

## ENTREPRENEURIAL DEVELOPMENT

Subject Code	: 14MBA26	IA Marks	: 50
No. of Lecture Hours / Week	: 04	Exam Hours	: 03
Total Number of Lecture Hours	: 56	Exam Marks	: 100
Practical Component	: 01 Hour / Week		

### Objectives:

- To develop and strengthen entrepreneurial quality and motivation in students.
- To impart basic entrepreneurial skills and understandings to run a business efficiently and effectively.
- To provide insights to students on entrepreneurship opportunities

### Module I

(8 Hours)

**Entrepreneur: Meaning of entrepreneur: Evolution of the concept: Functions of an Entrepreneur. Types of Entrepreneur, Intrapreneur- an emerging class, Concept of Entrepreneurship-Evolution of Entrepreneurship: Development of Entrepreneurship; The Entrepreneurial Culture; Stages in entrepreneurial process.**

### Module II

(6 Hours)

**Creativity and Innovation: Creativity, Exercises on Creativity, Source of New Idea, Ideas into Opportunities. Creative Problem Solving; Heuristics; Brainstorming, Synectics, Value Analysis Innovation and Entrepreneurship; Profits and Innovation, Globalization, Concept and Models of Innovation. Significance of Intellectual Property Rights.**

### Module III

(8 Hours)

**Business Planning Process: Meaning of business plan, Business plan process, Advantages of business planning, Marketing plan, Production/ operations plan, Organization plan, financial plan, and final project report with feasibility study, preparing a model project report for starting a new venture.**

### Module IV

(6 Hours)

**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 V

(6 Hours)

**Family Business: Importance of family business. Types, History, Responsibilities and rights of shareholders of a family business, Succession in family business, Pitfalls of the family business, strategies for improving the capability of family business, improving family business performance.**

### Module VI

(8 Hours)

**International Entrepreneurship Opportunities: The nature of international entrepreneurship, Importance of international business to the firm, International versus domestic entrepreneurship, Stages of economic development, Entrepreneurship entry into international business, exporting, Direct foreign investment, barriers to international trade.**

### Module VII

(10 Hours)

**Informal risk capital and venture capital: Informal risk capital market, venture capital, nature and overview, venture capital process, locating venture capitalists, approaching venture capitalists. Social Entrepreneurship: Social enterprise-need, types, characteristics and benefits of social enterprises-Social entrepreneurship, Rural entrepreneurship-need and problems of rural entrepreneurship, challenges and opportunities-Role of government.**

### Case studies In Entrepreneurship Development(4 hours)

#### 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?
- 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?
- 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



- Research on innovation that has been done in the Indian setting that has alleviated the life in rural India. Find out extent of its commercial success and analyze the reasons behind the same. Present your thoughts in the class
- Choose an NGO in your locality. Interview the founder and present the case in class on the motivations, challenges, ecosystem support and their impacts, arrive at possible solutions and convey back to NGO.

#### RECOMMENDED BOOKS:

- Entrepreneurship Development-Small Business Enterprise- Poornima Channimath Pearson Education, 2007
- Entrepreneurship- Rober D Hirsch, Michael P Peters, Dean A Shepherd, 6/e, The McGraw-Hill companies, 2007
- Entrepreneurship Development , Khanka, S Chand Publications
- Entrepreneurship Development, B Janakirani

#### REFERENCE BOOKS:

- Entrepreneurship Theory at crossroads - Dr.Mathew J Manimala, 2/e, Bizantia, 2007
- Entrepreneurship Development and Management - Vasant Desai, Himalaya Publishing House, 2007
- Entrepreneurship-Theory and Practice - Raj Shankar Vijay Nicole Imprints Pvt. Ltd, 2006
- Entrepreneurship - Rajiv Roy, 2/e, Oxford University Press 2011
- Entrepreneurship-Principles and Practices, Kurakio, 7/e, Thomson Publication, 2007,

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DEAN

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### SEMESTER III MARKETING SPECIALISATION CONSUMER BEHAVIOUR

Subject Code	: 14MBA MM301	IA Marks	: 50
No. of Lecture Hours / Week	: 04	Exam Hours	: 03
Total Number of Lecture Hours	: 56	Exam Marks	: 100
Practical Component	: 01 Hour / Week		

#### Objectives:

- To understand the concept of consumer behavior, decision making by consumers, behavior variables and influences on consumer behavior.
- To comprehend the social and cultural dimensions of consumer behavior, factors impacting attitudes and behavior.
- To arm the budding marketers with an insight of the psychological and behavioral concepts of consumers thus enabling them to achieve their objectives and excel.

#### Module I

(4 Hours)

Introduction to the study of Consumer Behaviour: Meaning & Definition of CB, Difference between consumer & Customer, Nature & characteristics of Indian Consumers, Consumer Movement in India, Rights & Responsibilities of consumers in India, Benefits of consumerism.

#### Module II

(8 Hours)

Role of Research in understanding consumer behaviour: Consumer Research: Consumer Research Paradigms (Qualitative & Quantitative Research Methods) Developing research objectives, collecting secondary data, designing primary research, data analysis and reporting research findings.

Models of Consumer Behaviour: Input-Process-Output Model, Nicosia Model, Howard Sheth Model, Engel-Kollat-Blackwell Models of Consumer Behaviour. Internal Influences: Motivation, Personality, Perception, Learning, Attitude, Communications, External Influences: Social Class, Culture, REFERENCE Groups, Family members.

Levels of Consumer Decision Making – Consumer Buying Decision Process, Complex Decision Making or Extensive Problem Solving Model, Low Involvement Decision Making or Limited Problem Solving Model, Routinised Response Behaviour, Four views of consumer decision making, On-line Decision Making: Meaning & Process/Stages