



**Dr. V. N. Bedekar Institute of Management Studies, Thane**  
**Teaching Learning Plan - MMS**  
**Academic Year: 2022-2023**

**Programme:** MMS Semester: II

**Course Code:** (C212)

**Name of the Course:** Entrepreneurship Management

**Maximum Marks:** 100 (60+40)

**Name of the Faculty:** Dr. Pankaj A. Nandurkar

**Mobile No:** 9763669859

**Period:** July 2022 – October 2022

**Div:** Vashisth

**No. of Sessions:** 13 (Total 40 hrs)

**Email:** [pnandurkar@vpnthane.org](mailto:pnandurkar@vpnthane.org)

<b>Program Outcomes (PO)</b>	<b>Course Outcomes (CO)</b>
<ol style="list-style-type: none"><li>1. Apply knowledge of management theories and practices to solve business problems.</li><li>2. Foster analytical and critical thinking abilities for data-based decision-making.</li><li>3. Ability to develop Value-based Leadership.</li><li>4. Ability to understand, analyse and communicate global, economic, legal, and ethical aspects of the business.</li><li>5. Ability to lead themselves and others in the achievement of organisational goals, contributing effectively to a team environment.</li><li>6. Ability to develop entrepreneurial skills keeping in mind socially sensitive and innovative approaches.</li></ol>	<p><b>CO1. RECALL</b> Concepts of Entrepreneur, Entrepreneurship, and Enterprise</p> <p><b>CO2. UNDERSTANDING</b> the linkage between creativity, innovation, and entrepreneurship.</p> <p><b>CO3. APPLY</b> the entrepreneurial process for new venture development</p> <p><b>CO4. ANALYSE</b> the entrepreneurial environment and legal framework.</p> <p><b>CO5. EVALUATE</b> various types of entrepreneurship (social, opportunity, and women) and suitable routes to start a business</p> <p><b>CO6. CREATE</b> a business plan based on the innovative ideas and concepts of entrepreneurship.</p>

**Text Books:**

1. Vasant Desai, "The Dynamics of Entrepreneurial Development and Management", Himalaya Publishing House, Fifth edition, 2009

**Reference Books:**

1. Robert D Hisrich, Mathew J Manimala, "Entrepreneurship", McGraw Hill Education (I) Pvt. Ltd., New Delhi, Ninth Edition - 2015
2. David H. Holt, "Entrepreneurship-New Venture Creation," Prentice Hall of India (Pvt) Ltd., New Delhi, Reprint – 2003.
3. Literature Published by Support Institutions, viz i)SIDBI, ii)MSSIDC iii)NSIC



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**A. Plan:**

<b>Sessi on No.</b>	<b>Planned Date</b>	<b>Topic</b>	<b>Ref. Study Material</b>	<b>Course Outcomes</b>
1	07-Jul-22	(A) Entrepreneurial Perspective : Concept of entrepreneur, entrepreneurship and enterprise advantages of entrepreneurship Nature and development of entrepreneur and entrepreneurship Entrepreneurship - Functions, Need and Importance	Text Book No. 1 Ref Book No. 1	CO 1&2
2	14-Jul-22	Innovation, creativity and entrepreneurship Entrepreneurs, managers and intrapreneurs: similarities and differences	Text Book No. 1 Ref Book No. 1	CO 1 & 2
3	21-Jul-22	(B) The Entrepreneurial Environment: Analysis of Business opportunities Assessing both the domestic and global economies Analysis of PEST factors	Text Book No. 1	CO 2,3,4,
4	22-Jul-22	Analysis of Quick start routes to establish a business (franchising, ancillarising and acquisitioning)	Text Book No. 1	CO 2,3,4,
5	28-Jul-22	Assessing the Legal framework for starting a business in India The Make in India Campaign, the Digital India Campaign and the opportunities for start-ups in India	Literature Published by Support Institutions,	CO 2,3,4,
6	04-Aug-22	The Enterprise Launching Apply the Entrepreneurial Process Establishing a new business venture Product/ Project Identification, Preparing a Business Plan	Text Book No. 1 Ref Book No. 2	CO 2, 3, 4, 5, 6
7	18-Aug-22	Estimating Finance requirements Identifying sources of finance Venture capital funding process Business financing, including venture capital finance and private equity & <b>Internal Test I</b>	Text Book No. 1 Ref Book No. 2	CO2, 3, 4, 5
8	25-Aug-22	Understanding functional overview of new venture Managing early growth of business	Text Book No. 1 Ref Book No. 2	CO 2,3,4
9	01-Sep-22	New venture expansion - strategies and issues	Text Book No. 1 Ref Book No. 2	CO 2,3,4,5



