

St. Joseph's College of Commerce (Autonomous)

163, Brigade Road, Bangalore - 560 025

**Assessed and Re-Accredited with 'A' Grade by the National
Assessment and Accreditation Council (NAAC)**

**Recognized by the UGC as
College with Potential for Excellence**



Bachelor of Business Administration

Entrepreneurship

Syllabus : 2017 - 2018

Courses having focus on

Employability/ Entrepreneurship/

Skill development

SEMESTER I
M3 17 MC 101: PERSPECTIVES IN MANAGEMENT

Objective:

1. To provide a basis of understanding to the students with reference to working of Business Organization through the process of Management.
2. To understand the basic principles of management and become familiar with management process, functions and principles.
3. To get an idea about new developments in management.

Module 1- Forms of Organisation & Management

15 Hrs

Organisation: Meaning, Characteristics, Merits and Limitations of: Proprietary concerns, Partnership firms, Companies - Government undertakings- Non Business Organisation - Trusts - Cooperative Society - Clubs and Associations.

Introduction of Management - Meaning, Definition, Nature, Purpose, Importance & Functions, Management as Art, Science & Profession- Management as social system - Concepts of Management- Administration-Organisation

Evolution of Management Thought- Taylor's Scientific Management - Fayol's Principles of Management -Contribution of Elton Mayo, Chester Bernard and Peter Ducker to the management thought -various approaches to management (i.e. Schools of Management thought).

Indian Management Thought-Western/Eastern Business model, Concepts of Indian Management, Indian Management Practitioners, Functions of Management - Nature, Importance and Levels of Business Management - Need for Managers -Types of Managers - Managerial Roles

Module 2- Planning

10 Hrs

Planning: Nature - Planning Process - Objectives, Meaning - Need & Importance, Levels, Advantages and Limitations, Types of Plans.

Forecasting: Meaning and Purpose of forecasting - Techniques of forecasting - Qualitative and Quantitative.

Decision Making: Meaning - Steps in decision-making - Delegation and Principles of delegation- MBO & MBE.

Module 3- Organising and Staffing

8 Hrs

Organising: Nature and Purpose of organization, Elements of organizing & processes Principles of organisation - Organisation structure and types, Delegation of authority - Principles of Delegation, Importance and difficulties in delegation - Departmentation - Committees - Centralization vs. Decentralization of Authority -Span of Control.

Staffing: Nature -Process of staffing- Importance of staffing.

Module 4- Directing

12 Hrs

Directing: Meaning - Principles and techniques of directing. Leadership: Meaning - Leadership styles-Formal and Informal leadership.

Motivation: Introduction, Theories of motivation - [Maslow's need hierarchy theory - Herzberg's two factor theory - McGregor's X and Y theory- Vroom's valence theory] Alderfer's Hierarchy of Motivational Needs(ERG-Theory), McClelland's Theory of Needs, Expectancy Theory, Equity Theory.

Morale-Meaning, Features, Difference between Morale and Motivation, Significance, Morale and performance, Developing High Morale, Measurement of Morale

Communication: Principles and Process of communication – Barriers to effective communication.

Co-ordination: Meaning – Principles and process of co-ordination.

Module 5- **Controlling**

8

Hrs

Meaning & Definitions – Steps in controlling - Essentials of a Sound Control System – Methods of Establishing Control, Techniques of controlling – Budgetary and non-budgetary.

Module 6- Social Responsibility of Management and Contemporary Trends in Business

7 Hrs

Social Responsibilities of Management – Meaning, Social responsibilities of business towards various groups- Meaning of business ethics- need and importance – Profits and Ethics – factors affecting ethical practices in Business.

Recent Trends in Management: Management of Change, Management of Crisis, International Management, Indian Management Concepts-Indian Business Models and its Basic Features, Community involvement

Skill Development:

(These activities are only indicative, the Faculty member can innovate)

1. Different types of Organization Charts (structure).
2. Chart of Staffing.
3. Graphic representation of Maslow's Theory.
4. Chart on Media of Communication.
5. Draft a Control Chart of different industry/business groups.
6. Prepare a list of corporate strategies that are adopted by Indian Companies to face the challenges of competition.
7. Select a successful retail store and give details of factor leading to its success.
8. Select a failed venture, if any known to you, and bring out reasons for its failure (Note what we learn from these success & failure stories).
9. Select a company and prepare a SWOT analysis for the same.
10. Mention the characteristics and skills of managers in the 21st century.
11. List out some unethical practices prevailing in an organization.
12. Undertake a study of some ethical practices followed by an organization.

