

Course Curriculum Scheme for MBA (Entrepreneurship) 2 Years PG Batch 2018

Subject Code	SEM I	Subject Code	SEM II
ES-101A	Fundamentals of Entrepreneurship	ES-201A	Social Entrepreneurship
ES-102A	Creativity and Innovation	ES-202A	Business Environment
ES-103 A	Principles and Pracetice of Management	ES-203 A	Fundamentals of Finance -II
ES-104A	Fundamentals of Finanace -I	ES-204A	Business Communication
ES-105A	Human Resource Management	ES-205A	Service Management
ES-106A	Principles of Marketing Management	ES-206A	E-Business
ES-107A	Entrepreneurial Decision Making (Credits 2)	ES-207A	Digital Marketing (Credits 2)
ES-108	Comprehensive Viva	ES-209	Comprehensive Viva
	6 Subjects*4 credits=24Credits 1 subject*2 Credits=2 Credits Total = 26 Credits		6 Subjects*4 credits=24Credits 1 subject*2 Credits=2 Credits Total = 26 Credits
Subject Code	Proposed for 2K18 batch SEM III	Subject Code	Proposed for 2K18 batch SEM IV
ES-301A	Financi ng New Ventures and Business	ES-401A	Legal Aspects of Business
ES-302A	Managing Startup Strategic Framework for SMEs	ES-402A	Rural and Industrial Marketing
ES-303A	Introduction to Taxation	ES-403A	Business Ethics and Corporate Governance
ES-304A	Contemporary Issues in Strategy	ES-404A	International Business/EXIM Management
ES-305A	Production & Operations	ES-405A	Human Resource Development
ES-306A	Organizational Behaviour	ES-406A	Logistics and SCM
ES-307A	Enterprise Resource Planning (Credits 2)	ES-407A	Enterprise Resource Planning -I (Credits 2)
ES-309	Comprehensive Viva	ES-409	Comprehensive Viva
	6 Subjects*4 credits=24Credits 1 subject*2 Credits=2 Credits Total = 26 Credits		6 Subjects*4 credits=24Credits 1 subject*2 Credits=2 Credits Total = 26 Credits

Total Credits (For Batch 2018 onwards) 104 Credits

Virtual credits of CV in I, II, III and IV=4*4=16 credits Grand Total= 120 credits

MBA (ENTREPRENEURSHIP) SEMESTER I

ES101- Fundamentals of Entrepreneurship

Course Outcomes:

- CO1. Developing basic understanding of entrepreneurship
- CO2. Inculcating analytical skills in order to identify business opportunities,
- CO3. Enabling to identify the elements of success of entrepreneurial ventures
- CO4. Developing ability to consider the legal and financial conditions for starting a business venture
- CO5. Enabling to evaluate the effectiveness of different entrepreneurial strategies
- CO6. Developing understanding of marketing and management in small businesses venture,
- CO7. Enabling to create their own business plan.

ES102- Creativity and Innovation

Course Outcomes:

- CO1: Understand the roles of skill, experience, motivation and culture in creative endeavour
- CO2: Describe the perspective taken on creativity affects the policy used to engender it
- CO3: Differentiate between radical and incremental innovation
- CO4: Identify some potential disruptive innovations and take advantage of 'open' innovation
- CO5: Reflect on experiences of creativity and innovation at work.

ES103- Principles and Practice of Management

Course Outcomes:

- CO1: Understanding of the functions and responsibilities of the manager, and providing them with necessary tools and techniques to be used in the performance of managerial job.
- CO2: Examine the management theory with corresponding opportunities for application of these ideas in real world situations.
- CO3: This course focuses on the managerial functions of Assessing, Planning, Organizing, and Controlling. Both traditional and cutting-edge approaches are introduced and applied.
- CO4: Practice ethical implications of managerial action and inaction.

