

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

| L | T | PW | C |
|---|---|----|---|
| 3 | - | - | 3 |

| | |
|---------------------|--|
| Course Code | MFB5SEHR10 |
| Course Title | Learning & Development for New Age Entrepreneurship |

Course Learning Outcomes (CLO):

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

1. List the theoretical frameworks and concepts in Training, Learning & Executive Development for startups and new age entrepreneurship.
2. Analyze training needs, designing, delivery and evaluation of training & development in startups & in MSME Firms.
3. Relate and illustrate frameworks & practices of executive development interventions for startups/new age entrepreneurs aligning L&D function with business and organization strategies.

Syllabus

Teaching Hours

| | |
|---|----|
| Unit I: Training & Development- An Introduction <ul style="list-style-type: none"> • Role of Learning & Development in Entrepreneurship, MSME & Start-ups • Strategic Training, Aligning Training to Business Needs And Performance • Adult Learning Theory • Owner as Trainer • Government/Up-Skilling Policies for SMEs | 05 |
| Unit II: Training Process Training Needs Analysis (TNA) models in startups & family owned enterprises <ul style="list-style-type: none"> • Analyzing and interpreting TNA data • Program Design; Setting Training Objectives • Transfer of Training • Training Evaluation -Models, designs & practices • Training Evaluation- Analysis & interpretation of results • Traditional Training Methods • E-Learning & M-Learning and use of technology in Training • Technology-based learning • Induction Training & placement • Training for the 'Owner-Manager' | 10 |
| Unit III: Executive Development in Startups & Creating Talent Pipeline <ul style="list-style-type: none"> • Talent Pipeline & Development in startups/first generation enterprises • Strategies to provide executive development, Career Planning • Succession Planning- issues & concerns • Mentoring at workplace | 10 |

| | |
|--|----|
| <ul style="list-style-type: none"> • Coaching & Mentoring for Entrepreneurs/Owners | |
| Module IV: T&D Policy & Integration <ul style="list-style-type: none"> • Training Policy & Aligning Training with HR subsystems • Use of MOOCs & SPOCs for SMEs • Effective Outsourcing Training • L&D for effective change at workplace • Future of T&D | 05 |

Suggested Readings:

1. Raymond. N.A., and Kodwani, A, Employee Training and Development, The McGraw-Hill Companies.
2. Blanchard, P. N., and Thacker, W. J., Effective Training. Prentice-Hall India.
3. Lynton, R.P., and Pareek, U, Training for Development, Sage
4. Goldstein, I., and Ford, J.K, Training in Organizations. Cengage Learning.
5. All the available volumes of Jossey-Bass& Pfeiffer on training manuals and hand books.

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