , Entrepreneurial Development - Concept of entrepreneurship development, Evolution and growth - stages. Entrepreneurial Environment, Factors affecting Entrepreneurial Growth, Barriers to Entrepreneurship. Developing entrepreneurial culture. Role of Entrepreneur in Indian Economy. Successful Entrepreneurs case studies: DhirubhaiAmbani/ Aditya Birla/Elon Musk/Bill Gates,-background, growth as an entrepreneur. Women Entrepreneurs in India.
- 3. Creating Entrepreneurial Venture:** Venture Initiation and Success Competencies, Enterprise launching competencies, Enterprise management competency, Business Planning Process, understanding business life cycle and product life cycle. Environmental Analysis: Search and scanning- strength and weaknesses. Identifying problems and opportunities - Opportunities and Threats. Defining Business Idea, Product, location and ownership. Stages in starting the new

venture. Entrepreneurial Models - Franchises, BPO, KPO, venture capital funding.

4. Creativity, Innovation & Project Management: Creativity, Innovation and Entrepreneurship, Creative Thinking, Generation of Business Ideas. Project Identification, Creative Enterprise, Enhancing Creativity Meaning of project, objectives and how to choose a project. Preparing a business plan, marketing plan, financial plan and organization plan. Estimating and Financing funds requirement. Schemes offered by various commercial Banks and Financial Institutions. Working capital: Meaning, need and significance, Determinants of working capital. Role of Central and State Government in promoting.

5. Entrepreneurship development Programs & Motivating Factors: Entrepreneurial Motivating Factors Achievement Motivation, Kakinada Experiment. Entrepreneurship Development Programmes (EDPs). Need & Role of EDP, Phases of EDPs, EDP Curriculum, Evaluation of EDPs, Strategy for Ensuring Success of EDP. Introduction to various incentives, subsidies and grants; Promotion of export oriented units; Fiscal and tax concessions. Role of DIC (District Industries Centre) in the Entrepreneurship development and ED programmes



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ECONOMIC ENVIRONMENT OF BUSINESS

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- 1. Introduction to Economic Environment:** Meaning, definition, macro and micro factors of economy affecting business and importance. Concept of Economic cycle, basic concepts of economics like inflation.
- 2. Forms of Markets and its Equilibrium:** Forms of Markets: Meaning and Characteristics, Price and Output Determination, Equilibrium for Firm and Industry under – Perfect Competition – Monopoly – Monopolistic Competition.
- 3. Money and Banking:** Concept of Money - Its Functions, Quantity Theory of Money, Credit Creation, Central Bank (Reserve Bank of India) - Role and Functions, Commercial Banks- Role and Functions, Monetary Policy in India
- 4. Basic Characteristics of Indian Economy:** i) Development Initiatives through Five Year Plans, ii) Agriculture, Causes of Low Productivity, Farm Size Productivity Debate, Land Reforms: Meaning, Importance and Evaluation, Green Revolution and Its Effects – Globalisation and Indian Agriculture iii) Industry – Development Policies and Experience, Industrial Policy Resolutions, New Industrial Policy 1991, National Innovation and Start-up Policy 2019 for Students & Faculty.
- 5. Selected Areas of Indian Economy:** i) Population - Its Size, Rate of Growth and Its Implication for Growth. ii) Poverty - Absolute and Relative Poverty and Main Programs for Poverty Alleviation. iii) Unemployment - Types, Causes and Incidence of Unemployment. iv) Infrastructure - Energy, Transportation, Communication, Health and Education.



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WORKING CAPITAL MANAGEMENT
SEM-III, ENR-MN-34

- 1. Introduction to working capital:** Introduction to Working capital, Concept of Working Capital, Need for Working capital, types of working capital, factors affecting working capital requirements and Theories and Approaches of working capital, Estimation of working capital requirement.
- 2. Accounts Receivables Management and Factoring:** Credit Policy, Nature and Goals, credit evaluation of individual accounts and its monitoring receivables, factoring: types and benefits.
- 3. Financing of working capital needs:** Trade Credit, Bank Finance, Bank Credit – Basic Principles and Practices, Methods of Assessment and Appraisal. Other Sources of Short Term Finance
- 4. Methods of working Capital Calculation and management of current assets:** Operating cycle concept, Current assets holding period Method, Ratio to sales method, Ratio of fixed investment method, Management of receivables, cash, market securities, Inventory.
- 5. Trends in working capital management:** Integration of working capital and capital investment process and Working capital management practices in India



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INNOVATION AND CREATIVITY
SEM-III, ENR-MN-35

