



Mohamed Sathak - Department of Management Studies (MS-DoMS)

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COURSE DELIVERY PLAN

(This document is to be presented to the students during the first week of commencement of classes by the course instructor)

Course Title: Entrepreneurship Development	Course Code: PMFEA
Course Category: Elective	Semester: I
Total Duration (Hrs): 45	Credits: 3
Subject Expertise: Dr. Hemalatha Seeram	
Prof. Srikant Kapoor	
Dr. Padmanaba Sivakumar	

Program Specific Outcomes:

PSO1 – Placement: To develop students with industry specific knowledge & skills added with right attitude towards becoming a successful professional in corporate world and in Public sector units.

PSO 2 - Entrepreneur: To create effective business service owners, with a growth mindset by enhancing their critical thinking, problem solving and decision-making skills.

PSO3 – Research and Development: To instill and grow a mindset that focusses efforts towards inculcating and encouraging the students in the field research and development.

PSO 4 – Contribution to Business World: To produce ethical and innovative business professionals to enhance growth of the business world.

PSO 5 – Contribution to the Society: To work and contribute towards holistic development of society by producing competent MBA professionals.

Program Outcomes:

PO1: Problem Solving Skill: Application of tools & techniques relevant to management theories and practices in analyzing & solving business problems.

PO2: Decision Making Skill: Fostering analytical and critical thinking abilities for data-based decision making.

PO3: Ethical Value: Ability to develop value-based leadership attributes.

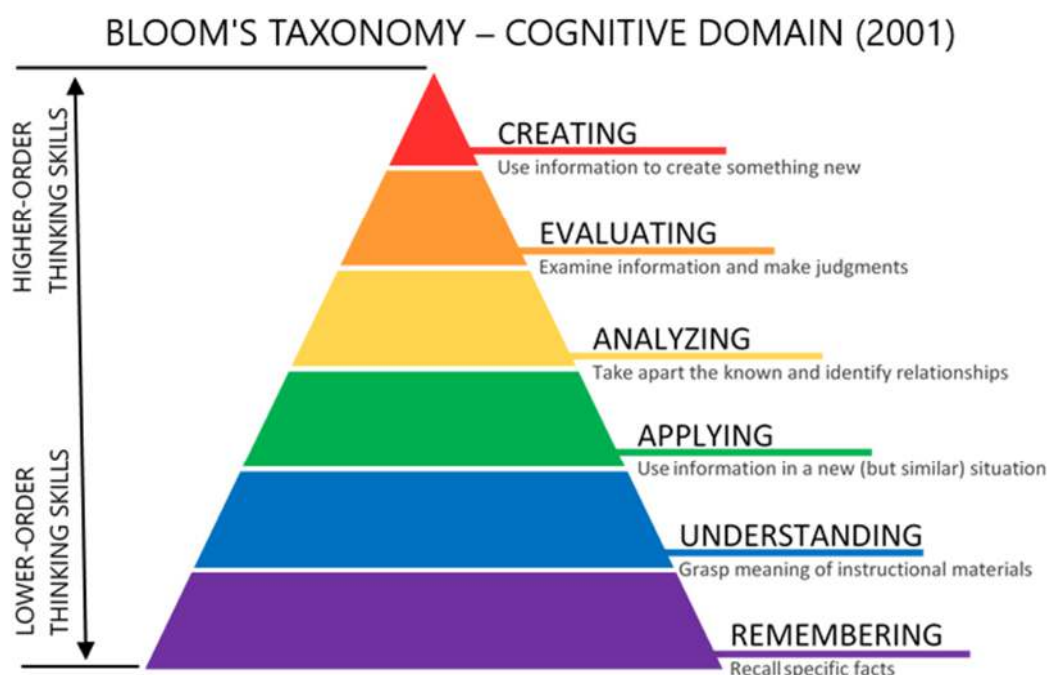
PO4: Communication Skill: Ability to understand, analyze and effectively communicate global, economic, legal and ethical aspects of business.

PO5: Individual and Team Leadership Skill: Ability to be self-motivated in leading & driving a team towards achievement of organizational goals and contributing effectively to establish industrial harmony.

PO6: Employability Skill: Foster and enhance employability skills through relevant industry subject knowledge.

PO7: Entrepreneurial Skill: Equipped with skills and competencies to become a global entrepreneur.

PO8: Contribution to Society: Strive towards becoming a global influencer and motivating future generation towards building a legacy that contributes to overall growth of humankind.



