

MANGALORE UNIVERSITY
DEPARTMENT OF BUSINESS ADMINISTRATION
MASTER OF BUSINESS ADMINISTRATION (MBA)

MBAH 501: ENTREPRENEURSHIP AND SMALL BUSINESS

Workload : 4 hours per week. - Total credits: 4
Examination : 3 hours 70 marks
Objectives : The objective of the course is to familiarize the students with the process of entrepreneurship and the institutional facilities available to an entrepreneur in India.
Pedagogy : Lectures, assignments, practical exercises, discussions, seminars.

Chapter 1: Entrepreneurship: Concept of Entrepreneurship and Entrepreneur – Definition – Process of entrepreneurship –Theories of Entrepreneurship - Characteristics of successful entrepreneurs – Functions of an Entrepreneur - Family Entrepreneur- Growth of Entrepreneurship in India - Entrepreneur and Entrepreneurship in economic development – Entrepreneurship Development Programmes (EDPs).

Chapter 2: New Ventures and Business Plan: Business idea – methods of generating ideas – sources of business idea – evaluation of the environment – analysis of the industry and the competitors – final selection of the business idea.–Business Plan - Need for a Business plan - Steps in the preparation of business plan - Operating plans and financial plans- Organizational Plan - Marketing plan- Marketing functions –Market research and its implications.

Chapter 3: Feasibility Planning - Planning paradigm for new ventures - Stages of growth model - Fundamental of a good feasibility plan - Components of feasibility plan.

Chapter 4: Business Acquisitions and Franchising: Kinds of Mergers and Acquisitions - Advantages and disadvantages of acquiring established business - considerations for evaluation of business - Methods of valuing a business - Franchising – advantages and disadvantages of franchising – evaluation of Franchise arrangement .

Chapter 5: Managing growth: Life cycle of an entrepreneurial venture - Role of entrepreneur during various transition stages – Growth and Strategic Management – Growth through Expansion, Diversification, joint venture, Sub-Contracting.

Chapter 6: Financing a new venture: Financing and its effects on effective asset management - Alternate methods of financing - Venture capital and new venture financing, Venture capital process, venture leasing, Private Equity, Foreign Direct Investments, Foreign Institutional Investments - working out for working capital requirement, Government agencies assisting in financing the project.

Chapter 7: Small Business and Government Policy: Role of Small Business in building the economy - Strengths and weaknesses of small business – Definition of small business under the Micro, Small and Medium Enterprises Development Act, 2006 – Small business after Liberalization, Privatization and Globalization(LPG) - Export potentials of Small Scale Industries - Causes for small business failure - Success factors for small business. Government Policy in respect of Small business; Role of Central Government and State Government in promoting Entrepreneurship with various incentives, subsidies, grants etc. – with special reference to ‘Export oriented units’ .

Chapter 8: Women and Rural Entrepreneurship: Growth and Challenges to Woman Entrepreneurs, Achievements of Woman Entrepreneurs, Role Models of Woman Entrepreneurs. NGO and Rural Entrepreneurship- need for rural Entrepreneurship- Problems of rural Entrepreneurship.

Chapter 9: Legal aspects: Requirements for successful patent grants - steps in obtaining a patent - Registration of trademark - copy right and the concept of fair use - Protection of intellectual property.

References:

1. Hold Davis H - Entrepreneurship - Prentice Hall of India.
2. Siropolis Nicholas - Entrepreneurship and Small Business, 6th edition - All India Publishers and Distributors.
3. Prasanna Chandra - Projects, Planning, Analysis, Selection, Implementation and Review, 4th edition - Tata McGraw Hill
4. Peters Hisrich - Entrepreneurship, 4th edition. - Irwin McGraw-Hill
5. Burns Tim - Break the curve - International Thomson Business Press
6. Harvard Business Review on Entrepreneurship - HarvardBusinessSchool Press.
7. R V Badi and N V Badi - Entrepreneurship, Recent Edition - Vrinda publications (P) Ltd.
8. C.S.V.Murthy - Small Scale Industries and Entrepreneurial Development - Himalaya Publishing House.
9. MadhurimaLallShikhaSahai - Entrepreneurship - Excel Books.
10. S.S .Khanka - Entrepreneurship Development - S. Chand and Company Ltd
11. Marc J. Dollinger -Entrepreneurship Strategies and Resources - Pearson Education.