ES104-Fundamentals of Finance I

Course Outcomes:

- CO1: Understanding of the functions of Accounting
- CO2: Understanding ledger posting and final accounts
- CO3: Analyze financial statements
- CO4: Understand fundamentals of costing
- CO5: Preparing the costsheet
- CO6: Be able to handle CVP and BEP analysis and Budgeting.

ES-105: Human Resource Management

Course Outcomes:

- CO1: Developing better leaders by enhancing their effectiveness in managing human resources.
- CO2: Demonstrate the basic principles of strategic human resource management

CO3: The course will introduce the manager to practices and techniques for evaluating performance, structuring teams, coaching and mentoring people, and performing the wide range of other people related duties of a manager in today's increasingly complex workplace.

ES-107A – Principles of Marketing Management

Course Outcomes:

- CO1: Describe key marketing concepts, theories and techniques for analysing a variety of marketing situations.
- CO2: Identify and demonstrate the dynamic nature of the environment in which marketing decisions are taken and appreciate the implications for marketing strategy determination and implementation
- CO3: Use written formats to communicate marketing outcomes.
- CO4: Analyse the relevance of marketing concepts and theories in evaluating the impacts of environmental changes on marketing planning, strategies and practices.
- CO5: Demonstrate the ability to carry out a research project that explores marketing planning.
- CO6: Synthesise ideas into a marketing plan.

ES109 A: Entrepreneurial Decision Making

Course Outcomes:

- CO1: Developing familiarity with the process of business decision-making, gain knowledge about the possibility of using various methods, techniques and tools in taking decisions.
- CO2: Awarding habits that enable them to use methods and tools for business decision making in practice corporate governance

MBA (ENTREPRENEURSHIP) SEMESTER I I

ES201A- Social Entrepreneurship

Course Outcomes :

- CO1: Explain the characteristics that define social entrepreneurship
- CO2: Describe different forms of social enterprise organisations
- CO3: Apply and critique social entrepreneurship frameworks
- CO4: Explain key considerations in resourcing social entrepreneurship
- CO5: Apply the theory of change model for social enterprises
- CO6 Describe the challenges in growing a social enterprise and scaling social impact

ES202A- Business Environment

Course Outcomes :

- CO1. Discuss the supply and demand theory and its impact on insurance.
 - CO2. Explain the effects of government policy on the economic environment and insurance indu
 - CO3. Outline how an entity operates in a business environment.
 - CO 4. Describe how financial information is utilized in business.
 - CO5. Explain the legal framework that regulates the insurance industry
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ES203A: Fundamentals of Finance -II

Course Outcomes :

CO1: Taking sound financing decisions.

CO2: Integrate student knowledge to estimate the cash flows from an investment project, calculate the discount rate, and determine the value added from the project, and make a recommendation to accept or project.

CO3: Taking sound dividend decision.

CO4: Understand the demerits and merits of different types of long and short term sources of finance.

ES-204A Business Communication

Course Outcomes :

CO1: Developing effective business writing and communications..

CO2: Practice research approaches and information collection.

CO4: Developing and delivering effective presentations.

CO5: Managing effective interpersonal communications.

CO6: Practice skills that maximise team effectiveness.

CO7: Do good time management.

CO9: Practice effective problem solving.

ES205A-Service Management

Course Outcomes :

CO1: Articulate the nature of service and service process.

CO2: Explain the basic concepts and theories of service management.

CO3: Identify the broad basic elements of managing service design, delivery, and performance.

CO4: Apply the knowledge of service management to analyse the daily operations of common service organis

ES-206A: E Business

Course Outcomes :

CO1: Explain the components and roles of the Electronic Commerce environment.

CO2: Explain how businesses sell products and services on the Web.

CO3: Describe the qualities of an effective Web business presence.

CO4: Describe E-Commerce payment systems.

CO5: Explain how to meet the needs of Web site visitors.

CO6: Identify and reach customers on the Web.

CO7: Understand Web marketing approaches and elements of branding.

