

NIRMA UNIVERSITY
Institute of Management
Masters of Business Administration (Full Time) Programme

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Course Code	MFT5GEXX10
Course Title	Entrepreneurship Motivation Laboratory

Course Learning Outcomes (CLO):

At the end of the course, the students will be able to:

1. Identify entrepreneurial personality and its importance in the context of entrepreneurship establishment and functioning
2. Identify the effect of motivation on entrepreneurial success
3. Assess entrepreneurial competencies and tendencies for entrepreneurial success

Syllabus

Teaching Hours

Unit I: Understanding Individual Entrepreneurial Orientation	05
<ul style="list-style-type: none"> • Understanding self • Understanding the entrepreneur “Model Traits” • Profile of Entrepreneur, Types of entrepreneurs • Capacities and Capabilities of Entrepreneurs 	
Unit II: Entrepreneurial Motivation	05
<ul style="list-style-type: none"> • General Enterprising Tendencies • Entrepreneurial Values and Attitudes • Creativity and Innovation for Entrepreneurship • Personal Barriers for Entrepreneurship • Achievement Motivation 	
Unit III: Entrepreneurial Personality	05
<ul style="list-style-type: none"> • Entrepreneurial Personality in action • Self-renewal For entrepreneurship • Evolving as an entrepreneur • Entrepreneurial Risks • Balancing entrepreneurial venture with personal life 	

Suggested Readings:

1. Fairchild, R., Entrepreneurship: Motivation, Performance and Risk, Nova Publishers
2. Carsrud, L. A. and Brännback. M., Understanding the Entrepreneurial Mind, Springer