



K.E. Society's
Rajarambapu Institute of Technology, Sakharale
(An Empowered Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
Curriculum Structure and Evaluation Scheme
To be implemented for 2024-26 [NEP Batch]
Department of Management Studies (MBA)
Innovation, Entrepreneurship and Venture Development [IEV]

Master in Business Administration - Innovation, Entrepreneurship and Venture Development) [MBA-IEV]





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Department of Management Studies (MBA)
Innovation, Entrepreneurship and Venture Development [IEV]

Class: FY MBA-IEV

Semester: I

Foundation of Management and Entrepreneurship

Course Code	Course Title	Teaching Scheme				Evaluation Scheme					
		L	T	P	Credits	Scheme	Theory (Marks)		Practical (Marks)		
							Max	Min. for passing %	Max	Min. for passing %	
MIV 1012	Introduction to Entrepreneurship	3	-	-	3	ISE	20	40	50	----	----
						UT1	15			----	----
						UT2	15			----	----
						ESE	50			40	----
MIV 1032	Entrepreneurial Economics	3	-	-	3	ISE	20	40	50	----	----
						UT1	15			----	----
						UT2	15			----	----
						ESE	50			40	----
MIV 1051	Marketing Research	3	-	-	3	ISE	20	40	50	----	----
						UT1	15			----	----
						UT2	15			----	----
						ESE	50			40	----
MIV 1072	Idea Generation and Validation	3	-	-	3	ISE	20	40	50	----	----
						UT1	15			----	----
						UT2	15			----	----
						ESE	50			40	----
MIV 1092	People Management	3	-	-	3	ISE	20	40	50	----	----
						UT1	15			----	----
						UT2	15			----	----
						ESE	50			40	----
MIV 1110	Indian Ethos and Business Ethics	2	-	-	2	ISE	20	40	50	----	----
						UT1	15			----	----
						UT2	15			----	----
						ESE	50			40	----
MIV 1132	Capstone Project I- Idea Generation and Proof of concept	-	-	8	3	ISE	-	-	--	50	50
						ESE	-	-	--	50	50
MIV 1152	Skill Development Lab I : Microsoft Office Specialist	-	-	4	2	ISE	--	--	--	50	50
						ESE	--	--	--	50	50
TOTAL		17	-	12	22						

Total Contact Hours/week : 29

Total Credits : 22

ISE = In Semester Evaluation, UT1= Unit Test 1, UT2= Unit Test 2, ESE = End Semester Examination





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Startup Experiential Learning

Class: FY MBA-IEV

Semester: II

Course Code	Course Title	Teaching Scheme				Evaluation Scheme					
		L	T	P	Credits	Scheme	Theory (Marks)		Practical (Marks)		
							Max	Min. for passing %	Max.	Min. for passing %	
MIV 1021	Organizational behavior	3	-	-	3	ISE	20	40	50	----	----
						UT1	15			----	----
						UT2	15	----	----		
						ESE	50	40	----	----	
MIV 1042	Pricing Management	3	-	-	3	ISE	20	40	50	----	----
						UT1	15			----	----
						UT2	15	----	----		
						ESE	50	40	----	----	
MIV 1062	New Venture Establishment and Management	3	-	-	3	ISE	20	40	50	----	----
						UT1	15			----	----
						UT2	15	----	----		
						ESE	50	40	----	----	
MIV 1092	Entrepreneurial Finance	3	-	-	3	ISE	20	40	50	----	----
						UT1	15			----	----
						UT2	15	----	----		
						ESE	50	40	----	----	
MIV 1102	Skill Development Lab II NOC: Legal Compliance for Incorporating Startup - Video course	-	-	4	2	ISE	--	--	--	50	50
						ESE	--	--	--	50	50
MIV 1122	Skill Development Lab III- Business Communication	-	-	4	2	ISE	--	--	--	50	50
						ESE	--	--	--	50	50
MIV 1142	Capstone Project- Formulation of Business Plan & Development of Business Model	-	-	8	4	ISE	--	--	--	50	50
						ESE	--	--	--	50	50
TOTAL		12	-	16	20						

Total Contact Hours/week : 28

Total Credits : 20

ISE = In Semester Evaluation, UT1= Unit Test 1, UT2= Unit Test 2, ESE = End Semester Examination

- ❖ **Student has to complete Incubation internship of 45 days at the end of First Year however its evaluation will be carried out in the III semester**
- ❖ **In Second Year, student require to choose any one track out of three.**





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Class: SY MBA-IEV

Semester: III

Entrepreneurship Intensity Development

Course Code	Course Title	Teaching Scheme				Evaluation Scheme					
		L	T	P	Credits	Scheme	Theory (Marks)		Practical (Marks)		
							Max	Min. for passing %	Max	Min. for passing %	
	Group I Elective I	3	-	-	3	ISE	20	40	50	---	---
						UT1	15			---	---
						UT2	15	---	---		
						ESE	50	40	---	---	
	Group I Elective II	3	-	-	3	ISE	20	40	50	---	---
						UT1	15			---	---
						UT2	15	---	---		
						ESE	50	40	---	---	
	Group II Elective I	3	-	-	3	ISE	20	40	50	---	---
						UT1	15			---	---
						UT2	15	---	---		
						ESE	50	40	---	---	
	Group II Elective II	3	-	-	3	ISE	20	40	50	---	---
						UT1	15			---	---
						UT2	15	---	---		
						ESE	50	40	---	---	
	Group III Elective I	3	-	-	3	ISE	20	40	50	---	---
						UT1	15			---	---
						UT2	15	---	---		
						ESE	50	40	---	---	
	Group III Elective II	3	-	-	3	ISE	20	40	50	---	---
						UT1	15			---	---
						UT2	15	---	---		
						ESE	50	40	---	---	
MIV 2012	Venture Growth and Strategy	3	-	-	3	ISE	20	40	50	---	---
						UT1	15			---	---
						UT2	15	---	---		
						ESE	50	40	---	---	
MIV 2032	Incubation Internship	-	-	-	6	ISE	--	--	---	50	50
						ESE	--	--	---	50	50
TOTAL		21	-	-	27						

Total Contact Hours/week

: 21

Total Credits

: 27

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❖ **III Semester is common for all the three tracks.**