The Bloom's Taxonomy is to be followed in curriculum development, courseware development, planning and delivery of contents, Assessment, Mapping, Data Analysis and CQI (Continuous Quality Improvement)

Course Objectives	
C1	To introduce students to entrepreneurship and its growth in India.
C2	To impart knowledge on innovation, its types, role of technology in innovation, patents and licensing.
C3	To orient the students on new venture creation
C4	To enable students to prepare a feasible business plan
C5	To give inputs on various types of financing available for new ventures.

MAPPING OF COs TO POs								
Course Outcomes	On completion of this course, students will;							Program Outcomes
CO1	Be able to know about growth of entrepreneurship in India							PO4, PO7
CO2	Gain knowledge on innovation, its types, role of technology in innovation, patents and licensing							PO7, PO8
CO3	Obtain knowledge on new venture creation							PO6, PO7
CO4	Be able to prepare a business plan							PO7, PO8
CO5	Gain knowledge on various types of financing available for new ventures.							PO7, PO8
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1				S			S	
CO2							S	M
CO3						M	S	
CO4							S	M
CO5							S	S
S-Strong M-Medium L-Low								
Reading List								

1.	http://www.jimssouthdelhi.com/sm/BBA6/ED.pdf	
2.	https://www.cengage.com/highered	
3.	https://roadmapresearch.com/entrepreneurship-beyond-curriculum	
4.	The International Journal of Entrepreneurship and Innovation	
References Books		
1.	Entrepreneurship: Successfully Launching New Ventures, Global Edition, 6th Edition Bruce R. Barringer, 2018 Pearson	
2.	Barringer, B., Entrepreneurship: Successfully Launching New Ventures, 3rd Edition, Pearson, 2011	
3.	Bessant, J., and Tidd, J., Innovation and Entrepreneurship, 2nd Edition, John Wiley & Sons, 2011.	
4.	Desai, V., Small Scale Industries and Entrepreneurship, Himalaya Publishing House, 2011.	
5.	Reddy, N., Entrepreneurship: Text and Cases, Cengage Learning, 2010.	
6	Roy, R., Entrepreneurship, 2nd Edition, Oxford University Press, 2011.	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test – Assignments, Seminars, Attendance and Class Participation	25 Marks
External Evaluation	End Semester Examination	75 Marks
Total		100 Marks
Methods of Assessment		
BTL 1 - Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
BTL 2 -Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
BTL 3 - Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
BTL 4 - Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
BTL 5 - Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	

COURSE DELIVERY PLAN

Period / Session	Session Topic Unit wise	Pertaining CO/CLOs & BTL	Topic Learning Outcome (TLO)	Instructional Methods	Assessment Method for TLO
1	Unit I - Introduction Introduction: The Entrepreneur – Definition –	CO1 & BTL 2	Understand the definition of Entrepreneur & Entrepreneurship	Lecture / PPT	Discussion Forums
2	Entrepreneurial scene in India;	CO1 & BTL 2	Comprehended the Importance of Entrepreneurial scene in the Indian context	Interactive Learning / Caselets	Practice Quiz
3.	Types of Entrepreneurs	CO1 & BTL 2	Comprehended the Importance of Entrepreneurial scene in the Indian context	Interactive Learning / Caselets	Discussion Forums
4	Characteristics of Successful entrepreneur.	CO1 & BTL 2	Understand the Challenges and Opportunities	Lecture / PPT	Discussion Forums

5	Functions of an entrepreneur	CO1 & BTL 2	Understand the functions of an entrepreneur	Lecture / PPT	Discussion Forums
6	Role of Women Entrepreneurs	CO1 & BTL 2	Understand Women entrepreneurs	Lecture / PPT	Discussion Forums
7	MSME; Analysis of entrepreneurial growth in different communities –	CO1 & BTL 2	Define significance of MSME	Interactive Learning / Case Study	Discussion Forums
8	Case histories of successful entrepreneurs.	CO 1 & BTL4	Critically analyses the history of successful entrepreneurs	Interactive Learning	Peer Review
9	Similarities and Distinguish between Entrepreneur and Intrapreneur	CO 1 & BTL2&3	Recognize the differences between Entrepreneur and Intrapreneur	Self -Study	Graded Quiz- Test
10	CIA	-----	----	----	Internal I
11	Unit II – Innovation in Business: – and Intrapreneurship	CO 2 & BTL2&3	Understand the innovations in business	Interactive Learning	Peer Review
12	Entrepreneur Process	CO 2 & BTL2&3	Understand the entrepreneur process in business	Interactive Learning	Peer Review
13	Classification of Entrepreneurs	CO 2 & BTL2&3	Understand the entrepreneur classification	Interactive Learning	Peer Review
14	Types of Innovation – Creating and Identifying Opportunities for Innovation –	CO 2 & BTL2&3	Analyze the types of innovation	Interactive Learning	Peer Review
15	Design Thinking	CO2 & BTL3	Understand the importance of Design Thinking	Lecture	Assignment
16	Technological Innovation Process	CO 2 & BTL 2 &3	Understand the Technology innovation	PPT	Discussion Forums
17	Creating New Technological Innovation	CO 2 & BTL 4	Analyze how to create new technology innovations	Interactive Learning	Discussion Forums
18	Licensing	CO 2 & BTL 3	Understand the importance and process of Licensing	Interactive Learning	Graded Quiz- Test