- 1. Innovation:** Meaning and Definition of Innovation, Importance of Innovation, Relationship between Innovation and Creativity, Innovation and discovery, Innovation and Transformation, Managing innovation.
- 2. Creativity:** Define and Describe creativity, concept of Creative diversity, Nature and Characteristics of Creativity, Importance of Creativity, Role of creativity in current scenario, Applied Creative Thinking, Case study on Creativity.
- 3. Legal Aspects in Innovation Government initiatives:** Million Minds of Innovation of Creativity (MIMIC), Financial Assistance in Creativity and innovation, Economic Aspects, Understanding various forms of Creativity and Arts, Importance of creative thinking in business.
- 4. Digital innovation, Innovation Technology:** Concept of technological innovation, Process of Technological Innovation Management (TIM), characteristics of technological innovation, cases and examples of technological innovation.
- 5. Latest trends in Innovation and Creativity:** Trends in Innovation and creativity, Innovation and Entrepreneurship, Innovation Theory by Schumpeter & Imitating, Innovation vs. Creativity, Creativity and Critical thinking are useful.



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CORPORATE LAWS

SEM-IV, ENR-MJ-42

- 1. The Contract Act, 1872:** Essential Elements of Valid Contract, Essential elements of Valid Contracts, Contracts of Indemnity & Guarantee, Contingent Contract, Quasi Contract, Discharge of contract, Breach of contract-Meaning & remedies, Agency - Creation of Agency – Agent and Principal (Relationship/rights), Types of agency.
- 2. Goods & Services Act, 2017:** CGST/SGST, Basic of GST, Input Tax Credit, Transitional Provisions, Registration under CGST/SGST Act, Filing of Returns and Assessment, Payment of Tax including Payment of tax on reverse charge basis, Refund under the Act, IGST – Scope of IGST, Levy and collection of IGST
- 3. The Companies (Amendment) Act, 2015-Company :** Definition, Meaning, Features and Types, One Person Company, Incorporation of Company – Memorandum of Association (MOA), Articles of Association (AOA), Share capital & Debentures, Acceptance of deposits, Appointment of director including woman Director.
- 4. The Consumer Protection Act, 1986:** Unfair & Restrictive Trade Practices, Dispute Redressal Forums – District, State & National Forum, Composition, Jurisdiction, Powers, Appellate Authority.
- 5. Information Technology Act, 2000:** Digital Signature, Electronic Governance, Electronic Records E – Contracts, E – Business models, E – Commerce & Security, Cyber Crimes. Intellectual Property Laws – Understanding of concepts of patents, copyrights, trademarks and designs



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LAUNCHING A NEW VENTURE

SEM-IV, ENR-MJ-43

- 1. Competencies for Entrepreneurship:** The Entrepreneur's Role, Task and Personality - Entrepreneurial Skills: creativity, problem solving, decision making, communication, leadership quality; McClelland's N-Ach theory, self – analysis, personal efficacy, culture & values, risk-taking behaviour, technology backup. Entrepreneurship as a Style of Management, the Entrepreneurial Venture and the Entrepreneurial Organization.
- 2. Identification and Product Selection:** Opportunity Search and Identification, Criteria to Select a Product Conduction of Feasibility Studies: Sources of Information, Project Finalization. Strategies for market entry: New product, Franchising, Partial Momentum, Sponsorship and Acquisition.
- 3. Enterprises and the Launching Formalities:** Definition; Rationale; Objective; Scope; Role of SME. Preparing the Project Report: Specimen of Project Report; Project Planning and Scheduling using techniques like PERT / CPM; Methods of appraising a Project - economic viability and market feasibility, requirements of financial institutions, projected financial statement preparation. Models for new ventures: Four stage growth model, Value proposition model, Business Model canvas, Lean canvas model.
- 4. Supporting Institutions for Ventures:** Director of Industries; DIC;SIDO; SIDBI; Small Industries Development Corporation (SIDC); SISI; NSIC; NISBUED; State Financial Corporation SFC; Information : assistance from different organizations in setting up a new venture, technology parks, industrial corporations, directorate of industries / cottage and small scale industries, SISI, Khadi & Village Industries Corporation / Board. DGS & DNSIC, export & import, how to apply for

assistance – procedure, forms, procedures for obtaining contract from Railways, Defence, P & T etc., SIDBI.

- 5. Case Studies:** Diagnostic case studies of successful / unsuccessful entrepreneurs, key variables explaining success/failures, industrial sickness, industrial reconstruction, technology obsolescence, and technology transfer should be discussed in the classroom.