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Electives Group I

Course	Course Title
MIM 2012	Digital Marketing
MIM 2032	Entrepreneurial Marketing & Sales Strategy
MIM 2052	Business to Business Marketing
MIM 2072	Consumer Behavior
MIM 2091	Export – Import Procedure & Documentation

Electives Group II

Course	Course Title
MIF 2012	Venture Capital Financing
MIF 2032	Investment Analysis & Portfolio Management
MIF 2052	Financial Analysis And Business Valuation
MIF 2072	Working Capital Management
MIF 2091	Tax Planning and Management

Electives Group III

Course	Course Title
MIH 2011	HR Analytics
MIH 2031	Group Dynamics for Teams
MIH 2051	Human Resource Planning
MIH 2071	Industrial Psychology
MIH 2091	Leadership





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Class: SY MBA-IEV

Semester: IV

Startup Establishment/Incubation Management
Track I: Industry Internship (II)

Course Code	Course Title	Teaching Scheme			Credits	Evaluation Scheme					
		L	T	P		Scheme	Theory (Marks)		Practical (Marks)		
							Max	Min. for passing %	Max	Min. for passing %	
IIMI2YYY	Skill Certifications- I Online Courses Relevant to the Chosen business	-	-	-	2	ISE	-	--	--	50	50
						ESE	-	--	--	50	50
IIMII2YYY	Skill Certifications- II Online Courses Relevant to the Chosen business	-	-	-	2	ISE	-	--	--	50	50
						ESE	-	--	--	50	50
IIMIII2YYY	Industry Internship & Project	-	-	-	9	ISE	-	--	--	50	50
						ESE	-	--	--	50	50
MIV 2041	Project Management (Online Course)	2	-	-	2	ISE	50	40	50	-	-
						ESE	50	40		-	-
Total		02	-	-	15						

Total Contact Hours/week : 02
Total Credits : 15

ISE = In Semester Evaluation, UT1= Unit Test 1, UT2= Unit Test 2, ESE = End Semester Examination

Note:

- Online or Self Study course may be:
 A] Online Certification Course
 B] Self-study course approved by Dean Academics All courses should be related to Startups Project.
- Indicates that, student needs to produce certificate of online or certification course at the time of ESE. If student fails to produce this certificate, he or she will not be eligible to give ESE of Online/certification course.





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Class: SY MBA-IEV

Semester: IV

Startup Establishment/Incubation Management
Track II: Course Work (CW)

Course Code	Course Title	Teaching Scheme				Evaluation Scheme					
		L	T	P	Credits	Scheme	Theory (Marks)		Practical (Marks)		
							Max	Min. for passing %	Max	Min. for passing %	
IIMI2YYY	Skill Certifications- I Online Courses Relevant to the Chosen business	-	-	-	2	ISE	-	--	--	50	
						ESE	-	--	--	50	
IIMII2YYY	Skill Certifications- II Online Courses Relevant to the Chosen business	-	-	-	2	ISE	-	--	--	50	
						ESE	-	--	--	50	
	Group I Elective III	3	-	-	3	ISE	20	40	50	---	---
						UT1	15			---	---
						UT2	15	40	50	---	---
						ESE	50			---	---
	Group II Elective III	3	-	-	3	ISE	20	40	50	---	---
						UT1	15			---	---
						UT2	15	40	50	---	---
						ESE	50			---	---
	Group III Elective III	3	-	-	3	ISE	20	40	50	---	---
						UT1	15			---	---
						UT2	15	40	50	---	---
						ESE	50			---	---
MIV 2041	Project Management (Online Course)	2	-	-	2	ISE	50	40	50	-	-
						ESE	50			40	-
TOTAL		11	*	*	15						

Total Contact Hours/week : 11

Total Credits : 15

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Semester: IV

Startup Establishment/Incubation Management

Track III: Research Project (RP)

Course Code	Course Title	Teaching Scheme			Credits	Evaluation Scheme				
		L	T	P		Scheme	Theory (Marks)		Practical (Marks)	
							Max	Min. for passing %	Max	Min. for passing %
IIMI2YYY	Skill Certifications- I Online Courses Relevant to the Chosen business	-	-	-	2	ISE	-	--	50	50
						ESE	-	--		
IIMII2YYY	Skill Certifications- II Online Courses Relevant to the Chosen business	-	-	-	2	ISE	-	--	50	50
						ESE	-	--		
MIV 2021	Startup Establishment & Incubation Spaces Access	-	-	-	9	ISE	-	--	50	50
						ESE	-	--		
MIV 2041	Project Management (Online Course)	2	-	-	2	ISE	50	40	50	-
						ESE	50	40		-
Total		02	-	-	15					

Total Contact Hours/week : 02

Total Credits : 15

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Note:

- Online or Self Study course may be:
 E] Online Certification Course
 F] Self-study course approved by Dean Academics All courses should be related to Startups Project.
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Class:- FY MBA-IEV	Semester-I	L	T	P	Credits
Course Code: MIV 1012	Course Name: Introduction to Entrepreneurship	3	-	-	3

Course Description:

Entrepreneurship is an essential human behavior that underpins societal progress. Individual economic activity dominates day-to-day behavior in all but a few western societies and cultures today. Most of the world's population depends on an entrepreneurial livelihood. Without an understanding of the role of the entrepreneur in economic formation and the conception of markets, a basic historical understanding of societal development is limited. Therefore, this course covers the many facets of entrepreneurship

Course Learning Outcomes:

After successful completion of the course, students will be able to;

1. Analyze the DNA of an entrepreneur and assess their strengths and weaknesses from an entrepreneurial perspective
2. Apply leadership principles in various forms of business organizations.
3. Connect entrepreneurial principles to non-profit, government and larger corporate organizations.
4. Analyze common early stage pitfalls and design measures of control
5. Design value propositions for the products and services.