Books for Reference:

- ❖ J.S. Chanda: *Management Concepts and Strategies*.
- ❖ L. M Prasad: *Principles of Management*.
- ❖ S.V.S Murthy: *Essentials of Management*.
- ❖ Sharma & Gupta: *Principles of Management*.
- ❖ Srinivasan & Chunawalla: *Management Principles and Practice*.
- ❖ Tripathi & Reddy: *Principles of Management*.
- ❖ Y.K. Bhushan: *Business Management*.
- ❖ Ricky W.Griffin, *Cengage: Management Principles and Applications*.
- ❖ P.Kanagasabapathi *PHI Learning: Indian Models of Economy, Business and Management*.
- ❖ Anil Bhat, Aryakumar, *Oxford University Publishers: Learning Management Principles Processes and Practices*.

❖ *Koontz & O'Donnell : Essentials of Management.*

SEMESTER I

M3 17 MC 102: ORGANIZATIONAL BEHAVIOUR

Objective:

To develop the people skills of students and to give guidance in creating an ethically healthy work climate in any organization.

Module 1- Introduction to Organizational Behaviour

6 Hrs

The concept of organization, organization goals- Determinants of goals - Goal displacement- goal distortion. **The study of Organizational behaviour** - Definition - Scope and application in management - Contributions of other disciplines - Organizational structure-Learning organizations-Models of OB - Hawthorne studies- Challenges and opportunities in OB.

BEHAVIOUR WITHIN ORGANISATIONS: THE INDIVIDUAL

Module 2- Personality, Perception & Motivation

18 Hrs

Personality- Determinants of personality - biological factors - cultural factors - family and social factors - situational factors - personality attributes influencing OB.

Perception-Meaning - Need - Perceptual process -Perceptual mechanism - Factors influencing perception - interpersonal perception - self concept and self esteem.

Motivation - Meaning - Characteristics - Role of Motivation -Motivation and Behaviour - Motivation and Performance - Financial and Non-financial incentives.

Module 3- Learning and Behaviour Modification

10 Hrs

Concept of attitude - Attitude, opinions and beliefs, attitudes and behaviour - Formation of attitudes - Factors determining formation of attitudes - Attitude measurement - Attitude change.

Learning - Principles, process, organizational reinforcement systems - cognitive learning

BEHAVIOUR WITHIN ORGANISATIONS: GROUPS AND INTERPERSONAL INFLUENCE:

Module 4- Group Dynamics and Leadership

12 Hrs

Importance of teams - Formation of teams and team work.

The concept of groups - kinds and functions of groups - formal and informal groups - group cohesiveness - group think - group norms- process of group formation.

Leadership - formal and informal leadership - characteristics - Leadership theories [Trait, Behavioural and Contingency] - Power - Sources of power

Module 5- Organization Culture and Climate

4 Hrs

Organization culture - organization climate and organizational effectiveness

Module 6- Conflict and Organizational Change

10 Hrs

A. **Conflict** - meaning - process - causes - sources - types of conflict - consequences of conflict - conflict resolution strategies.

B. **Stress**- Understanding Stress - causes, consequences and Stress management

C. **Organisational Change** - kinds of change - identification of the problems and implementation of change - resistance to change - overcoming resistance to change

Skill Development:

(These activities are only indicative, the Faculty member can innovate)

1. Conduct a Survey on resistance to changing policies in The Banking Sector/ The IT Sector.
2. Undertake a study to find out the various non-financial incentives used to motivate employees
3. A study in job enrichment and factors contributing to absenteeism and employee turnover in any industry of your choice
4. Analyze the characteristics and components of attitudes
5. Perform a study on the determinants of personality of a group of individuals
6. Analyze the organizational culture and climate in the BPO industry
7. Conduct a study on the reasons for attrition in the BPO industry

Books for Reference:

- ❖ *Stephen Robins – Organizational Behaviour.*
- ❖ *Keith Davis – Human Behaviour at work.*
- ❖ *Fred Luthons – Organizational Behaviour.*
- ❖ *Reddy and Appaniah - Organizational Behaviour.*
- ❖ *Subha Rao - Organizational Behaviour.*
- ❖ *Ashwathappa - Organizational Behaviour.*

SEMESTER I
M3 17 AR 103: BUSINESS MATHEMATICS & STATISTICS

Objective:

To enable students to understand simple arithmetical calculations relating to topics on Commerce and Economics. To enable students to grasp the fundamentals of Statistics for interpreting business data.

