

**NIRMA UNIVERSITY**  
**Institute of Management**  
**Master of Business Administration (Family Business & Entrepreneurship) Programme**  
**Term – II**

<b>L</b>	<b>T</b>	<b>PW</b>	<b>C</b>
<b>1.5</b>	<b>-</b>	<b>-</b>	<b>1.5</b>

<b>Course Code</b>	<b>MFB4CCSM03</b>
<b>Course Title</b>	<b>Entrepreneurship Motivation Laboratory</b>

**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**

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

**Suggested Readings:**

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