Prerequisite:

Basic Concepts of Management

Course Content

Unit No	Description	Hrs.
1	Introduction to Entrepreneurship: Meaning and concept of entrepreneurship, Entrepreneurs and Entrepreneurship, The Evolution of Entrepreneurship Thought, role of entrepreneurship in economic development, Socio- economic benefits from entrepreneurship, entrepreneurial competencies, entrepreneurial success stories	06
2	Leadership, motivation & power: Leadership, Stress and the entrepreneur- the entrepreneurial ego- Entrepreneurial motivations- Corporate Entrepreneurial Mindset How people think and operate when working with others, Johari's Window. The appeals that are most persuasive to influence others. organizational systems and conventionally used management paradigms	06





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3	Effectual Entrepreneurship: Effectual reasoning – problem and process, principles of effectual reasoning- Pilot in the plane principle, The affordable loss principle, , principles of entrepreneurial expertise- The bird-in-hand principle, The crazy quilt principle, The lemonade principle, Lean Startup Principle	06
4	Value Proposition: Introduction, tools and process of value proposition design, assessing value proposition design skills. Value propositions for new ventures and existing businesses.	06
5	Value Canvas: Value map, customer profile- jobs, pains, gains and their ranking, Mapping the Value Proposition of Value Proposition Design, the value map and fit.	06
6	Business Organizations: Introduction to various form of business organization (sole proprietorship, partnership, corporations, Limited Liability company), mission, vision and strategy formulation.	06

References

Text Book:

- Nielsen, S. L., Klyver, K., Ewald, M. R., & Bager, T. Entrepreneurship in theory and practice: paradoxes in play, Edward Elgar Publishing, Cheltenham, UK.
- Alexander Osterwalder, Yves Pigneur, Gregory Bernarda, Value Proposition Design-How to Create Products and Services Customers want, Alan Smith, Wiley Publications

Reference books:

- Eric Ries, The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses
- Chip Heath, Dan Heath, Made to Stick: Why Some Ideas Survive and Others Die
- Steve Blank and Bob Dorf , The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company
- W. Chan Kim, Renée Mauborgne, Blue Ocean Strategy
- Guy Kawasaki, The Art of the Start: The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything
- Clayton M. Christensen , The Innovator's Dilemma: The Revolutionary Book that Will Change the Way You Do Business





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Class:- FY MBA-IEV	Semester-I	L	T	P	Credits
Course Code: MIV 1032	Course Name: Entrepreneurial Economics	3	-	-	3

Course Description:

The course develops ability to understand and scan business environment in order to analyze the opportunities and take decisions under uncertainty.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Apply various economical tools in business decision making process.
2. Identify the competitive relationship between demand and supply
3. Evaluate the microeconomic variables of production function and role in decision making
4. Identify the issues related to markets for maximizing the profit
5. Analyze the role of international trade and sectoral development.

Prerequisite:

Basic understanding of economics and commercial activities of firms.

Course Content		
Unit No	Description	Hrs.
1	Microeconomics: Origin of economics relationship to functional areas of business, Managerial Economics meaning, nature and scope, Managerial economics and business decision making, Decision making in risk and uncertainty, Role of managerial economist.	06
2	Demand and Supply Analysis: Demand analysis meaning, determinants and types of demand, Elasticity of demand, Demand estimation and forecasting, Supply Analysis, Theory and Law Factors affecting supply	06
3	Production Functions: Production decisions production functions, Isoquants, Cobb Douglas function. Theory of production, Production with one variable input, Production with two variable inputs, Marginal rate of substitution, break even analysis.	06
4	Pricing Decisions and Profit Planning: Pricing and output decisions methods of pricing, differential pricing government intervention and pricing. Profit meaning and nature, profit policies, cost volume profit analysis,. Cost Concepts, cost output relationship.	06





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5	Theory of Market and Market Competition: Concept, Classification and features of market, Motives of existing firm profit maximization output, Price output decisions under perfect competition, monopoly, monopolistic competition, and Oligopoly model.	06
6	Applied Macroeconomics: National Income, calculating national income, Business cycle, monetary policy and fiscal policies, Gross Domestic Product (GDP) and Gross National Product (GNP), Consumer Price Index (CPI), Wholesale Price Index (WPI).	06

References

Text Books:

- Joel Dean - Managerial Economics, Prentice Hall/Pearson.
- Rangarajan - Principles of Macro Economics, Tata McGraw Hill.

Reference Books:

- Athmanand.R. Managerial Economics, Excel, New Delhi.
- P.L.Mehta, Managerial Economics, S.Chand and Sons Company Ltd., New Delhi.
- Peterson Lewis, Managerial Economics, Prentice Hall of India, New Delhi.
- Gupta, G.S., Managerial Economics: Micro Economic, McGraw Hill
- Christopher R. Thomas & S. Charles Maurice, Managerial Economics, Tata McGraw Hill, New Delhi
- Truett & Truett, Managerial Economics, John Wiley & Sons Inc.
- Petersen, H. Craig & Cris, L W , Managerial Economics, Pearson Education.
- Chaturvedi, D.D. & Gupta S.L. , Managerial Economics: Text & Cases, Brijwasi Book Distributors and Publishers
- Salvatore, D , Managerial Economics in a Global Economy, Irwin, Mc Graw-Hill
- Dholakia, R.H. & Oza, A.N., Micro Economics for Management Students, OUP, Delhi.
- Keating Berry and Wilson, J H., an Economic Foundation for Business Decision, Biztantra Publication, New Delhi





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Class:- FY MBA-IEV	Semester-I	L	T	P	Credits
Course Code: MIV 1051	Course Name: Marketing Research	3	-	-	3

Course Description:

Marketing research is involved with the linking of the manufacturers, intermediaries and the customers through information. It helps in identifying the recent trends in habits and behaviours of consumers through a research process. Some of the key applications of this study is to create a better product, decide the right price, distribution system and the promotional mechanism to attract customers and make a difference within the competition. It uses research tools in understanding the customer and segmenting the market. Some of the research tools are qualitative and quantitative in nature as well. Some of the frequently used techniques are like focus group study, TAT, projective techniques, regression analysis, factor and cluster analysis, discriminant analysis, and other multivariate techniques.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Apply the basic marketing principles for marketing research
2. Analyze the different sources of marketing information.
3. Evaluate various data collection and analysis techniques relevant to Marketing research.
4. Write a comprehensive market research report.

Prerequisite:

Basic understanding of economics and commercial activities of firms.

