

GUJARAT UNIVERSITY
K. S. SCHOOL OF BUSINESS MANAGEMENT
[Five Years' (Full-time) M.B.A. Integrated Degree Course]
Fifth Year M.B.A. (SEM – IX)
KS_M_C_53

Entrepreneurial Development and Innovation Management

3 credit course_

OBJECTIVE: To embed the entrepreneurial competencies in the students and acquaint them with various procedures involved in and the facts included in the way of becoming the enterprising entrepreneurs.

Module - 1 **[20%]**

- Entrepreneur – Definitions, Concept, Entrepreneurial traits, Characteristics, Classification of Entrepreneurs
- Nature and Importance of Entrepreneurs
- Concept of Entrepreneurship and Intrapreneurship
- Entrepreneurial Culture
- Phases of Development of Entrepreneurship and Barriers to Entrepreneurship

Module - 2 **[20%]**

- Innovation Management: Concept, Scope, Characteristics, Systems Approach, Evolution of Innovation Management, Significance, Effective Innovation Management, Performance Evaluations.
- Strategizing Innovation : Innovation as a strategy component, developing innovation strategy, innovation strategies, Market standing and Environment based strategies & principles of strategizing innovation
- Managing Innovation Project
 - R&D Management
 - Innovation Project Management

Module - 3 **[20%]**

- Theories of Entrepreneurship :-
Conceptual theories:
 - a) Rostow's theory of Development and Entrepreneurship
 - b) Lewis Theory of Development (unlimited supplies of Labor)
- Factors of Economic growth (Economic and Non-economic)

Module - 4 **[20%]**

- Business Plan (Project formulation) :- Meaning & Definition of Project, Project formulation, Project report – Steps or guidelines in the preparation of Project Report
- Basic Procedure Industries should follow while borrowing loans from various Financial Institutions.

Module - 5**[20%]**

- Setting up a small Enterprise – location, steps, selection of types of ownership of Organization, incentives and subsidies.
- Women Entrepreneurs

No of lectures in semester: Approximately 40 to 45 hours

Assignments: Minimum 3 Assignments

Evaluation Pattern:

Continuous Evaluation	30%
Mid-Sem. Exam	20%
End-Sem. Exams	50%

Reference Books:

- The Dynamics of Entrepreneurial Development and Management by Vasant Desai – HPH
- Innovation Management by C. S. G. Krishnamacharyalu & Dr.R.Lalitha – HPH
- Entrepreneurship Theory and Practice by Raj Shankar – Mc Grawhill
- Entrepreneurship by Roy – Oxford
- Exploring Entrepreneurship – Practices & Perspectives by Blundel Lockett - Oxford