PART A - BUSINESS MATHEMATICS

Module 1- Theories of Equations **10 Hrs**

Theory of equations: Linear, Quadratic, and Simultaneous - Application of equations in business and commerce.

Module 2- Interest and Annuities **10 Hrs**

Laws of indices and logarithms - **Simple interest - Compound Interest - Annuities:** Meaning - Types - Present Value and Future Value of annuity - Applied Problems on Perpetuity - Loans - Sinking fund - Endowment fund using Annuity Tables.

PART B - BUSINESS STATISTICS

Module 3- Introduction to Statistics **8 Hrs**

Meaning and Definition of Statistics - Characteristic of Statistics - Functions, Scope and Limitations of Statistics - **Classification and Tabulation of Data - Diagrammatic and Graphic Representation of Data using Excel.**

Module 4- Measures of Central Tendency and Dispersion **14 Hrs**

Meaning - Arithmetic Mean - Weighted Mean - Combined Mean - Median - Mode - Empirical Relationship. Dispersion - Meaning - Range - Quartile Deviation - Mean Deviation - Standard deviation and their Coefficients.

Module 5- Time series **6 Hrs**

Components of time series - Trend analysis by Moving Averages and Least Squares Method (linear).

Module 6- Correlation and Regression **12 Hrs**

Correlation: Meaning, **Karl Pearson's Coefficient of Correlation, Spearman's Correlation Coefficient.**
Regression: Concept, the two Regression Equations.

Skill Development:

(These activities are only indicative, the Faculty member can innovate)

1. Develop an Amortization Table for Loan Amount - EMI Calculation.
2. Prepare a Bank Statement using SI and CI.
3. Prepare a Case Study on application of Calculus to business.
4. Collection of Data and computation of various averages
5. Analysis of data by computing standard deviation and coefficient of variation
6. Comparing and correlating data
7. Presentation of data in graphs and diagrams

Books for Reference:

- ❖ Goel Ajay & Goel Alka: *Mathematics and Statistics*.
- ❖ Akhilesh K B & Balasubrahmanyam S: *Mathematics and statistics for Management*.
- ❖ Dorai Raj: *Business Mathematics*.
- ❖ Dr. A K Arte & R V Prabhakar: *A Textbook of Business Mathematics*.

- ❖ *Saha: Mathematics for Cost Accountants.*
- ❖ *Sanchethi & Kapoor: Business Mathematics.*
- ❖ *Soni: Business Mathematics.*
- ❖ *Zamirudding Khanna: Business Mathematics.*
- ❖ *Chikkodi & BG Satya Prasad: Business Statistics, Himalaya Publications.*
- ❖ *Dr.Asthana: Elements of Statistics, Chaitanya.*
- ❖ *Dr. B N Gupta: Statistics (Sahitya Bhavan), Agra.*
- ❖ *Dr.Sancheti & Kapoor: Statistics Theory, Methods and Application.*
- ❖ *Ellahance: Statistical Methods.*
- ❖ *S P Gupta: Statistical Methods, Sultan.*

SEMESTER I

M3 17 AR 104: FUNDAMENTALS OF ENTREPRENEURSHIP

Objective:

This course gives an introduction to the basic concepts of enterprise building and equips the students with the skills and competency to create a successful enterprise. It also emphasizes the role and importance of business opportunity identification and assessment – business planning process and funding issues.

Module 1- Introduction to Entrepreneurship

10 Hrs Meaning-

Definition-**Impact of Entrepreneurship on the world- Entrepreneurial** Success Stories -Entrepreneurial-Communities-Entrepreneurial Process-Theories of entrepreneurship-Myths of entrepreneurship- Traits of a successful Entrepreneur-how to continue being a successful Entrepreneur- Rewards of being an Entrepreneur.