Course Content

Unit No	Description	Hrs.
1	Basics of Marketing Management: Introduction, basic definitions, functions, segmentation, targeting and positioning, Product and services marketing mix, product life cycle	06
2	Introduction to Marketing Research: Research Objectives, Marketing Research, Classification of Marketing Research, Process of Marketing Research, Significance of Market research, problem definition, Ethics in Marketing Research.	06
3	Research Design: Exploratory and Qualitative and Quantitative Research, Descriptive Research Design, Primary & Secondary Data, Data preparation	06
4	Measurement and Scaling: Measurement Scales, Techniques, Comparative & non comparative scaling Techniques, Reliability & Validating, Questionnaire Design	06





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5	Sampling & Hypothesis Design: Sampling, Types of Sample Design, Sampling Errors, Hypothesis Development, Type I & Type II Errors, Hypothesis Testing.	06
6	Analyzing Tools and Report Preparation: Descriptive Statistics, Correlation & Regression, Chi-square, Report Preparation	06

References

Text Books:

- Marketing Research, G.C. Beri, McGraw Hill Education

Reference Books:

- Boyd, Harper W. Jr., Westfall, Ralph and Stasch, Stanley, Marketing Research: Text and Cases, Richard D. Irwin Inc., Homewood, Illinois.
- Naresh K Malhotra, Satyabhushan Dash, Marketing Research- An Applied Orientation, Pearson Education, New Delhi.
- Donald R. Cooper, Pamela S Schindler, Marketing Research-Concepts and Cases. Tata McGraw-Hill Publishing Company Limited, New Delhi.
- Hair, Bush, Ortinau, Marketing Research, Tata McGraw-Hill Publishing Company Limited, New Delhi.
- Nigel Bradley, Marketing research –Tools and Techniques. Oxford University Press, New Delhi.





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Class:- FY MBA-IEV	Semester-I	L	T	P	Credits
Course Code: MIV 1072	Course Name: Idea Generation and Validation	3	-	-	3

Course Description:

The goal of this program is to provide a space and platform for discovery, both self-discovery and opportunity discovery. Students will discover their strengths in terms of an entrepreneurial founding team and learn basics such as opportunity discovery, prototyping, competition analysis, and early customer insights and participate in on-line and campus activities and events such as idea competitions, business plan challenges, etc.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Identify problems and apply innovative solutions through the mode of ideation
2. Create ways and identify convergence tools to boost creative process
3. Apply various brainstorming techniques to break down ideas and visualize it create and assess business ideas
4. Apply core and basic concept of idea generation and creativity.

Prerequisite:

Basic Understanding of Management

Course Content		
Unit No	Description	Hrs.
1	Idea Generation & Opportunities search Sources of business ideas find & assess ideas, data for ideation, good problem Analysis, Opportunity recognition. Opportunities through Change, Opportunities in Various sectors. Steps for idea generation, Techniques for idea generation	06
2	Idea Evaluation, Screening and Development Design thinking for finding solutions, prototyping, idea evaluation, entrepreneurial Outlook, value proposition design, customer insight, ideas development, Idea presentation. System Thinking, Design Thinking, Integration of both, Idea screening methods, Idea development	06
3	Feasibility Analysis Product/Service Feasibility Analysis, Pre-feasibility analysis- Stages of Project Feasibility Analysis-Market, Industry & competition analysis, environment analysis, financial feasibility analysis	06
4	Business opportunity and Market assessment strategy Entrepreneurship Readiness, Entrepreneurial Characteristics, Rewards & Drawbacks, Entrepreneurial Ventures & Cause of Business Failure, Niche Strategy & Competitive Advantage, Macro-Environment Assessment	06





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5	Crafting business models and Lean Start-ups Introduction to business models; Creating value propositions-conventional industry logic, value innovation logic; customer-focused innovation; building and analyzing business models; Business model canvas, Introduction to lean startups, Business Pitching	06
6	Ideation Intelligence & Validation Processes Identify the vertical operate in and the business opportunity ,Translate Business Model into a Business Plan, , Take product or service to market, Identify possible sources of funding for your venture — customers, friends and family, Angels, VCs, Bank Loans and key elements of raising money for a new venture	06

Reference
Text Book:

- Katz, Entrepreneurship Small Business, McGraw-Hill Education
- Shane, S., Technology Strategy for Managers and Entrepreneurs. Pearson: Prentice Hall.

Reference Books:

- Ramachandran, Entrepreneurship Development, McGraw-Hill, INDIA
- Byrd Megginson, Small Business Management an Entrepreneur's Guidebook, McGrawHill
- Fayolle A Entrepreneurship and new value creation. Cambridge, Cambridge University Press
- Houggaard S.,The business idea. Berlin, Springer
- Lowe R & S Mariott, Enterprise: Entrepreneurship & Innovation. Burlington, Butterworth Heinemann
- Léo-Paul Dana, World Encyclopedia of Entrepreneurship, Edward Elgar publishing





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Class:- FY MBA-IEV	Semester-I	L	T	P	Credits
Course Code: MIV 1092	Course Name: People Management	3	-	-	3

Course Description:

This course will provide an overview of People Management. It is a fundamental component of the competitiveness, effectiveness, and sustainability of any organization, as it influences who is hired, how they are trained, evaluated, and compensated, and what steps are taken to retain them. Throughout the course we will focus on the role of leaders, managers and how they develop effective and efficient human resources practices.

Course Learning Outcomes:

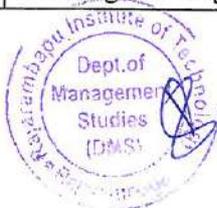
At the end of the course the student should be able to,

1. Develop the ability to recruit, train, and appraise the performance of employees
2. Identify human resources through rewards and recognition.
3. Design compensation and salary administration
4. Evaluate talent management with organizational benefits.

Prerequisite:

Basic understanding of Entrepreneurial mindset.

Course Content		
Unit No	Description	Hrs.
1	Introduction to people management: Components of people management impact of individual and organizational factors on people management. Getting work done through others, People Management Skills Challenges for growing a start-up team	06
2	Hiring: Legal Requirements for Hiring Employees, Decision making regarding hiring, hiring process, Job description, job specification Identifying skills in prospective employees, Selection and on boarding	06
3	Compensation & Benefits: Wage fixation & Wage Policy, Salary Structure, Fixed cash Benefits, Retrials & Social Security, Variable Pay, Employee Stock Options(ESOP) Incentives and fringe benefits.	06
4	Partnership for Start-ups: Forming of Partnership- win -win collaborations, partnership process, Trend spotting.	06
5	Training & Development: Conceptual framework of Training and development of Employees, Role of Training in Organizations, Training Process, Training Need Assessment,	06





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	Methods of training, E-Learning Evaluation of Training Effectiveness: Kirkpatrick model.	
6	Motivation & Leadership: Concept of motivation, Importance, Tools of Motivation. Theory Z, Equity theory, Process Theories, Trait Theory, Behavioral Theory, Path Goal Theory. Styles of Leadership. Transactional v/s Transformational leaders.	06

