

NIRMA UNIVERSITY
Institute of Management
Master of Business Administration (Full Time) Programme/
Integrated Bachelor of Business Administration-Master of Business
Administration Programme/
Master of Business Administration (Family Business &
Entrepreneurship) Programme

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Course Code	MFT5SEEF11 MBM5SEEF11 MFB5SEEF11
Course Title	Economics of Innovation and Entrepreneurship

Course Learning Outcomes (CLO):

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

1. Relate to the issues of innovation and entrepreneurship from the perspective of evolutionary economics.
2. Analyse critical relationships involving entrepreneurship and Economic policies with the perspective of drawing implications for policy-makers.
3. Summarise the nature and implications of the on-line, digital, globalised, knowledge-based economy.

Syllabus

Teaching Hours

Unit I: Introduction <ul style="list-style-type: none"> • Economics perspective on the entrepreneurship • The Entrepreneurial Society • Economic environment for Entrepreneurs • The occupational choice model of entrepreneurship I: homogeneous agents • The occupational choice model II: heterogeneous ability 	06
Unit II: Macroeconomic Theories of Entrepreneurship <ul style="list-style-type: none"> • Technology-based and Knowledge-based theories • Wealth and entrepreneurship theory • Knowledge spillovers and growth • Entrepreneurship and the business cycle 	06
Unit III: Innovation and Entrepreneurship <ul style="list-style-type: none"> • Analyse critical relationships involving innovation and entrepreneurship • Non-profit-maximizing ventures and the importance of Loss leadership • Discrimination in the capital market and the product market • Economic Costs in making Decisions 	06

<p>Unit IV: Public Policy and Entrepreneurship</p> <ul style="list-style-type: none"> • The public policy issues in the context of the on-line, globalised, digital, knowledge-based economy. • Entrepreneurial dynamics in emerging economies like India vis a vis developed nations. 	08
<p>Unit V: Market forces and Entrepreneurship</p> <ul style="list-style-type: none"> • The Marvel of the Market • How Market Prices Emerge and Role of Prices • Competition as Cooperation • Markets and Morality 	04

Suggested Readings:

1. Parker, S. *The Economics of Entrepreneurship*, Cambridge: Cambridge University Press.
2. Tabarrok, A. *Entrepreneurial Economics: Bright Ideas from the Dismal Science*, Oxford University Press.
3. McQuaid, R., Glancey, K. *Entrepreneurial Economics*, Palgrave McMillan.

w.e.f. Academic Year 2019-20 and onwards