

Programme: Master of Business Administration

Semester II

MBA 207-18

ENTREPRENEURSHIP DEVELOPMENT AND PROJECT MANAGEMENT

Objective: To provide a comprehensive understanding of the concept of an Entrepreneur and intricacies involved in managing entrepreneurial projects. The prime aim is to imbibe the necessary entrepreneurial competencies among students and motivate them choose Entrepreneurship as a feasible and desirable career option.

Course Outcomes (COs)

Sr. No.	At the end of the course, the student will be able to:
CO1	To explain the characteristics, functions and traits of an entrepreneur.
CO2	To illustrate the concept of corporate entrepreneurship and development of the same in the organizations.
CO3	To comprehend the significance of women entrepreneurs, rural entrepreneurship and social entrepreneurship.
CO4	To examine entrepreneurial strategies to explore new entry opportunities, methods of enhancing creativity and generation of ideas.
CO5	To be able to develop an effective business plan.
CO6	To explain the basic concepts of project management and analyse different phases of project management viz. generation and screening of project ideas, project analysis, selection, financing, implantation and review.

(Source: IKGPTU Syllabus for Master of Business Administration (Affiliated Colleges), 2021. <https://ptu.ac.in/wp-content/uploads/2022/08/MBA-Upto-4th-Sem.-2021-onwards-affiliated-colleges.pdf>)