CO8: Explain the client/server infrastructure that supports electronic business.

CO9: Understand legal and ethical issues related to E-Commerce.

ES207A Digital Marketing

Course Outcomes :

CO1: Identify the basic understanding of digital marketing

CO2: Differentiate between Traditional Marketing and Digital Marketing.

CO3: Understand the strategies used in digital marketing environment.

CO4: Develop understanding of Inorganic and Organic Content.

CO5: Develop basic understanding of Search Engine Optimisation.

social entrepreneurship

CO6: Apply the theory of change model for social enterprises

CO7 Describe the challenges in growing a social enterprise and scaling social impact

ES-206A: E Business

Course Outcomes :

CO1: Explain the components and roles of the Electronic Commerce environment.

CO2: Explain how businesses sell products and services on the Web.

CO3: Describe the qualities of an effective Web business presence.

CO4: Describe E-Commerce payment systems.

CO5: Explain how to meet the needs of Web site visitors.

CO6: Identify and reach customers on the Web.

CO7: Understand Web marketing approaches and elements of branding.

CO8: Explain the client/server infrastructure that supports electronic business.

CO9: Understand legal and ethical issues related to E-Commerce.

ES207A Digital Marketing

Course Outcomes:

CO1: Identify the basic understanding of digital marketing

CO2: Differentiate between Traditional Marketing and Digital Marketing.

CO3: Understand the strategies used in digital marketing environment.

CO4: Students must understand difference between Inorganic and Organic Content.

CO5: Develop basic understanding of Search Engine Optimisation.

CO6: Know the various Advertisement formats used in digital marketing.

MBA (ENTREPRENEURSHIP) SEMESTER III

ES301A: Financing New Ventures and Business

Course Outcomes:

CO1: Detail the critical components of firms' business plans.

CO2: Evaluate the financial performance of the start-up firm through effective and accurate measuring techniques.

CO3: Establish short- and long-term financial planning processes.

CO4: Identify the legal aspects of the entrepreneurial environment.

CO5: Evaluate the venture capital needs of a start-up firm.

CO6: Examine the turnaround and exit strategies available to the entrepreneur.

ES302A: Managing Startups Strategic Framework for SMEs

Course Outcomes:

CO1: Develop a business idea for startups

CO2 Turn a business idea into a validated business model

CO3: TurnTurning a validated business model in a viable startup

CO4: Understand what starting your own business means

CO5: Understand which characteristics a successful entrepreneur ha

- CO6: Understand which skills you need to become a successful entrepreneur
- CO7: Understand possible motives to start your own business or join a startup
- CO8: Understand possible obstacles to start your own business
- CO9: Understand reasons for startup failure

ES303A: Introduction to Taxation

Course Outcomes:

- CO1: Provide working knowledge of the fundamental tax principles and rules that apply to commonly encountered transactions undertaken by companies and individuals
- CO2: Instil an awareness in students that taxes can and often do constitute significant costs to businesses and households and therefore can have a major impact in economic and other decision-making, but that these costs are also potentially controllable through legitimate tax minimisation strategies
- CO3: Knowledge of the wider economic, social, administrative-compliance and political contexts within which taxes are imposed

ES304A-Contemporary issues in Strategy

Course Outcomes:

- CO1: Describe the practical and integrative model of strategic management process that defines basic activities in strategic management
- CO2: Identify the forces impacting on corporate and business strategies
- CO3: Be critically aware of factors involved in strategy making Assess the resources and constraints for strategy making in a business context
- CO4 Explain the importance of social, economic and political forces; and technological
- CO5: Investigate the impact of internationalisation on strategy making

ES-305A Production and Operations

Course Outcomes:

- CO1: Provide an opportunity for the participants to understand the basic method of production management techniques and eventually to develop skills in problem-solving and decision-making.
- CO2: Get acquainted with the basic aspects of Production Management. The course attempts to discuss various important planning, organizing and controlling aspects of Operations Management.
- CO3: Reinforce the concepts of Production Management through various operational aspects of Production Management. Various important Production Management techniques will be covered with different problem-solving methodologies.