Module 2- Entrepreneurship Environment

10 Hrs Industrial

environment- **Industry options available**-Role of Entrepreneurs- Productivity- Job Creation- Transfer of Technology-Entrepreneurial Firms- Advantages of Small & Medium Enterprises- The Indian SME Sector-Entrepreneurship and the Environment- Societal Factors-Women as Entrepreneurs- Education -**Government Policies - Economic Infrastructure and Societal Overheads -Changes Taking Place. Entrepreneurship on Campus (E-cell).**

Module 3- The Core Entrepreneur

10 Hrs Introduction

to Entrepreneurial styles- concepts-behaviour and entrepreneurial motivation- achievement and management success, **entrepreneurial success in rural areas**; innovation and entrepreneur; establishing entrepreneurs system-the skills required to be an entrepreneur, the entrepreneurial decision process, and role models, mentors and support system. Distinguish between entrepreneurship and intrapreneurship - **identify potential mistakes/pitfalls of entrepreneurship.**

Module 4- Entrepreneurial Motivation

10 Hrs

Understanding self- Self disclosure-Personal Effectiveness- advantages to self-exploration- **Barriers to Communication- body language**- sales skills to become an Entrepreneurs- customer profiling-customer acquisition- personal selling-elevator/sales pitch- Entrepreneurship, training Preparation and Development Programmes. Evaluating entrepreneurial development program. Developing support system.

Module 5- Entrepreneurial Revolution and Process

10 Hrs The

entrepreneurial process-Start-up ecosystems-Impact of entrepreneurship on the economy-**Alternative start-up business models** -The lean start-up-process of new venture creation-Innovation and creativity-**Design thinking-Business structures and intellectual property.** Financing and investment- venture capital- Concept of social entrepreneurship.

Module 6- Entrepreneurial Competencies

10 Hrs Introduction

- **competencies of entrepreneurs**-(1) Decision Making (2) Problem Solving (3) Risk Taking (4) Leadership(5) Communication(5) Dealing with customers, Entrepreneurial Values and attitude motivation- Need Hierarchy Theory of Motivation - David McClelland Need Theory of Motivation- Life Skills - Managing Self and Others, Positive Attitude Creativity, Team Building and motivation- Concept of Risk Taking- Types of Risk Taking: **Entrepreneurship Development Club - Entrepreneur Support Scheme(ESS).** - Business incubation.

Skill Development:

(These activities are only indicative, the Faculty member can innovate)

1. Convert your business ideas by drafting a business plan and carefully evaluate the possible business opportunities.
2. Prepare a brief case study based on any successful local entrepreneur by analyzing the failures and success factors. (Interview an Entrepreneur)
3. List out and analyze the profiles of any three new age Entrepreneurs. (research and observe the communication style of an entrepreneur)
4. Apply the design thinking process by conducting an activity outside class room and solve a real world problem.
5. Visit the DIC and make list of the various existing institutions supporting Entrepreneurs in Karnataka and analyze the facilities provided by them.
6. Arrange for a guest lecture by an entrepreneur.
7. Analyze the scope of Angel Investing and Venture Capital in India.

Books for Reference:

- ❖ Colin Coulson Thomas: *The Knowledge Entrepreneur*, Kogan Page Publications.
- ❖ Donald F. Kuratko & Richard M. Hodgetts: *Entrepreneurship Theory Process and Practice*, Sixth Edition, Thomson South Western Publications.
- ❖ Dr.Sudhir Sharma, Balraj Singh & SandeepSinghal: *Entrepreneurship Development*, Wisdom Publications, New Delhi.
- ❖ Government of India: *Report of the Committee on Development of Small and Medium Entrepreneurs*, 1975.
- ❖ Mark. J. Dollinger: *Entrepreneurship, Strategies and Resources*, Pearson Edition.
- ❖ P. C. Jain: *Handbook for Entrepreneurs, Entrepreneurship Development of India*, Oxford Publications.
- ❖ Robert D. Hisrich, Michael P. Peters & Dean A. Shepherd: *Entrepreneurship*, Sixth edition, Tata McGraw Hill Publications.
- ❖ S. S. Khanka: *Entrepreneurship Development*, S. Chand Publications.
- ❖ S. V. S. Sharma: *Developing Entrepreneurship - Issues and Problems*.
- ❖ Udai Pareek & T. V. Rao : *Developing Entrepreneurship*.

SEMESTER II
M3 17 MC 201: BUSINESS ENVIRONMENT

Objective:

To familiarize the student regarding business environment, impart of economic policies on decisions of any organization.