19	CIA	-----	----	----	Assignment & Student Presentation
20	Unit III- New Venture Creation:	CO2 & BTL4	Analyze the creation of a new venture	Case Study Discussion	Practice Quiz
21	Identifying Opportunities for New Venture Creation:	CO2 & BTL 5	Understanding New value creation concepts	Self - Study	Discussion Forums
22	Environment Scanning –	CO2 & BTL 4	Understand the importance of Environment Scanning	Guest Lecture / Expert Talk / Alumni Talk	Assignment Peer Review
23	Generation of New Ideas for Products and Services.	CO2 & BTL2	Understand as to how generation of new ideas	Self - Study	Discussion Forums
24	New Venture Creation: Creating, Shaping, Recognition, Seizing and Screening of Opportunities.	CO 3 & BTL4	Identify the new value creation process	Caselets	Practice Quiz
25	Feasibility Analysis: Technical Feasibility of Products and Services –	CO 3 & BTL3	Recognize feasibility analysis	Interactive Learning / Self - Study	Assignment
26	Marketing Feasibility:	CO 3 & BTL3	Recognize marketing feasibility	Interactive Learning / Self - Study	Assignment
27	Marketing Methods – Pricing Policy and Distribution Channels	CO 3 & BTL3	Understanding the marketing methods	Interactive Learning / Self - Study	Assignment
28	CIA	-----	----	----	Internal II
29	Financing the New Venture: Capital structure and	CO 3 & BTL3	Understanding the financing of New Venture	Interactive Learning / Self - Study	Discussion Forums
30	Working capital Management: Definition & importance	CO 3 & BTL4	Analyze Working Capital Management	Interactive Learning	Discussion Forums
31	Financial appraisal of new project,	CO3 & BTL2	Review the appraisal of a financial project	Interactive Learning	Graded Quiz- Test
32	Role of Banks – Credit appraisal by banks.	CO3 & BTL2	Review the role of banks on Credit processes	Interactive Learning	Assignment

33	Institutional Finance to Small Industries –	CO4& BTL2	Understanding Institutional Finance	Lecture	Discussion Forums
34	Incentives – Institutional Arrangement	CO4& BTL3	Define the Incentives – Institutional Arrangement	PPT	Practice Quiz
35	Encouragement of Entrepreneurship.	CO4& BTL2	Understand the importance of encouragement	Interactive Learning	Discussion Forums
36	Role of Entrepreneur in Economic Development	CO4& BTL3	Explain the Role	Caselets	Discussion Forums
37	Small Scale Industries	CO4& BTL4	Understanding the importance of Small Scale Industries	Interactive Learning	Assignment Peer Review
38	Government Grant & Schemes	CO4& BTL4	Explain the various Government Grant & Schemes	Caselets	Graded Quiz- Test
39	CIA	-----	----	----	Assignment & Student Presentation
40	Revision, Unit I	CO4& BTL5	Define the brand portfolio and brand umbrella	Self - Study	Discussion Forums
41	Revision, Unit II				
42	Revision Unit III				
43	Revision Unit IV				
44	Revision Unit V				
45	CIA	-----	----	----	Review & Improvement
Model Examination					

COURSE ASSESSMENT PLAN

Continuous Internal Assessment (CIA)	Learning Outcome for Assessment	CO/CLOs	Assessment Method / Activity	Corrective Action	Duration (Hrs)	Weightage
Unit I	Ability to introduce entrepreneurship and its growth in India.	CO1	Internal I	Assignment & Peer Review	1.5	15%1
Unit II	Analysis on knowledge and innovation, its types, role of technology in innovation, patents and licensing.	CO2	Discussion Forums & Practice Quiz	Assignment & Peer Review	1	10%
Unit III	An understanding on new venture creation	CO3	Internal II	Assignment & Peer Review	1.5	15%
Unit IV	Develop an ability to prepare a feasible business plan	CO4	Discussion Forums & Practice Quiz	Assignment & Peer Review	1	10%

Unit V	Ability to provide inputs on various types of financing available for new ventures.	CO5	Model Exam	Assignment & Peer Review	3	50%
Internal Marks – 25 (20 CIA + 5 Attendance)						

FACULTY SIGNATURE

Head -DoMS

Head - IQAC