ES-306A Organizational Behaviour

Course Outcomes:

- CO1: Learning concept & development of Organisational Behaviour
- CO2: Understanding Individual behavior and theories of motivation and their application
- CO3: Basic understanding of organizational communication and managing misbehavior
- CO4: Understanding Group Behaviour and learning skills concerning leadership with theories
- CO5: Basic understanding of organizational culture, climate, effectiveness and change.

ES-307A Enterprise Resource Planning I

Course Outcomes:

CO1: Demonstrate a good understanding of basic issues in Enterprise Systems,

CO2: Explain the scope of common Enterprise Systems (e.g., MM, SCM, CRM, HRM, procurement)

CO3: Explain the challenges associated with implementing enterprise systems and their impacts on organizations

CO4: Describe the selection, acquisition and implementation of enterprise systems

MBA (ENTREPRENEURSHIP) SEMESTER I V

ES401A: Legal aspects of Business

Course Outcomes:

CO1: This course is designed to provide the student with knowledge of the legal environment in which a consumer and businesses operates.

CO2: Provide t knowledge of legal principles.

CO3: Demonstrate the relationship between law and economic activity by developing in students and awareness of legal principles involved in economic relationships and business transactions.

CO4: Develop acceptable attitudes and viewpoints with respect to business ethics and social responsibilities

ES-402A- Rural and Industrial Marketing

Course Outcomes:

CO1: Develop an insight into rural marketing regarding different concepts and basic practices in this area.

CO2: Discuss the challenges and opportunities in the field of rural marketing.

CO3: Understand significance of the rural markets.

CO4: Understand nature and characteristics of rural markets and factors contributing to the change in the rural market

CO5: Deal with problems in Rural Marketing

ES403A: Business Ethics and Corporate Governance

Course Outcomes:

CO1: Develop the understanding of the ethical influences on economic, financial, managerial and environmental aspects of business

CO2: Develop an ability to critically analyze ethical issues in business

CO3: Develop knowledge of corporate governance

ES-404A: International Business/EXIM Management

Course Outcomes:

CO1: Explain how international factors affect domestic concerns;

CO2: Explain regional economic integration and economic and political integration;

CO3: Explain the main institutions that shape the global marketplace;

CO4: Explain businesses expansion abroad;

CO5: Explain the key legal issues related to businesses operating in other countries;

ES-405A Human Resource Development

Course Outcomes:

CO1: Sensitizing students towards developing employees for achieving personal and organizational goals.

CO2: It will give a holistic perspective of the organization keeping 'human' in the centre. It enables students to design texture of the organization around human

CO3: It empowers students to hone skills to address the realities of organizations while developing context specific strategies for human resource development. It will make the students to derive the employee development approaches.

CO4: It makes students to learn the techniques of HRD program application and trends like Competency mapping, Balanced Score Card etc.

CO5: A simulated situation is created through case method of learning to empower students to appreciate dilemmas of real life. It is focussed on HRD practices in Government organisation and Industries.

ES-406A Logistics and Supply Chain Management

Course Outcomes:

CO1: Treat the subject in depth by emphasizing on the advanced quantitative models and methods in logistics and supply chain management and its practical aspects and the latest developments in the field.

CO2: Impart knowledge and understanding to students on Supply Chain Management and its relevance to today's business decision making.

CO3: Gain the knowledge of possibilities of efficient optimization and management of operation in Logistics Management and also the ability to apply them in the enterprise reality.

ES407A- Enterprise Resource Planning II

CO1 Use one of the popular packages to support business operations and decision-making,

CO 2 Communicate and assess an organization's readiness for enterprise system implementation with a professional approach in written form,

CO 3 Demonstrate an ability to work independently and in a group.