References

Text book:

- D'Ceazo, David A., Stephen P. Robbins, and Susan L. Verhulst, Human Resource Management, , John Wiley and Sons, New Delhi

Reference Books:

- Gomez-Mejia, Luis R., D. B. Balkin, and R. L. Cardy, , Managing Human Resources, Prentice Hall
- Garry Dessler , Human Resource Management , Prentice Hall
- Pravin Durai , Human Resource Management , Pearsons
- Cynthia D. Fisher ,Lyle F. Schoenfeldt , James B. Shaw , Human Resource Management , Cengage learning





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Class:- First Year M.B.A.	Semester-I	L	T	P	Credits
Course Code: MIV 1110	Course Name: Indian Ethos and Business Ethics	2	-	-	2

Course Description:

Develop understanding of the Long-term implications of ethical decisions discussed along with the Indian ethos and value system. Develop the ethical component of Bharatiya management system. Understanding the ancient Indian wisdom and Knowledge from sources like Upanishads and Bhagavad-Gita. Review on Value oriented management system can be established with the help of Indian ethos. To ensure all round development. To ensure all round development growth and prosperity i.e. , productivity, marketing, profitability.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Interpret the variable values in morality
2. Discuss strategies for maximizing personal growth and productivity of employees.
3. Apply value-based management and ethical practices in all functional areas of management
4. Develop ethical decision-making capabilities
5. Identify and practice the way of righteousness in the Indian mythological literature

Prerequisite:

Basic understanding of Moral Values

Course Content

Unit No	Description	Hrs.
1.	Indian Ethos – An Overview: Meaning, Features, Need, History, Relevance, Principles Practiced by Indian Companies, Requisites, Elements, Role of Indian Ethos in Managerial Practices	04
2.	Work Ethos and Values: Work Ethos- Meaning, Levels, Dimensions, Steps, Factors Responsible for Poor Work Ethos Values Meaning, Features, Values for Indian Managers, Relevance of Value Based Management in Global Change. Impact of Values on Stakeholders, Employees, Customers, Government, Competitors and Society. Values for Managers, Trans-cultural Human Values in Management and Management Education, Secular v/s Spiritual Values in Management, Importance of Value System in Work Culture	04
3.	Proactivity: Four human gifts (endowments), proactivity and stimulus and response, taking initiatives, language of reactive and proactive people, circle of influence and circle of concern,	04
4.	Personal Management: Introduction of Personal Management, the power of independent will, four classes or quadrants of activities, what it takes to say "no", the quadrant tool, living in quadrant, delegation; increasing p and pc, the quadrant paradigm	04





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5.	Business Ethics: Ethics and Business Ethics, Importance of Business Ethics , Approaches: Consequentialist theories, Deontological theories, and Virtue theory approach ,Process of ethical decision-making in business, Individual differences and ethical judgement, Cognitive barriers to a good ethical judgement, Whistle Blowing	04
6.	Management Lessons from Scriptures (Case Studies): Management Lessons from Vedas, Mahabharata, Holly Bible & Quran. Kautilya's Arthashastra Indian Heritage in Business Management, Production and Consumption. Ethics v/s Ethos Indian Management v/s Western Management	04

References

Text Books:

- Tushar Agarwal and Nidhi Chandorkar ,Indian Ethos in Management, Himalaya Publication.
- Csv Murthy ,Business Ethics Text & Cases ,Himalaya Publishing House.

Reference Books:

- John Fraedrich, O. C. Ferrell, Business Ethics: Ethical Decision Making & Cases Paperback – Cengage Learning
- Ethics and the Conduct of Business, By John R. Boatright& B.P. Patra, Pearson
- Business Ethics: Concepts and Cases by Manuel G. Velasquez, Pearson.
- The Difficulty of Being Good on the subtle art of Dharma, by Gurucharan Das, Penguin India
- What Money Can't Buy: The Moral Limits of Markets, By Michael Sandel, Penguin UK





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Class: - FY MBA-IEV	Semester-I	L	T	P	Credits
Course Code: MIV 1132	Course Name: Capstone project I- Idea Generation and Proof of concept	-	-	8	4

Course Description:

This course aims at giving students hands on experience to the world of work, which imbibes in them the skills and competencies required to make them competent entrepreneurs It is a semester long course where the students are expected to identify the areas of their interest and prepare a proof of concept.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Identify a Social / Business problem.
2. Develop an idea for solution of the identified problem.
3. Design the visualization exercise to verify the potential real-life application of an idea.
4. Provide hands on approach to model building

Prerequisite:

A good knowledge of Core management fundamentals

Course Content

- The principles of idea generation and the idea lifecycle
- Generating a shared brief
- Exploding ideas (numerous techniques and theories)
- Evaluating and communicating ideas
- Developing ideas
- An introduction to testing ideas in the wild for validation





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Class:- FY MBA-IEV	Semester-I	L	T	P	Credits
Course Code : MIV 1152	Course Name : Skill Development Lab I: Microsoft Office Specialist	-	-	4	2

Course Description:

Students will receive training in word processing skills including creating, editing, and formatting documents as well as creating tables, columns, graphs, and charts. This course will also serve to develop the students' presentation skills using PowerPoint 2013.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Demonstrate applying themes and layouts to slides.
2. Demonstrate inserting pictures, graphics, shapes, and other things.
3. Demonstrate working with sound and videos, master slides, smart art.
4. Use existing PowerPoint presentations using advanced editing tools such as theme, layout, timing, and animation.

Prerequisite:

Basic Computer Operating Knowledge.