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MSME & FAMILY BUSINESS

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- 1. Introduction to MSME :** Role of MSME, Problems Associated With MSME, Micro, Small and Medium Enterprises, MSME and Entrepreneurship Development, Institutional support to MSMEs , Incentives for MSMEs in Backward Areas, Intellectual Property Rights, Role of small business in rural India, Need for tax benefits, Tax Holiday, Rehabilitation Allowances.
- 2. Institutional Support Schemes:** Role of RBI, RBI Guidelines to commercial banks, lending by Commercial and Development Banks, Equity Fund Scheme, Credit Guarantee Scheme, Testing Laboratories, Product and Process Development Centres, NISEBUD, National Service and Technology Entrepreneurship Development Board, Marketing Assistance, Research Development and Training Facilities, Export Assistance to MSMEs, Technology Up gradation, Assistance to Ancillary Industries, SIDO, SIDBI, NSIC, SISI, Commodity Boards, State Directorate of Industries, SIDC'S, SFC, District Industries Centre. MUDRA Bank.
- 3. Changing Scenario of MSME :** MSMEs in the era of Liberalisation & Globalisation, Competitiveness, Quality control and Branding, Need for professionalism in management of small business in India, social responsibilities of small business owners, Expenditure on Scientific Research, Amortization of certain Preliminary Expenses, Tax concession to SSI in rural and backward areas, Expenditure on acquisition of Patents and Copyrights.
- 4. Concept of Family Business:** Importance and Characteristics of Family Business.
 - i) **Uniqueness of Family Business:** What makes the family enterprise so successful? Difference between family-owned firm

and family controlled firm, Family Business v/s Non family Business, Systems theory perspective, 3 Circle Model of Family Business, Life cycle of Family Business- Ownership, business and family dimension, Advantages of FB, key challenges facing the family businesses in India.

ii) **Understanding Family Business dynamics:** The Family Systems theory, Role of Genograms in family system- Family and ownership of business dichotomy- Responsibilities and rights of a shareholder of a family business, effective governance, Family Constitution, Planning for Succession in law, Conflicts in the family, Resolving the conflicts, Stages of Conflict.

5. **Family Business and Governance:** meaning and challenges to family governance, Advisory board and board of directors- Responsibilities, Family meetings and Family Councils- Role and benefits, Family offices, Board and Family Council- how they work together, professional management, effective outside boards. Leadership and the imperatives for family business- Succession and Continuity, Succession- importance, Family leaders- roles and responsibilities. Succession- importance, succession planning and continuity planning mindset, CEO exit styles, next generation leader characteristics, steps in succession planning and transfer of power.



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LAUNCHING START-UP
SEM-IV, ENR-MN-45

- 1. Introduction to Start-Up & Idea Validation:** Introduction, developing an Industry Focus, conducting a Fast, Effective Industry Analysis and Define the Type of Business, market research and competitive analysis to identify business opportunities, The Lean Approach, Minimum Viable Products (MVPs), Hypothesis and Preliminary Experiments, The Pivot, Making the Leap. The Art of the Pitch. Idea Validation and Assessment -To generate the viable idea, Validate the ideas to verify market environment & economic viability of the idea (product /Service)-Value-the highest price that client would pay for the idea, Cost-the unit cost to deliver the idea, Cost-the amount of Money the client will pay for the idea. Determine the sustainability of the Start-Up through P-C-V value. (Case study e.g. iPhone 12)
- 2. Building the Team & Target the buyer:** The Importance of the Founding Team, The Role of Early Hires, Goals and Motivations, Founder's Agreements, Hiring Key Management, Finding Technical Resources, Allocating Equity Among Team Members. Defining the Target Customer- Users and Buyers. Defining the Needs of Target Customers- Analysis of demand –Supply ratio. (Winning the Hearts and Minds of Customer -Case study on Start-Up)
- 3. Business Plan, Pitching and Funding:** Introduction to Business Planning, Fundraising and Valuation - Understand an investor's mind-set on matters of company valuation, fundraising, equity dilution among other things. Pitching and Term sheets. (Case Study: Learn how to build an effective Business Plan for your venture - Learn how to pitch your company to investors and identify the key focus areas in term sheets.)

- 4. Legal Building, Networks, Professional Services, and Intellectual Property:** Building a Legal Foundation - Define the right legal foundation for your company and explore fundamentals like Company Registration, Compliances, Patents etc. Networks, Innovation, and Entrepreneurship, Mentors, Advisors, and Advisory Boards, Professional Services: Lawyers and Accountants, Intellectual Property Overview, Summary - Legal Forms of the Enterprise. Understanding Finance Basics - Understand the fundamentals of finance & accounting comprising of financial statements, break-even analysis etc.
- 5. Branding, Strategy, and Summary: Branding and Naming, About Us:** Authenticity and Personality, Bias and Meritocracy, Incubators and Accelerators, Entrepreneurial Strategy. The Entrepreneur's Journey: Case Study (Interview with CEO/Founder of the Company and review the journey from the Start-Up to Multi National Corporate Company.)