

<b>ENTREPRENEURSHIP AND LEGAL ASPECTS</b>			
Course Code	20MBA26	CIE Marks	40
Teaching Hours/Week (L:T:P)	3:0:2	SEE Marks	60
Credits	04	Exam Hours	03
<b>Course Objectives:</b> 1. To develop and strengthen entrepreneurial quality and motivation in students. 2. To impart basic entrepreneurial skills and understandings to run a business efficiently and effectively. 3. To provide insights to students on entrepreneurship opportunities, sources of funding and institutions supporting entrepreneurs. 4. To make students understand the ways of starting a company of their own.			
<b>Module -1 Introduction to Entrepreneur &amp; Entrepreneurship</b>			<b>7 hours</b>
Meaning of entrepreneur - Evolution of the concept - Functions of an Entrepreneur - Types of Entrepreneur - Intrapreneur- an emerging class - Concept of Entrepreneurship -Entrepreneurial Culture - Stages in entrepreneurial process. <b>Creativity and Innovation:</b> The role of creativity – The innovation Process – Sources of New Ideas – Methods of Generating Ideas – Creative Problem Solving – Entrepreneurial Process.			
<b>Module -2 Developing Business Model</b>			<b>9 hours</b>
Importance of Business Model – Starting a small scale industry -Components of an Effective Business Model, Osterwalder Business Model Canvas. <b>Business Planning Process:</b> Meaning of business plan - Business plan process - Advantages of business planning - Final Project Report with Feasibility Study - preparing a model project report for starting a new venture. <b>Lab Component and assignment: Designing a Business Model Canvas</b>			
<b>Module -3 Marketing function and forms of organisation</b>			<b>9 hours</b>
Industry Analysis – Competitor Analysis – Marketing Research for the New Venture – Defining the Purpose or Objectives – Gathering Data from Secondary Sources – Gathering Information from Primary Sources – Analyzing and Interpreting the Results – The Marketing Process <b>Forms of business organization:</b> Sole Proprietorship – Partnership – Limited liability partnership - Joint Stock Companies and Cooperatives.			
<b>Module -4 Entrepreneurial finance</b>			<b>7 hours</b>
<b>Entrepreneurial finance-</b> Estimating the financial needs of a new venture, internal sources of finance, external sources of finance, components of financial plan <b>Institutions supporting Entrepreneurs:</b> Small industry financing developing countries - A brief overview of financial institutions in India - Central level and state level institutions - SIDBI - NABARD - IDBI - SIDCO - Indian Institute of Entrepreneurship - DIC - Single Window - Latest Industrial Policy of Government of India.			
<b>Module -5 Rules And Legislation</b>			<b>9 hours</b>
Applicability of Legislation; Industries Development (Regulations) Act, 1951; Factories Act, 1948; Industrial Employment (Standing Orders) Act, 1946, Suspension, Stoppage of work, Termination of employment; Karnataka Shops and Establishment Act, 1961; Environment (Protection) Act, 1986; The sale of Goods Act, 1930; Industrial Dispute Act 1947.			
<b>Module-6 Company Incorporation</b>			<b>9 hours</b>
Process of Company Incorporation; process of registration; Importance of Marketing; Funding, Four stages of Start Up. <b>Intellectual property protection and Ethics:</b> Patents – Copyright - Trademark- Geographical indications – Ethical and social responsibility and challenges.			
<b>Course outcomes:</b> At the end of the course the student will be able to: <ol style="list-style-type: none"> <li>1. Display keen interest and orientation towards entrepreneurship, entrepreneurial opportunity Modules' in order to setup a business and to think creatively.</li> <li>2. To know about the various business models and B-Plans across Business sectors.</li> <li>3. Able to understand the importance of marketing and different forms of businesses.</li> <li>4. Become aware about various sources of funding and institutions supporting entrepreneurs.</li> <li>5. Awareness about legal aspects and ways to protect the ideas.</li> <li>6. To understand the ways of starting a company and to know how to protect their ideas.</li> </ol>			

**Practical Component:**

- Make a business plan for your intended business - talk to bankers to find out what they look for in a business plan - modify accordingly and present it in the class.
- Analyze the performance of listed family firms. How is their performance compared to the performance of other firms? Does a family firm successfully manage to create wealth for non-family investors?
- Design a Business Model Canvas
- Interview a local entrepreneur to find out his/her major motivations to start a business - which of the skills and characteristics do you find in the entrepreneur?  
-Examine how he/she started a business, funding opted, protection of ideas etc.
- Study a local for-profit business and try to list out the positive social impacts of the business.
- Visit a trade show and try to compare the marketing activities of various stalls in that show - make a list of good practices you come across in the show.

**CO-PO MAPPING**

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				X
CO2	X	X			X
CO3	X		X	X	
CO4	X		X		
CO5	X		X		X
CO6	X		X		X

**Question paper pattern:**

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 60.

- The question paper will have 8 full questions carrying equal marks.
- Each full question is for 20 marks.
- Each full question will have sub question covering all the topics under a Module.
- The students will have to answer five full questions; selecting four full question from question number one to seven and question number eight is compulsory.
- 100 percent theory in the SEE.

**Textbooks**

Sl No	Title of the book	Name of the Author/s	Publisher Name	Edition and year
1	Vasant Desai	The Dynamics of Entrepreneurial Development and Management	Himalaya Publishing House	2010
2	Donald F. Kuratko and Richard M. Hodgetts	Entrepreneurship	South-Western	2012

**Reference Books**

1	Gupta S.L., Arun Mittal	Entrepreneurship Development	International Book House	2012
2	Sudha G. S	Management and Entrepreneurship Development	Indus Valley Publication	2009