Course Content

Unit No	Description	Hrs.
1	Create and manage worksheets and workbooks: Create worksheets and workbooks, Format & Manage worksheet attributes, Manage rows and columns, Customize options and views for worksheets and workbooks, Customize the Quick Access Toolbar Modify the display of worksheets, Modify document properties, Configure worksheets and workbooks for distribution, Save workbooks in alternative file formats , Set print scaling, Print sheet elements	06
2	Manage data cells and ranges: Insert data in cells and ranges, Create data, Format cells and ranges, Summarize and organize data, Format cells based on their content, Insert spark lines, Outline data and insert subtotals	06
3	Perform operations with formulas and functions: Summarize data by using functions, Reference cells and cell ranges in formulas Define order of operations, Perform calculations by using functions, Perform conditional operations by using functions, Format and modify text by using functions	06
4	Create charts and objects: Create charts, Format charts, Objective, Insert and format objects, Insert text boxes and shapes, Insert images, Provide alternative text for accessibility	06





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5	Microsoft Word: Create a Document, Navigate Through a Document, Format a Document, Customize Options and Views for Documents, Print and Save Documents, Insert Text and Paragraphs, Format Text and Paragraphs, Order and Group Text and Paragraphs, Create a Table, Modify a Table, Create and Modify a List, Create and Manage Reference Markers, Create and Manage Simple References, Insert Graphic Elements, Format Graphic Elements, Insert and Format SmartArt Graphics	06
6	Microsoft PowerPoint: Create a Presentation, Insert and Format Slides, Modify Slides, Handouts, and Notes, Order and Group Slides, Change Presentation Options and Views, Configure a Presentation for Print, Configure and Present a Slide Show, Insert and Format Text, Insert and Format Shapes and Text Boxes, Insert and Format Images, Order and Group Objects, Insert and Format Tables, Insert and Format Charts, Insert and Format SmartArt graphics, Insert and Manage Media, Apply Slide Transitions, Animate Slide Content, Set Timing for Transitions and Animations, Merge Content from Multiple Presentations, Finalize Presentations	06

References: Lab Manual





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Class:- FY MBA-IEV	Semester-II	L	T	P	Credits
Course Code: MIV 1021	Course Name: Organizational behavior	3	-	-	3

Course Description:

This course integrates the study of human behavior within organizations. The focus will be upon translation of organizational behavior theory to practices that result in organizational effectiveness, efficiency, and human resource development. The primary goal of this course is to prepare students for advanced leadership roles in modern organization. This course will provide a good foundation for students intending to study in any major, as the main objective of this course is to provide students with the essential content and experiences, they need to become a motivating student, successful manager and an effective employee in any type of work they do in the future. By taking the course students will understand themselves and other people at work and will be able to learn how to create effective work groups.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Apply the conceptual foundation and theories of organizational behaviour.
2. Develop a good working environment for an individual for the smooth running of the organisation.
3. Analyze the roles and norms within groups and the dynamics of group decision-making
4. Develop coordination and teamwork in the organisation.
5. Apply organisation power and politics in an effective manner.

Prerequisite:

Basic understanding of Entrepreneurial mindset

Course Content

Unit No	Description	Hrs.
01	Introduction: Conceptual Foundation of Organisational Behaviour; Nature and Characteristics; Determinants; Contributing Disciplines; Challenges and Opportunities for Organisational Behaviour, Models and Approaches of Organizational Behaviour, OB and Emotional Intelligence	06
02	Perception, Attitude, and Values: Nature, Importance, Factors Influencing Perception, Attribution Theory of Perception, Halo Effect, Contrast Effect, Projection, Stereotyping; Values, Beliefs and Attitudes with Managerial Implications. Learning	06
03	Personality: Concept and Determinants; Types and Theories of Personality, Attributes Influencing Organizational Behavior; Locus of Control;	06





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04	Group Behaviour: Groups: Concept and Classification; Stages of Group Development; Group Structure; Roles and Norms; Group Decision-Making: Group vs Individual, Interpersonal Relationships: Developing Interpersonal Relationships; Transactional Analysis; Johari Window.	06
05	Conflict Management: Concept; Causes; Types; Stages; Effects; Management of Conflicts. Organisation Power and Politics- Concept, Sources and Classification; People's Response to Organisational Power & Politics,	06
06	Organisational Culture: Concept; Dominant Culture; Strong vs Weak Cultures ; Creating and Sustaining Culture; Creating a Customer-Responsive Culture. Organisational Changes: Concept and Forces for Change; Managing Planned Changes; Resistance to Change; Approaches to Manage Organisational Change; Organisational Development;	06

References

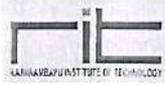
Text Books:

- Saras D. Sarasvathy, Effectuation-Elements of Entrepreneurial Expertise, Edward Elgar Publishing, Incorporated
- Alexander Osterwalder, Yves Pigneur, Gregory Bernarda, Alan Smith, Value Proposition Design-How to Create Products and Services Customers Want, Wiley Publications

Reference Books:

- Eric Ries, The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses
- Dan Heath, Made to Stick: Why Some Ideas Survive and Others Die by Chip Heath
- Steve Blank and Bob Dorf, The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company
- W. Chan Kim, Renée Mauborgne, Blue Ocean Strategy, Harvard business review
- Guy Kawasaki, The Art of the Start: The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything, Kindle
- Clayton M. Christensen, The Innovator's Dilemma: The Revolutionary Book that Will Change the Way You Do Business





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Class:- FY MBA-IEV	Semester-II	L	T	P	Credits
Course Code: MIV 1042	Course Name: Pricing Management	3	-	-	3

Course Description:

Pricing is not a choice an organization can make; every company has to price its products and services - even commodity producers and firms that operate in a regulated and price controlled environment. Pricing is the only element of the marketing mix that generates revenue. The other marketing instruments typically drive cost in the process of creating customer value, which is being recaptured through effective pricing. In today's dramatically more complex and rapidly changing environment of globalized economies, unlimited consumer choice and explosive technology innovation, pricing strategies and tactics are essential determinants of the competitive position, success and ultimately profitability of an organization. Pricing and yield management are some of the most important, however often least understood and developed marketing decisions. Organizations and marketing professionals today face many challenges in optimizing pricing strategies, processes and tactics. Straight-forward, simplistic, often cost-based or rule-of-thumb pricing methods are no longer sufficient and need to be replaced with sophisticated, dynamic and evolving pricing tools and processes

Course Learning Outcomes:

At the end of the course the student should be able to,

1. Apply the key economic, analytical, and behavioral concepts associated with costs, customer behavior and competition.
2. Apply advanced pricing techniques.
3. Comprehend pricing strategies of different products, lifecycles, and companies.
4. Analyze price strategies of competitors in indifferent market situations through case study scenarios.

