

**DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY
UTTAR PRADESH, LUCKNOW**



Evaluation Scheme & Syllabus

**MBA
(Common)**

First Year

**AS PER
AICTE MODEL CURRICULUM
& NEP 2020**

(Effective from the Session: 2024-25)

**MBA 1st Year Course Structure in accordance with
AICTE Model Curriculum & NEP 2020 Effective w.e.f.
Academic Session 2024-25**

Semester I

S. No.	Codes	SUBJECT	PERIODS			INTERNAL EVALUATION SCHEME				END SEMESTER EVALUATION		TOTAL	CREDIT
			L	T	P	CT	TA	PS	TOTAL	TE	PE		
1	BMB 101	MANAGEMENT CONCEPTS & ORGANISATIONAL BEHAVIOUR	4	0	0	20	10	0	30	70	0	100	3
2	BMB 102	MANAGERIAL ECONOMICS	4	0	0	20	10	0	30	70	0	100	3
3	BMB 103	FINANCIAL ACCOUNTING & ANALYSIS	3	1	0	20	10	0	30	70	0	100	3
4	BMB 104	BUSINESS STATISTICS & ANALYTICS	3	1	0	20	10	0	30	70	0	100	3
5	BMB 105	MARKETING MANAGEMENT	4	0	0	20	10	0	30	70	0	100	3
6	BMB 106	CREATIVITY, INNOVATION AND ENTREPRENEURSHIP	2	0	0	20	10	0	30	70		100	2
7	BMB 107	BUSINESS COMMUNICATION	3	1	0	20	10	0	30	70	0	100	3
8	BMB 151	IT SKILLS-1	0	0	3	20	10	0	30	-	70	100	3
9	BMB 152	MINI PROJECT -1	0	0	3	20	10	0	30	0	70	100	3
10	BVC 151	SPORTS & YOGA *	0	0	3	0	100	0	100	0	0	100	0
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- Qualifying but Non Credit Course

CREATIVITY, INNOVATION AND ENTREPRENEURSHIP

BMB 106

Course Credit: 2

Contact Hours: 20 hours

COURSE OBJECTIVES:

1. The purpose of this course is to expose the student to the basic concepts of entrepreneurship, functions of entrepreneurs and problems faced by them in the real world
2. To provide insights to students in converting an Idea into an opportunity and develop an understanding of various funding sources for a startup
3. Familiarize the students with SME sector activities and the role of government agencies supporting SMEs.
4. To understand the process of a Business Plan

Unit 1 (4 Hours)

Creativity and Innovation: Meaning, the difference between innovation and creativity, Innovation types & Platforms, Business Model Innovation, Service Innovation, Design-led innovation, Improvisation, Large firm Vs. Start-up innovation, Co-creation and open innovation, developing an innovation strategy, Sources of innovation, Innovation Environment, Creative Destruction

Unit 2 (5 Hours)

Entrepreneurship: Meaning, definition and concept, Factors affecting entrepreneurship, characteristics and skills of an entrepreneur, entrepreneur v/s manager. Types of entrepreneurs, functions of an entrepreneur, entrepreneurial decision-process. Social, rural and women Entrepreneurship, Case Studies of Successful Entrepreneurs, Entrepreneurial Failure

Unit 3 (5 Hours)

Entrepreneurial Eco-System in India: Overview of MSME, Role of Central Govt & State Govt in supporting SMEs, subsidies, grants, export-oriented units - fiscal & tax concessions, other government initiatives and inclusive entrepreneurial growth Government e Market place (GeM), Zero effect Zero defect, Lean Manufacturing., Startup India, Stand Up India, Make in India, Innovate in India.

Entrepreneurial Finance: Estimating financial requirements; Sources of finance — banks & financial institutions; Bootstrapping, Crowdfunding. Angel investing Venture Capital; IPO

Role of agencies assisting entrepreneurship: DICs, SSIs, NSICs, NISBUD, Entrepreneurship Development Institute of India (EDII). New initiatives taken by the government to promote entrepreneurship. State Startup Ranking by DIPIT, State Innovation Ranking by NITI AAYOG (India Innovation Index),

Unit 4 (6 Hours)

From Idea to Opportunity: Idea generation- sources and methods, identification and classification of ideas. Individual creativity: idea to business opportunity Process of New Venture and its Challenges.

Developing a Business Plan: Business Planning Process: elements of business planning, preparation of project plan, components of an ideal business plan: market plan, financial plan, operational plan, and Feasibility Analysis — aspects and methods: Economic analysis, financial analysis, market-, and technological feasibility, Business Model Launching a new venture, Growth and Sustainability.

COURSE OUTCOMES

	Course Outcome	Expected Levels of Learning as per Bloom's Taxonomy for Assessment of Course Outcome.
CO 1:	Remember and comprehend basic concepts of creativity, innovation and entrepreneurship	<ul style="list-style-type: none"> • Remembering (K1) • Knowledge (K 2) • Comprehending(K3)
CO2:	Develop knowledge on Entrepreneurial Finance, Assistance and role of Entrepreneurial Development Agencies	<ul style="list-style-type: none"> • Applying (K 4) • Analyzing (K 5) • Evaluating (K7)
CO3:	Develop understanding of converting an Idea to an opportunity and develop understanding of various funding sources	<ul style="list-style-type: none"> • Analyzing (K 5) • Evaluating (K7)
CO4:	Gain in depth knowledge of innovation and its various sources	<ul style="list-style-type: none"> • Remembering (K1) • Knowledge (K 2) • Analyzing (K 5)
CO5:	Develop understanding of various dimensions of innovation along with current trends and general awareness of innovation and startup	<ul style="list-style-type: none"> • Knowledge (K 2) • Synthesizing (K6) • Evaluating (K7)

Suggested Readings

1. Roy: Entrepreneurship, OUP
2. Ahmad, Ali and Bhatt, Punita.: Entrepreneurship in Developing and Emerging Economies, SAGE Publishing India
3. Mitra, Jay: The Business of Innovation, 2017, SAGE Publishing
4. Entrepreneurship 10th Ed (Indian Edition) 2016 by Robert Hirsch Michael Peters Dean Shepherd, McGraw Hill
5. Khanka, S.S.; Entrepreneurial Development; S. Chand and Co.
6. Kumar, Arya; Entrepreneurship; Pearson Education.
7. Desai, Vasant; Dynamics of Entrepreneurial Development and Management; Himalaya Publishing
8. Blundel, R. and Lockett, N.; Exploring Entrepreneurship Practices and Perspectives; Oxford Publications.
9. Dollinger, M. J.; Entrepreneurship: New Venture Creation; PHI Learning.
10. "Reinventing Your Business Model" by Mark W. Johnson, Clayton M. Christensen, and Henning Kagermann)