PART-A: ECONOMIC ENVIRONMENT

Module 1- An Overview of Business Environment **10 Hrs**

Meaning and definition, Objectives, Importance and Uses of Study of business environment.
Environmental analysis – Meaning, Process of Environmental Analysis, Limitations of environmental analysis, environmental factors – The Micro environment of business and the macro environment of business.

Module 2- Economic Environment **12 Hrs**

Meaning – Characteristics of Indian Economy – Features Affecting Economy – Impact of Liberalization Privatization & Globalization of Indian Business.

Monetary policy – Meaning, objectives

Fiscal policy – Meaning, objectives, budget and its importance

EXIM policy – Meaning, objectives

Industrial policy – Meaning, objectives (Latest Policy Measures.)

Module 3- Global Environment **8 Hrs**

Meaning, nature of globalisation, causes of globalization, strategies for globalisation, Challenges of International Business, GATT and WTO and its implications on Indian economy.

PART-B: LEGAL ENVIRONMENT

Module 4- Political Environment **10 Hrs**

Meaning, Political institutions, The Constitution of India, The Preamble, The fundamental rights, The relationship between business and government, Responsibilities of business towards government, Responsibilities of government towards business, Extent of state intervention in business.

Module 5- Technological, Social and Natural Environment **12 Hrs**

Technological Environment - Meaning and definition, components of technology, features of technology, Impact of Technology, Limitations in technological development, Current trends in technological environment.

Social and cultural Environment- Meaning and definition of society, Culture – elements of culture, business and culture,

Natural Environment - Meaning of Natural Environment, Natural Environment and its impact on business

Module 6- Legal Environment **8 Hrs**

Committee on Competition Law and Policy 2000 – Competition Commission of India – Competition Act 2000 – Comparison with MRTP Act - Information technology act 2000 - Cyber Regulations Appellate Tribunal – Cyber Offences.

Skill Development:

(These activities are only indicative, the Faculty member can innovate)

1. List out the various cyber offences and the penalties for the same.
2. List at least 3 MNCs of G-8 Countries operating in India along with products they manufacture.
3. Collect the latest Fiscal, Monetary Policies on business

Books for Reference:

- ❖ *Chidamb K: Business Environment.*
- ❖ *Dr. K. Aswathappa: Business Environment.*
- ❖ *Francis, Cherunilam: Business Environment.*
- ❖ *Misra & Puri: Economic Development.*
- ❖ *Rosy Wali: Business Environment.*
- ❖ *S. Adhikari: Business Environment.*

SEMESTER II
M3 17 MC 202: MARKETING MANAGEMENT

Objective:

1. To familiarize students with basic concepts of marketing and the 4P's with special emphasis on the upcoming trends in the market.
2. To nurture the capacity to translate marketing ideas and concepts into marketing materials
3. To try one's hand at the art of marketing in the context of pricing, positioning and promoting products and services at an auction event

Module 1- Introduction and Marketing Environment **16 Hrs**

Marketing: Definition, scope and importance of marketing, Functions of marketing- understanding the market place and consumer needs, marketing offers – marketing concepts, the growth of not-for profit marketing.

Marketing Environment: Meaning, Analyzing the needs & trends in the Micro & Macro environment – Marketing Mix - The elements of marketing mix, Monitoring and responding to environmental change using SWOT analysis.

Types of Market-Tele Marketing, E-Marketing-Service Marketing, Rural Marketing.

Module 2- Market Segments and Consumer Behavior Analysis **10 Hrs**

Segmentation -Bases for segmenting consumer markets – Approaches to segmentation – Target marketing – Product positioning – Factors influencing buyer Behavior- Buying Decision Process. Market targeting strategies -Positioning – Undifferentiated marketing -Concentrated marketing.

Module 3- Product Strategy and Price Strategy **16 Hrs**

differentiation - Product life cycle strategies and life cycle extensions - New product development process – **Product mix -Product line** – Analysis - Line modernization – Branding – Building an identity – Brand equity - Brand name decision – Brand building tools – Repositioning – **Packaging and labeling.** **Pricing objectives and importance** – Factors influencing price –Pricing Methods/Strategies – Product mix pricing – Price wars and reaction to price challenges.