Prerequisite:

Basic understanding of Pricing of the Manufacturing Product

Course Content		
Unit No	Description	Hrs.
1	Strategic Pricing: Coordinating the drivers of profitability, types of pricing, role of optimization in strategic pricing, price structure, pricing policy, price setting and price competition.	06
2	Psychology, measurement and communication of pricing: Role of value in pricing, estimating economic and monetary value, competitive reference pricing, estimating psychological value, value based segmentation, adapting the message for product characteristics, strategies for conveying value.	06





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3	Pricing Structure and Policy: Tactics for pricing differently across customer segments, Pricing challenges / opportunities in particular industries and market characteristics, price metrics and fences, peak pricing and yield management, pricing policies and price expectations, Policies for price negotiations and objections.	06
4	Price Level and Competition: Price setting process, communicating new prices to the market, understanding price game, reacting to competition, managing competitive information, measurement of price sensitivity	06
5	Financial Analysis for Pricing: Analyzing costs and profits for pricing, financial implications of price alternatives, breakeven analysis, break even sales curve.	06
6	Strategic Pricing Capability: Essential elements of the pricing organization, creating alignment of pricing objectives, performance measures and incentives.	06

References

Text Book:

- Thomas T. Nagle, The Strategy and Tactics of Pricing (STP), A guide to growing more profitably, John E. Hogan and Joseph Zale, Prentice Hall

Reference Books:

- Meehan/Simonetto/Montan/Goodin - Pricing and Profitability Management, A practical guide for Business Leaders, John Wiley & Sons
- Dolan/Simon – Power Pricing – How managing price transforms the bottom line, The Free Press
- Tim J. Smith - Setting Price Levels, Managing Price Discounts & Establishing Price Structures, South Western





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Class:- FY MBA-IEV	Semester-II	L	T	P	Credits
Course Code : MIV 1062	Course Name : New Venture Establishment and Management	3	-	-	3

Course Description:

This course is aimed at exposing the students to modern approaches to new venture creation. It focuses on the nexus between the entrepreneurial team, their opportunity and the iterative process of venture development they engage with. It is designed for anyone who needs to assess, develop or create potential business or project opportunities that are mainly, but not exclusively, based on a technological concept or a social innovation. Screening techniques are introduced that will address the new venture value proposition: including analysis of the underlying business concept, the base technology, benefits to customers, and fit with potential markets. Models for new venture development which include consideration of the resourcing requirements, the competitive landscape, team development and future strategies will be treated in depth; and a comprehensive model for new venture validation will be developed during the course.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Apply the knowledge to generate ideas for starting new ventures.
2. Assess the market potential and design strategies to reach out to potential customers, partners, suppliers, and experts.
3. Analyze the legal challenges in setting up new business.
4. Analyze the role of support institutions in entrepreneurship development.
5. Analyze the Government policies and initiatives aimed at supporting entrepreneurship.

Prerequisite:

Basic understanding of categories of business & start-up.

Course Content		
Unit No	Description	Hrs.
1	New Venture Opportunities The Entrepreneurial imperative, New ventures, Entrepreneurial motivation, Advantages and disadvantages of starting a new venture, New venture failure, Ideation, Design thinking methodology	06
2	Methods to initiate Ventures Approaches to new venture creation, market analysis, financial picture, acquiring an existing venture – Franchising. Product / service Feasibility analysis, Industry and Competition Analysis, Environment Analysis, Financial Feasibility Analysis	06
3	Legal Challenges in Setting up Business: Intellectual property protection – Patents, copyrights and trademarks – Legal acts governing businesses in India – Forms of business organization.	06





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4	New Venture Finances The startup capital, Venture Capital Market, Criteria for evaluating new venture proposals, – Evaluating venture capitalists Alternate sources of financing , Crowd funding Government Policy packages , financial statements and analysis, Business Incubators and Facilitators	06
5	Role of Support Institutions: Director of Industries; DIC; SIDO; SIDBI; Small Industries, Development Corporation (SIDC);SISI; NSIC; NISBUED; State Financial Corporation SFC; SISI, Khadi & Village Industries Corporation / Board	06
6	Incentives and subsidies for entrepreneurs: Pattern, types of incentives and subsidies, procedure for getting contracts from government, Import & export business - benefits, procedure, incentives	06

References

Text Books:

- Donald F. Kuratko and Jeffrey S. Hornsby, New Venture Management: The Entrepreneur's Roadmap for Development, Management, and Growth, Taylor and Francis Publication
- Andrew Zacharakis; William D. Bygrave; Andrew C. Corbett; Entrepreneurship; Publisher: Wiley

Reference Books:

- Ramachandran , Entrepreneurship Development, Mc Graw Hill
- Katz , Entrepreneurship Small Business, Mc Graw Hill
- Byrd Megginson,,Small Business Management An Entrepreneur's Guidebook, McGraw-Hill
- Fayolle A Entrepreneurship and new value creation. Cambridge, Cambridge University Press
- Hougaard S. ,The business idea. Berlin, Springer
- Lowe R & S Mariott, Enterprise: Entrepreneurship & Innovation. Burlington, Butterworth Heinemann
- Léo-Paul Dana ,World Encyclopedia of Entrepreneurship, Edward Elgar





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Class:- FY MBA-IEV	Semester-II	L	T	P	Credits
Course Code: MIV 1092	Course Name: Entrepreneurial Finance	3	-	-	3

Course Description:

Entrepreneurial Finance seeks to create value for the organization by managing resources, activities and people to achieve the organization's goals. This course offers an introduction to the fundamentals of accounting and finance that covers topics related with preparation of various financial statements. In today's competitive marketplace, an excellent internal accounting system is essential in decision making at all levels in the organization. This course covers firms' internal accounting systems and its use in decision-making, planning and control.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Discuss the fundamental aspects of accounting and finance.
2. Apply accounting theory and information as a tool for taking managerial decisions.
3. Prepare various financial statements of the firm.
4. Analyse and interpret the financial statements by associating the tools and techniques for effective decision making.

Prerequisite:

Basic understanding of monetary transactions of the business organization.