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		Support Organisations for an entrepreneur and their role		
10	08-Sep-22	Types of Entrepreneurship- opportunity based entrepreneurship social entrepreneurship entrepreneurship by Dalits technopreneurship	Text Book No. 1 Ref Book No. 1	CO 2,3,4,5
11	15-Sep-22	Gender bias and women entrepreneurs International variations in entrepreneurship ( including cultural and political differences) Indian Family Business: genesis, features, issues and challenges	Text Book No. 1 Ref Book No. 1	CO 2,3,4,5
12	22-Sep-22	Project Presentation		CO6
13	29-Sep-22	Project Presentation		CO6



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**B. Practical Approach: Other activities**

Sr. No.	Activity Name	Topic Covered	Learning Outcomes	Source
1	<p>Case study (Assessed [A]/Discussed [D])</p> <ol style="list-style-type: none"> <li>1) Meesho (A) - Exploring Hyperlocal Fashion [D]</li> <li>2) Meesho (B) - Technology Enablement of Small Retailers[D]</li> <li>3) Meesho (C) - Empowering India's Women Entrepreneurs [D]</li> <li>4) Goli Vada Pav - Fast Food of India (A) [D]</li> <li>5) Goli Vada Pav - Fast Food of India (B) [D]</li> <li>6) Entrepreneurship Journey of Sridhar Vembu of Zoho Taking Silicon Valley to the Village [A]</li> <li>7) HBR Article - Genpact's CEO on Building in Industry in India from Scratch [D]</li> </ol>	<ul style="list-style-type: none"> <li>➤ Entrepreneurial Perspective</li> <li>➤ The Entrepreneurial Environment</li> <li>➤ The Entrepreneurial Process</li> <li>➤ Types of Entrepreneurship</li> </ul>	<ul style="list-style-type: none"> <li>➤ Discuss the Problems and potential solutions faced by the organisations</li> <li>➤ To understand the different stages of building a venture</li> </ul>	hbsp.harvard.edu
2	<p>Business Quiz / Business News sharing/</p> <ul style="list-style-type: none"> <li>➤ Narayana Murthy shares nine (9) lessons learnt as an entrepreneur from his Infosys days</li> </ul>	<ul style="list-style-type: none"> <li>➤ Journey of Entrepreneurs and Types of Entrepreneurship</li> </ul>	<ul style="list-style-type: none"> <li>➤ To evaluate different types of entrepreneurship</li> </ul>	<p>Read more at:  <a href="https://economictimes.indiatimes.com/markets/stocks/news/narayana-murthy-shares-9-lessons-learnt-as-an-entrepreneur-from-his-infosys-days/articleshow/92782337.cms?utm_source=contentofinterest&amp;utm_medium=text&amp;utm_campaign=cpst">https://economictimes.indiatimes.com/markets/stocks/news/narayana-murthy-shares-9-lessons-learnt-as-an-entrepreneur-from-his-infosys-days/articleshow/92782337.cms?utm_source=contentofinterest&amp;utm_medium=text&amp;utm_campaign=cpst</a></p>



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3	Videos / Simulation	➤ The entrepreneurial spirit in Employees	To analyse, the traits required in Intrapreneurship	<a href="http://hrm.iimb.ernet.in/iimb/Harvard/Mee sho/S4.mp4">http://hrm.iimb.ernet.in/iimb/Harvard/Mee sho/S4.mp4</a>
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**C. Pedagogical Initiative adopted:**

- Business plan initiated
- Case-study discussions
- Classroom activities / exercises

**D. Industrial sector-focused through the course:**

**FMCG / Consumer durables / Industrial sector**

**E. Types of job profiles available in the sector:**

Manager / Entrepreneur

**F. Skill sets for the given job profiles as learning outcomes of the course:**

Innovation / Negotiation/ decision making ability/ business plan presentation



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**G. Gap identified from University Curriculum:**

S. no.	Gap Identified	Action taken to bridge the gap
1	Entrepreneurial Process (Justification – Understanding the entrepreneurship process will help students with better knowledge of Entrepreneurship management.)	Included in the session plan
2	Digitisation in Ventures (Use of Business Automation and CRM for scaling the Business)	Study Material to be provided and explained

**Prepared by:**  
**Faculty**  
**Date:**

**Approved by:**  
**Specialisation Head**  
**Date:**

**Execution:**

Ses sion No.	Planned Dates as per TLP	Planned Topic/ Contents as per TLP	Course Outcomes (Write Number )	Actual Date	Actual Topic / Content covered	Num ber of Stu dents Prese nt	CR Signature Remark with Deviation (If Any)
1							
2							
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12							
13							



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**Evaluation:**

Component	Details	Marks
Attendance and Class Room Participation	Mandatory	10
Mid Term Test	Mandatory (MCQ, Descriptive, etc)	10
Group Presentations	Mandatory	10
Case Study Discussion	Mandatory	10
Final Exam	Mandatory	60

**Comments / Suggestions / Recommendations:**

**Suggestions (if any) to students on subject related Certificate/Diploma or Add-on program: -**

Wadhwani Foundation's NEN course on Entrepreneurial Development - IGNITE

**Signature of Faculty**

**Signature of Co-ordinator**