



**TEERTHANKER MAHAVEER UNIVERSITY
TMIMT COLLEGE OF MANAGEMENT
OPEN ELECTIVE COURSES**

Under

Choice Based Credit System

[w.e.f. 2020-21]

Course Code :OEMAN101	Entrepreneurship Development	OPEN ELECTIVE
Course Outcomes:	On completion of the course, the students will be :	
CO1.	Understanding the basic concepts,role and importance of entrepreneurshipfor the economic development	
CO2.	Understanding the systematic process of selecting and screening of a business idea.	
CO3.	Developing personal creativity and entrepreneurial initiative.	
CO4.	Understanding the concepts and schemes offered by various commercial banks and financial institutions like IDBI, ICICI, SIDBI, SFC. etc.	
CO5.	Analyzing business environment in order to identify business opportunities.	
Course Content:		
Unit-1:	Concepts of Entrepreneurship Development: Evolution of the concept of Entrepreneur, Entrepreneur Vs. Intrapreneur, Entrepreneur Vs. Entrepreneurship, Entrepreneur Vs. Manager, Attributes and Characteristics of a successful Entrepreneur.	6 Hours
Unit-2:	Creating Entrepreneurial Venture: Business Planning Process, Environmental Analysis - Search and Scanning, Identifying problems and opportunities, Defining Business Idea.	6 Hours
Unit-3:	Project Management: Technical, Financial, Marketing, Personnel and Management Feasibility, Estimating and Financing funds requirement - Schemes offered by various commercial banks and financial institutions like IDBI, ICICI, SIDBI, SFCs.	6 Hours
Unit-4:	Entrepreneur Development Programmes (EDP'S): Types, 7S Model, History of entrepreneurship development in India, Current Status of Entrepreneurship development in India.	6 Hours
Unit-5:	Entrepreneurship Development and Government: Role of Central Government and State Government in promoting Entrepreneurship - Introduction to various incentives, subsidies and grants - Export Oriented Units - Fiscal and Tax concessions available.	6 Hours
Text Books:	1. Entrepreneurship: New Venture Creation - David H. Holt	
Reference Books:	1. Thought Leaders – ShrinivasPandit 2. Entrepreneurship - Steven Brandt 3. Business Gurus Speak - S.N.Chary 4. Entrepreneurship - Hisrich Peters 5. The Culture of Entrepreneurship - Brigitte Berger 6. Project Management - K. Nagarajan 7. Dynamics of Entrepreneurship Development - Vasant	

	<p>Desai</p> <p>8. Entrepreneurship Development - Dr. P.C.Shejwalkar.</p> <p>* Latest editions of all the suggested books are recommended.</p>	
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Course Code :OEMAN102	Business Research	OPEN ELECTIVE
Course Outcomes:	On completion of the course, the students will be :	
CO1.	Understanding on various kinds of research, objectives of doing research, research process, research designs and sampling.	
CO2.	Acquiring knowledge on qualitative research techniques.	
CO3.	Developing knowledge on measurement & scaling techniques as well as the quantitative data analysis.	
CO4.	Developing necessary critical thinking skills in order to evaluate different research approaches utilized in the service industries.	
CO5.	Apply the understanding of feasibility and practicality of research methodology for a proposed project.	
CO6.	Develop strategies for the operation management in the organization and help management to get optimum results out of limited resources.	
Course Content:		
Unit-1	Introduction: Research Methodology: Meaning, Objectives, Categories of Research, Features of good research, Types of Research, Scientific & non scientific methods, Importance of Research in Management Decisions.	6 Hours
Unit-2	Process of Research: Defining Research Problems; Research design: Meaning and Types of Research design. Review of Literature.	6 Hours
Unit-3	Types of Data: Types of data collection, Methods used for collection of different types of data. Sampling: Meaning, Types, Importance and Methods of Sampling, Sampling errors and non sampling errors.	6 Hours
Unit-4	Hypothesis Testing and Data Analysis: Hypothesis: Meaning, Formulation and Testing (t –test, f-test, z-test and chi-square test); type-I and type-II error; Data Analysis, Classification, Coding & tabulation and Interpretation of Results.	6 Hours
Unit-5	Report Preparation: Writing & formatting of Reports, Graphical Representation, Types and Layout of Research Report, Precautions in Preparing the Research Report. Bibliography and Annexure in the Report.	6 Hours
Text Books:	1. Cooper & Schindler, Business Research Methods, New Delhi: Mc Graw Hill. .	

**Reference
Books:**

1. Gravetter, Research Method for Behavioral Sciences, New Delhi: Cengage Learning.
2. Beri G.C., Marketing Research, New Delhi: Mc Graw Hill.
3. Kothari C.R., Research Methodology Methods and Techniques, New Delhi: New Age International.
4. Saunders Research Methods for Business students, New Delhi: Pearson Education.
5. Malhotra Naresh K., Marketing Research, New Delhi: Pearson Education.

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