

306G Business Entrepreneurship-III

Unit No.	Unit Title	Contents
1	Organizational Behavior for Entrepreneurship	<p>Organization: Meaning, Definition, Goals, Approaches.</p> <p>Organizational Behavior for Entrepreneurship: Meaning, Definitions, Need, Nature, Importance & Scope, Characteristics, Types, Objectives, Merits and Demerits of Organizational Behavior for Entrepreneurship, Organizational Behavior Models.</p> <p>Developing Entrepreneurial Behavior in the Organization: Opportunity Identification, Opportunity Facilitation, Organizational Competencies, And Individual Competencies.</p>
2	Individual Behavior and Personality for Entrepreneurship	<p>Individual Behavior for Entrepreneurship: Characteristics, Determinants of individual behavior, Requisites for Individual Behavior in Entrepreneurship.</p> <p>Personality for Entrepreneurship: Meaning, Definitions, Characteristics, Determinants of Personality for Entrepreneurship. Personality Traits, Personality Development, Emotional Intelligence for Entrepreneurship, Entrepreneurial Personality, Difference between Individual Behavior and Group Behavior in Entrepreneurship, Factors of Personality, Role of Personality, Theories of Personality</p>
3	The Study of Autobiographies of Entrepreneurs	<p>Autobiographies of Entrepreneurs:</p> <ol style="list-style-type: none"> 1) Mr. Anand Mahindra (Chairman, Manindra & Mahindra) 2) Mr. Baba Kalyani (MD, Bharat Forge) 3) Mr. Shiv Nadar (Indian Industrialist) 4) Mr. Laxmi Niwas Mittal (CEO, Arcelor Mittal) 5) Mr. Adar Poonawala (CEO, Serum Institute of India, India's Vaccine King) 6) Women Entrepreneurs: Falguni Nayar (The founder of Nykaa) 7) Kiran Mazumdar Shaw (Founder of Biocon Ltd)
4	Group and Group Dynamics for Entrepreneurship	<p>Group: Meaning, Definition, Classification, Group Task, Group Size, Group formation process, Group Structure.</p> <p>Group Dynamics for Entrepreneurship: Influence in Group, Types, Principles and Functions of Group Dynamics in Entrepreneurship, Group Cohesion- Helping Behavior, Co-Operation and Competition, Improved Work Group. Role of Entrepreneur.</p>

5	Team Building in Entrepreneurship	Team in Entrepreneurship: Meaning, Definition, Activities, Skills, Virtual Learning, Corporate Training, Digital Team, Challenges and Application to Team Building Team in Entrepreneurship: Meaning, Definition, Activities, Skills, Virtual Learning, Corporate Training, Digital Team, Challenges and Application to Team Building
6	Stress and Conflict Management in Entrepreneurship	Stress in Entrepreneurship: Introduction, Meaning, Definition, Nature, Characteristics, Types, Causes of Stress in Entrepreneurship. Sources and Consequences of Stress, Stress Management- Personal and Organizational Approach Entrepreneurship. Measures to reduce stress in the workplace. Conflict Management in Entrepreneurship: Meaning, Definition, Nature, Characteristics, Types of Conflict Management in Entrepreneurship, Causes of Conflicts in Entrepreneurship, Stress Factors Influencing on Conflict Management in Entrepreneurship, Strategies of Conflict Management in Entrepreneurship, Theories of Conflict Management.
7	Motivation for Entrepreneurs	Motivation: Motivation at Work Place- Meaning, Definition, Need and Types of Motivation For Entrepreneurs, Techniques of Motivation, Motivational Theories, Motivation In Covid-19 Crises For Entrepreneurs. Job Description, Job Analysis, Management By Objectives (MBO), Job Rotation, Job Enrichment, Job Enlargement, Employee Involvement Programme In Entrepreneurship
8	Digital Marketing for Entrepreneurship	Digital Marketing: Concept, Meaning, Definition, Significance For Entrepreneurs, Types Of Digital Marketing, Role Of Digital Marketing In Entrepreneurship, Issues In Digital Marketing, The New 4 P's Of Digital Marketing, Key Elements Of Digital Marketing, Ways To Become The Best Digital Marketer, Future Scope For Digital Marketing, Role Of Covid-19 In Digital Marketing For Enhancing Entrepreneurship.