

NIRMA UNIVERSITY
Institute of Management
Master of Business Administration (Family Business & Entrepreneurship) Programme
Term-I

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Course Code	MFB4CCSM01
Course Title	Family Business Management and Entrepreneurship

Course Learning Outcomes (CLO):

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

1. Discuss how entrepreneurship fits into the business environment.
2. Explain the process used to launch an entrepreneurial venture.
3. Apply techniques and tools that can be used to research the feasibility of an entrepreneurial venture.
4. Demonstrate knowledge of the fundamentals of family business
5. Assess the steps in planning and organizing an entrepreneurial venture

Syllabus

Teaching Hours

<p>Unit I: Fundamentals of Entrepreneurship</p> <ul style="list-style-type: none"> • Role of Entrepreneurship in the Economy, Planning and organizing an Entrepreneurial Venture; • Life Cycle of an Entrepreneurial Venture; • Business Research and Planning; • Tools and Techniques to know the feasibility of a Venture; • Steps in Planning and Organizing an Entrepreneurial Venture, • Entrepreneurial Ecosystem, • Women Entrepreneurship, Social Entrepreneurship, • Rural Entrepreneurship 	20
<p>Unit II: Fundamentals of Family Business</p> <ul style="list-style-type: none"> • Managing Growth and other Challenges that Arise in an Entrepreneurial Venture, • Challenges in Family Business 	10

Suggested Readings:

1. Barringer, B., Preparing Effective Business Plans: An Entrepreneurial Approach
2. Osterwalder, A., & Pigneur, Y., Business model generation: A Handbook for Visionaries, Game changers, and Challengers. John Wiley & Sons.

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