Course Content		
Unit No	Description	Hrs.
1	Need for Financial accounting: Meaning of Financial Accounting, Need for Accounting, Internal & External Users of Accounting Information, Accounting Principles	06
2	Accounting Mechanics: Rules of Accounting, Accounting equation, Accounting Process	06
3	Preparation of Financial Statement: Components of Horizontal financial statement - Trading, Profit & loss account and Balance sheet.	06
4	Reconciliation and Depreciation: Purpose and need of Bank Reconciliation Statement, Preparation of Bank Reconciliation Statement, Meaning of Depreciation, causes of Depreciation, Depreciation methods- Straight line method, Reducing balance method	06
5	Preparation of Cash Flow Statement: Meaning, sources and uses of cash and its usefulness, Preparation of Cash Flow Statement	06





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6	Analysing Health of a Firm: Key finance terms, Techniques of Analysing Health of a Firm, Classification of Ratios – Liquidity, Leverage, Activity, Profitability	06
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References

Text book:

- Paul Kimmel, J. Weygandt, D. Kieso, Financial Accounting, Wiley INDIA

Reference Books:

- S.N. Maheshwari & S.K. Maheshwari, Problems & Solutions in Advanced Accountancy, Vikas Publishing House Pvt. Ltd., New Delhi
- M.C. Shukla, T.C. Grewal & S. C. Gupta, Advanced Accounts, S. Chand
- Financial Management, M. Y. Khan & P. K. Jain, Tata McGraw-Hill Publishing Company Limited, New Delhi
- Financial Management, Dr. Prasanna Chandra, Tata McGraw-Hill Publishing Company Limited





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Class:- FY MBA-IEV	Semester-II	L	T	P	Credits
Course Code : MIV 1102	Course Name : Skill Development Lab-II NOC: Legal Compliance for Incorporating Startup - Video course	-	-	4	2

Course Description:

Online/Certification Course:

Start-up is an area of interest to management students and the Government is also actively supporting this process. Business compliance requirement in India is very high. So it poses difficulty to the young entrepreneurs as to how and what form of business organization to choose for their start-up. This course is aimed at educating the

1. Elaborate fundamentals of selecting the business organization form for start-up.
2. Illustrate laws relating to incorporation of partnership, LLP & Co – operative start-up.
3. Explain laws relating to incorporation of One Person Company, Pvt. Ltd., Pub. Ltd.
4. Identify sources of financing the venture and their legal compliance.

Self-Study Course:

If Online Course related to project is not available, student can select self-study course designed by College mentor and approved by Departmental Program Committee (DPC) & Dean Academics. If a student selects a self-study course, he/she needs to appear for ISE, UT1, UT2, and ESE as per regular courses.

Evaluation:

1. Online course should have the certification exam of selected platform. Certificate and mark sheet presented by a student will be used for evaluation of ESE of this course. Student needs to produce a certificate of online or certification course at the time of ESE. If a student fails to produce this certificate, he or she will not be eligible to give ESE of this course. ESE will be Oral/Viva.
2. If selected course is Self-Study type designed by college Mentor; student needs to appear for ISE, UT1, UT2, and ESE as per regular courses.





K.E. Society's
Rajarambapu Institute of Technology, Sakharale
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 To be implemented from 2024-26 [NEP Batch]
Department of Management Studies (MBA)
Innovation, Entrepreneurship and Venture Development [IEV] Syllabus

Class:- FY MBA-IEV	Semester-II
Course Code : MIV 1122	Course Name : Skill Development Lab III: Business Communication

L	T	P	Credits
-	-	4	2

Course Description:

This course provides a concise, practical guide to communicating effectively in the world of business. This course offers a direct, concrete approach and an opportunity for hands-on application of effective communication strategies. It includes a review of business letters, formal and informal reports, and oral presentation. There is discussion on other strategies in the flow of communication with an emphasis on verbal and non-verbal cues.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Write business letters in a proper, formal format
2. Demonstrate the methods of oral presentation both in a formal and informal environment
3. Review the importance of communication relative to securing employment, with emphasis on using both verbal and non-verbal communication and their impact
4. Prepare the student with the communication tools-verbal, non-verbal and written-and the practical applications inherent in each.

Prerequisite:

Basic Understanding of English.

Course Content

Unit No	Description	Hrs.
1	Communication: Meaning, Importance & objectives - Principles of communication, forms of communication, Process of communication, Barriers of effective communication, Techniques of effective communication.	04
2	Written Communication: Business Letters-Types, inquiries, Circulars, Quotations, Orders, Acknowledgments, Executions, Complaints, Claims & adjustments, Collection letter, Banking correspondence, Agency correspondence.	04
3	Letter writing: Application Letter, Bio-data, Interview Letters, Letter of Reference , Letter of Appointments, Confirmation, Promotion, Retrenchment, Resignations.	04
4	Report writing: Types of reports, Components of formal reports, Business Reports, Reports by individual, Report by committee. Meetings – Notice – Agenda, Resolution & minutes.	04





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5	Oral Communication : Listening & Speaking, Meeting speeches, & techniques of electing response, probing questions, Recording and closing, Observations, methods. Group discussions & Interviews. Nonverbal Expressions: Body Languages, Gestures, Postures, Facial Expressions, Dress Codes.	04
6	Ethics in Communication: Introduction to Ethics in Communication and Digital communication Ethics in managerial Communication- Business communication, Digital communication - Application of Electronics media & communications, Telecommunication, Teleconferencing, video conferencing, mobile communication, SMS, Social Media, FAX, Writing E-mail.	04

References

Text Book:

- Nageshwar Rao & Rajendra P. Das, Communication Skills, Himalaya Publishing House

Reference Books:

- Rajendra Pal & J.S. Korlahalli, Essentials of Business Communication, Sultan Chand & Sonson
- Meenakshi Raman & Prakash Singh, Business Communication, Oxford
- R. C. Sharma & Krishna Mohan, Business Correspondence & Report Writing, Tata McGraw Hill
- Ludlow, R. & Panton, F., The Essence of Effective Communications, Prentice Hall of India Pvt. Ltd.





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Class:- FY MBA-IEV	Semester-II	L	T	P	Credits
Course Code : MIV 1142	Course Name : Capstone Project- Formulation of Business Plan & Development of Business Model	-	-	8	4

Course Description:

This course aims at giving students hands on experience to the world of work, which imbibes in them the skills and competencies required to make them competent graduates for employment as per the expectation of the industry. It is a semester long course where the students are expected to identify the areas of their interest and prepare a report / Synopsis.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Create a business plan
2. Develop a business model
3. Develop a feasibility analysis in to business plan
4. Analyze various business entry strategies

Prerequisite:

A good knowledge of Core management fundamentals

Course Content:

- ❖ Students must work a minimum of 14 hours during the time period. Each student will work with his or her department supervisor to jointly develop a Business plan which will be accomplished during the first half of the semester.
- ❖ The student should validate business plan and develop the business model using the business model canvas