Module 4- Promotion Strategy **8 Hrs**

of Promotion Mix - Sales Promotion Tools to consumers and dealers - meaning, nature and functions; limitations. **Sales promotion schemes**-sample- coupon-price off-premium plan-consumer contests and sweep stakes-POP displays-demonstration-trade fairs and exhibitions

Role and importance of Advertising – **Advertising** - Advertising: functions of advertising; advertising media; different types of media-relative merits and demerits- Agency, **Personal selling and sales force management.**

Module 5- Distribution Strategy **4 Hrs**

Marketing channel system – Traditional and modern – Factors affecting choice of channel – retail formats- supermarkets, hyper markets, chain stores, department stores, discount stores, margin free markets, electronic retailing. **Upcoming trends in Retail Management.**

Module 6- Recent Trends in Marketing **6 Hrs**

Business using the Internet domains **B2C, B2B, C2C, C2B** –Placing ads and promotion online – Use of blogs as a promotion tool – Telemarketing – Retailing - Niche Marketing - Kiosk marketing - Catalog marketing - Relationship marketing and contextual marketing (concepts only).

Skill Development:

(These activities are only indicative, the Faculty member can innovate)

1. Visit any website and list the promotion strategy of a sponsoring company.

2. Find out the promotion tools of any company.
3. Observe the Distribution Network of a Company.
4. List out Product Line of a company and note line modernization or deletion.
5. Draw a Product Life Cycle with regard to a particular product of a company and observe its extension.

Books for Reference:

- ❖ *Adrian Palmer: Introduction to Marketing, Theory and Practice, Oxford University Press, 2004, New York.*
- ❖ *Armstrong & Kotler: Principles of Marketing, Tenth Edition, Prentice Hall, India.*
- ❖ *Czinkota & Kotabe: Marketing Management, Second Edition, Thomas South Western, Vikas Publishing House.*
- ❖ *Kotler Philip: Marketing Management, Eleventh Edition, Pearson.*

SEMESTER II
M3 17AR 203: MANAGERIAL ECONOMICS

Objective:

To familiarize the students with the basic theories, concepts, methodologies and terminologies used in economics and to understand its application in modern business ventures.

Module 1- Introduction to Economics

4 Hrs

Nature and Significance of Managerial Economics, Basic concepts, Micro and Macro Economics, Difference between plant, Firm and Industry, Economic Growth and Development.

Module 2- Demand Analysis and Demand forecasting

10 Hrs

Meaning of Demand, Demand determinants, Law of Demand, Elasticity of Demand - Types, Degrees and Measurement of Elasticity- Methods of Demand Forecasting.

Module 3- Production and Cost Analysis

10 Hrs

Law of Production - law of Variable proportion- Producers equilibrium through Isocost and Isoquant curves. Cost Analysis - Types of costs, calculation of Cost, Relationship between Short curves & Long curves, Cost curves, Relationship between AC and MC-With Mathematical Problems.

Module 4- Pricing Methods

6 Hrs

Pricing - Factors influencing Pricing, Aims and objectives of Pricing- Types of Pricing Strategies adopted by Firms- Pricing a New Product, Multiple Products, Product-Line Pricing, Pricing over the Life Cycle of a Product, Cyclical Pricing, Transfer Pricing, Differential Pricing, Cost-Plus or Full-Cost Pricing- Price Discovery.

Module 5- Market Structure

14 Hrs

Revenue analysis - Revenue curves under different market competition, Perfect competition - Meaning, Equilibrium of firm and industry under perfect competition, Output price determination under imperfect competition - monopoly and monopolistic competition.

Module 6- Macro Economic Indicators for Business Operations

16 Hrs

Business Cycle-Meaning, Phases, Features of Business Cycles- Causes-Remedial measures. Inflation-Meaning- Types, Cause, Effects, Remedies. , Economic aggregates - National Income: Basic Concepts of National income, Mathematical Problems on National Income.

Skill Development:

(These activities are only indicative, the Faculty member can innovate)

1. To do a survey on the practical application of laws of economics.
2. To collect data on sales of consumer durable goods and predict the sales for a later year.
3. To find different case studies relating to different market conditions and to do an analysis.
4. To find out how demand differentiates between normal and inferior goods.
5. To analyze the role of a business economist in the everyday functioning of an organization taking live examples.

