

II MBA II SEM	INNOVATION AND ENTREPRENEURSHIP	L	T	P	C
Course Code 3099232201		4	0	0	4

Course Overview: This course provides business and non-business majors with the skills necessary to succeed as an entrepreneur. The fundamentals of starting and operating a business, developing a business plan, obtaining financing, marketing a product or service and developing an effective accounting system will be covered, basic knowledge on institutions which provide EDP's will be covered.

COURSE OBJECTIVES:

At the end of the course, the students will be able to:

1. To give an overview on the concept of Entrepreneurship.
2. To understand the role and qualities of an entrepreneur.
3. To know Ethical Responsibilities of an entrepreneur.
4. To understand the concept of Women Entrepreneurship.
5. To know the entrepreneurial motivation.

COURSE OUTCOMES:

Acquaint the students with

CO's	At the end of the course, the student will have the ability to:	PO's mapped	Strength of Mapping
CO 1	Understand the outline of Entrepreneurship development	PO1	3
CO 2	To develop the project identification and selection, idea planning	PO1, PO2, PO6	3
CO 3	To understand the about the MSME policies and services.	PO2, PO4,	3
CO 4	To know the institutional support to the MSME industries.	PO6, PO7, PO8	3

DETAILED SYLLABUS

UNIT I

Entrepreneurship: Definition of Entrepreneur, Entrepreneurial motivation and barriers; Internal and external factors; Types of entrepreneurs; Theories of entrepreneurship; Classification of entrepreneurship. **Creativity and Innovation:** Creative Problems Solving, Creative Thinking, Lateral Thinking, Views of De Bono, Khandwala and others, Creative Performance in terms of motivation and skills.

UNIT II

Creativity and Entrepreneurial Plan: Idea Generation, Screening and Project Identification, Creative Performance, Feasibility Analysis: Economic, Marketing, Financial and Technical; Project Planning, Evaluation, Monitoring and Control, segmentation, Targeting and positioning of Product, Role of SIDBI in Project Management.

UNIT III

Operation problems: Incubation and Take-off, Problems encountered Structural, Financial and Managerial Problems, Types of Uncertainty. Institutional support for new ventures: Supporting organizations; Incentives and facilities; Financial Institutions and Small-scale Industries, Govt. Policies for SSIs.

UNIT IV

Family and non-family entrepreneurs: Role of Professionals, Professionalism vs. family entrepreneurs, Role of Woman entrepreneur, Sick industries, Reasons for Sickness, Remedies for Sickness, Role of BIFR in revival, Bank Syndications.

UNIT V

Introduction to Innovation management: Managing Innovation within Firms, Business strategy & organization Knowledge, New Product Strategy & Managing New Product Development, Role of Technology in Management of innovation, Managing for Intellectual Property Right.

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit

Text Books:

1. VSP Rao, Kuratko: "Entrepreneurship", Cengage Learning, NewDelhi,
2. K.Ramachandran: "Entrepreneurship Development", TMH, NewDelhi, 2012
3. B.Janakiram, M Rizwana: "Entrepreneurship Development" ExcelBooks, New Delhi, 2011
4. Rajeev Roy: "Entrepreneurship", Oxford University Press, NewDelhi, 2012
5. Manjunatha, Amit Kumar Goudar: "Management and Entrepreneurship" University Science Press, New Delhi, 2011
6. Eric A Morse, Ronald K Mitchell: "Cases in Entrepreneurship", SAGE Publication, New Delhi, 2011.

References:

1. Couger, C-Creativity and Innovation (IPP, 1999)
2. Nina Jacob, -Creativity in Organisations (Wheeler, 1998)
3. Jonne&Ceserani-Innovation&Creativity(Crest) 2001.
4. BridgeSetal-Understanding Enterprise: Entrepreneurship and Small Business(Palgrave, 2003)
5. Holt-Entrepreneurship: New Venture Creation (Prentice-Hall) 1998.
6. Singh P&Bhanderkar A-Winning the Corporate Olympiad:TheRenaissancearadigm(Vikas)
7. Dollinger M J-Entrepreneurship (Prentice-Hall, 1999).
8. Tushman, M.L. & Lawrence, P.R. (1997)-Managing Strategic Innovation & Change Oxford .
9. Jones T. (2003)-Innovating at the Edge: How Organizations Evolve and Embed Innovation Capability.Butterwork Heinemann, U. K.
10. Amidon, D. M.(1997)-Innovation Strategy for the Knowledge Economy:TheKanawakening. Butterwork-Heinemann, New Delhi, India.

E-Books and Online Resources

1. <https://www.dynamictutorialsandservices.org/2018/10/entrepreneurship-development-notes.html>
2. <https://www.google.com/search?client=avast-a-l&q=entrepreneurship+development+notes&oq=entrepreneurship+development+note&aqs=avast..69i64j69i59i450l8.12j0j7&ic=UTF-8>

NPTEL/SWAYAMMOOCS:

1. https://onlinecourses.nptel.ac.in/noc21_mg70/preview
2. https://onlinecourses.nptel.ac.in/noc21_hs102/preview




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