

Course Code		ENTREPRENEURSHIP AND LEGAL ASPECTS	
Teaching Hours/Week (L:T:P)		20MBA26	
Credits		3:0:2	CIE Marks
		04	40
Course Objectives:		SEE Marks	60
1. To develop and strengthen entrepreneurial quality and motivation in students.		Exam Hours	03
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.			
Module -1 Introduction to Entrepreneur & Entrepreneurship			7 hours
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.			
Creativity and Innovation: The role of creativity - The innovation Process - Sources of New Ideas - Methods of Generating Ideas - Creative Problem Solving - Entrepreneurial Process.			
Module -2 Developing Business Model			9 hours
Importance of Business Model - Starting a small scale industry -Components of an Effective Business Model, Osterwalder Business Model Canvas.			
Business Planning Process: 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.			
Lab Component and assignment: Designing a Business Model Canvas			
Module -3 Marketing function and forms of organisation			9 hours
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			
Forms of business organization: Sole Proprietorship - Partnership - Limited liability partnership - Joint Stock Companies and Cooperatives.			
Module -4 Entrepreneurial finance			7 hours
Entrepreneurial finance- Estimating the financial needs of a new venture, internal sources of finance, external sources of finance, components of financial plan			
Institutions supporting Entrepreneurs: 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.			
Module -5 Rules And Legislation			9 hours
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.			
Module-6 Company Incorporation			9 hours
Process of Company Incorporation; process of registration; Importance of Marketing; Funding, Four stages of Start Up.			
Intellectual property protection and Ethics: Patents - Copyright - Trademark- Geographical indications - Ethical and social responsibility and challenges.			
Course outcomes:			
At the end of the course the student will be able to:			
1. Display keen interest and orientation towards entrepreneurship, entrepreneurial opportunity Modules' in order to setup a business and to think creatively.			
2. To know about the various business models and B-Plans across Business sectors.			
3. Able to understand the importance of marketing and different forms of businesses.			
4. Become aware about various sources of funding and institutions supporting entrepreneurs.			
5. Awareness about legal aspects and ways to protect the ideas.			
6. To understand the ways of starting a company and to know how to protect their ideas.			

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				
CO2	X				X
CO3	X	X			X
CO4	X		X	X	
CO5	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

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