Books for Reference:

- ❖ *D. M. Mithani: Business Economics.*
- ❖ *Dr. P. N. Reddy & H. R. Appanaiah: Essentials of Business Economics.*
- ❖ *H. Craig Petersen & W. Cris Lewis: Managerial Economics, PHI.*
- ❖ *Joel Dean: Managerial Economics.*
- ❖ *K. Dewett: Economic Theory.*
- ❖ *M. L. Seth: Test Book of Economic Theory.*
- ❖ *Mote V. L. Peul. S & G. S. Gupta: Managerial Economics, TMH.*
- ❖ *Petersen & Lewis: Managerial Economics.*
- ❖ *Sankaran: Business Economics.*
- ❖ *Varsheney & Maheswari: Managerial Economics.*

SEMESTER II
M3 17 AR 204: BUSINESS OPPORTUNITY IDENTIFICATION

Objective:

The entrepreneurship process occurs when individuals (or teams) identify opportunities, evaluate whether these opportunities are viable, and then assemble the resources needed to build a new venture. This paper provides an intensive overview of the first step in this process. The primary goal of this paper is to help students generate potential ideas for a business. Through a combination of readings, videos, brainstorming sessions, presentations, and on-line discussions, we will learn how to search for and identify entrepreneurial opportunities.

Module 1- Self-Discovery **10 Hrs** Types of entrepreneurs -Nascent-Novice-Habitual-Serial-Portfolio-Traits of entrepreneurs-**SWOT analysis** (understanding strength and weakness of an individual)-Building your entrepreneurship CV-Building your action plan-entrepreneurial vision and mission, entrepreneurial leadership, qualities of successful entrepreneur, entrepreneurs entrepreneur, entrepreneurs vs. Professional managers.

Module 2- Idea Generation **10 Hrs** What is **Idea Generation**-How do you generate Ideas (D.I.S.R.U.P.T- derive, include, separate, repurpose, unite, personalize, transplant) – Mind mapping -What is Mind Mapping and how does it help you take your ideas to the next level- Brainstorming to generate Ideas- Understanding the framework that fits well for your idea.

Module 3- Idea Evaluation **10 Hrs** What is **Idea Evaluation- Components of Idea Evaluation**- How do evaluate different ideas, 5Q technique- Decision Making Analysis- Paired comparison Analysis- Elevators Pitch (one minute pitch presentation).

Module 4- **Entrepreneurial Outlook and Customer Discovery** **10 Hrs** What are the different entrepreneurship Outlook- Effectuation-Lean Startup-Team Formation- Market Segmentation and Targeting- Customer Analysis- Who is my Customer- Customer Insights- Presentation of your customer profile.

Module 5- Value Proposition Design **10 Hrs** What is Value Proposition-importance of Value Proposition-Customer Profile (Gains and Pains)- understanding the Value Map- Developing the Value Map- Industry Analysis- Blue Ocean Strategy (Industry analysis).

Module 6- Prototyping and Life Skills in Entrepreneurship **10 Hrs** What is Prototyping- How do you develop/design a prototype- Building of a MVP (market Viable Product) – Presentation of Prototype, **Different Life Skills to become a better entrepreneur** (Values-Integrity, Time Management, Result Orientation, Dealing Effectively with Criticism).

Skill Development:

(These activities are only indicative, the Faculty member can innovate)

1. Use various theories and tested techniques to come up with business ideas in groups or individually.
2. Use various idea generation techniques that utilize action verbs as stimuli, like mind mapping or Syntectics or Morphological analysis, reverse thinking, accidental genius or brain writing.
3. Analyze the value Proposition of the Idea/product proto type.
4. Designing customer profile.

Books for reference:

- ❖ *Blank, Steve, Four Steps to the Epiphany, 2e, K&S Ranch, 2013 (ISBN: 978-0989200509).*

- ❖ *Osterwalder, Alexander, and Yves Pigneur, Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers, John Wiley and Sons, 2010 (ISBN: 978-0470876411).*
- ❖ *Kalyana (2015); "Soft Skill for Managers"; First Edition; Wiley Publishing Ltd.*
- ❖ *Larry James (2016); "The First Book of Life Skills"; First Edition; Embassy Books.*
- ❖ *Shalini Verma (2014); "Development of Life Skills and Professional Practice"; First Edition; Sultan Chand (G/L) & Company.*
- ❖ *John C. Maxwell (2014); "The 5 Levels of Leadership", Centre Street, A division of Hachette Book Group Inc.*
- ❖ *Baumgartner, J. (2016); How to Evaluate Ideas -Innovation Management. Innovationmanagement.se. Retrieved 17 November 2016.*

