

Program Name: MBA (Ent)

Two-year full-time MBA (Entrepreneurship) program at PDSE&FBM equips students with the knowledge, skills, and practical experience necessary to succeed as an entrepreneur or in entrepreneurial roles within organizations.

Graduate Attributes:

1. Entrepreneurial Mind-set: Graduates will possess an entrepreneurial mind-set, characterized by creativity, innovation, a willingness to take calculated risks, and a drive to create value.
2. Problem Solving and Decision-Making: Graduates will be able to identify problems, analyse situations, and make sound decisions in complex and uncertain environments.
3. Business Acumen: Graduates will have a strong understanding of core business principles and practices across various functional areas, including strategy, finance, marketing, operations, and human resources.
4. Launch or Lead a Venture: Graduates will be able to launch their own venture after having done various phases of “Pioneer Garages” specifically designed for Idea Generation, Opportunity Mapping, Mapping Idea into Opportunity, Social Media Presence and Minimum Viable Product, Financing or lead/manage a venture equipped with the skill-sets developed in the course.
5. Communication and Collaboration: Graduates will be effective communicators and collaborators, capable of managing/working in diverse teams and leading initiatives.
6. Adaptability and Resilience: Graduates will be adaptable and resilient, able to navigate challenges and seize opportunities in a rapidly evolving business landscape.
7. Ethical and Social Responsibility: Graduates will understand the importance of ethical conduct and social responsibility, a much-needed attribute to become a responsible citizen.

Program Outcomes:

1. An ability to build an understanding of dynamics shaping global business and global entrepreneurship landscape.
2. An ability to think critically with structured analysis of managerial situations/dilemmas, and solve complex and unstructured problems essential for any existing business or a venture.
3. An ability to develop evidence based integrative approach to decision-making and problem solving by using analytical approach to identify, formulate problems, collect, analyse data/information specific to the situation at hand.
4. An ability to understand the rapid shifts in technological entrepreneurial ecosystem, identify entrepreneurial opportunities by integrating technology in cross-functional domains and use digital literacy to aid planning and control of resources in a dynamic environment to enhance interdisciplinary management.
5. An ability to communicate across channels in alignment with business/venture objective to reach out to various stakeholders. An ability to present structured assessment of business information and data in a professional manner and negotiate

effectively by creating powerful oral, written, and visual narratives of the desired information.

6. An ability to assume leadership roles of a venture/existing business with a focused understanding of not only the business acumen but also to handle conflict and failure by developing emotional resilience; manage teams effectively, and steer them to accomplish a common goal.
7. An ability to address ESG challenges by building processes that focus on sustainable business practices to minimize waste, efficiently allocate resources, and prioritize the well-being of current and future generations. By being accountable to the environment, society, future generations, and contributing to a more sustainable and equitable world.

Program Specific Outcomes (PSOs) of MBA (Ent)

1. Students will develop the knowledge and skills necessary to launch and manage a new venture.
2. Students will gain understanding of managing and growing an existing business using functional knowledge and will be able to contribute towards sustaining and scaling it up in a socially responsible and ethical manner.

		MBA ENT 2022-24	
Trimester	Course Name	Course Outcomes	
I	Economics for Entrepreneurs - I	CO-1	Use the tools of microeconomics in decision-making at an individual, firm, and society level.
		CO-2	Get a clear understanding and expression for economic concepts that form the basis of any strategic choices in a business decision-making process.
		CO-3	Observe, assess and analyze a situation/problem objectively through the microeconomic framework and improve decision making at various levels.
	Financial Accounting and Analysis	CO-1	Translate and understand annual reports & other notes to accounts to understand various business strategies.
		CO-2	Construct various important financial statements such as Income Statement, Balance Sheet & Cashflow Statement.
		CO-3	Identify business areas that need improvement using various accounting tools such e.g., Ratios .
		CO-4	Demonstrate knowledge of accounting concepts, principles & conventions which will help them in effective decision making .
	Management Practice for Entrepreneurs	CO-1	Develop critical thinking skills required in day to day managerial operations in a venture.
		CO-2	Ability to manage various functional areas of business.
		CO-3	Apply managerial skills and roles in addressing various managerial and organizational problems.
	Managing Entrepreneurial Teams	CO-1	Understand parameters of individual dynamics that lead to challenges in entrepreneurial teams.
		CO-2	Understand strategies to resolve intra and interpersonal conflicts.
		CO-3	Understand various sources of conflicts in entrepreneurial set ups.
CO-4		Using emotional intelligence to drive positive team morale.	

	Marketing Management	CO-1	Interpret complex marketing issues and problems in light of relevant theories, concepts, methods and ethical frameworks.
		CO-2	Apply the learnings from theory, class activities, projects and real-life cases to their respective family businesses.
		CO-3	Analyze business situations from differing marketing perspectives and design appropriate marketing strategies for their respective family businesses
	Oral Communication	CO-1	Apply basic skills of oral communication in the areas of listening and communicating at work place with special emphasis on audience analysis, structuring, and persuasion.
		CO-2	Plan and prepare effective public speeches, presentations and extempore speeches, and participate in group discussions, use PowerPoint effectively and efficiently.
		CO-3	Develop superior interpersonal skills and present effectively in teams.
	Statistics for Business Decisions	CO-1	Understand , appreciate & Identify correct statistical techniques for Business Decisions .
		CO-2	Determine and apply analytical techniques of statistics with help of Microsoft Excel.
		CO-3	Summarize, analyze and interpret data for business decisions.
Trimester	Course Name	Course Outcomes	
II	Business and Society	CO-1	Understand the dynamics of people, profit and planet interactions and the resulting outcomes for any firm.
		CO-2	Assess the issues around various kinds of change agents in business and how technology and society take part in shaping them
		CO-3	Formulate the key levers necessary for designing organization's missions that align business goals with socially sustainable business strategy to stay relevant in an ever-changing world.
	Economics for Entrepreneurs II	CO-1	Apply the tools of macroeconomics in decision-making at an individual, firm, and society level.

		CO-2	Frame strategic choices underlying entrepreneurial decision making by using macroeconomic principles.
		CO-3	Observe, assess and analyze a situation/problem objectively through the macroeconomic framework and improve decision making at various levels.
	Management Accounting	CO-1	Identify management accounting problems in the real world and the respective management accounting approaches to solve these practical problems.
		CO-2	Apply the management accounting tools & techniques to solve specific business problems.
		CO-3	Understand, explain & make decisions on various complex management accounting problems in real life.
	Marketing Planning	CO-1	Demonstrate knowledge of and evaluate the processes of marketing management and business planning
		CO-2	Comprehend the role of marketing planning in the organisational context
		CO-3	Independently craft marketing plan
		CO-4	Execute the marketing plan
	Operations Management	CO-1	Understand , appreciate & Identify correct tools, techniques and methods of Operations Management.
		CO-2	Apply analytical techniques of Operations Management with help of Microsoft Excel to draw Conclusions.
		CO-3	Analyze & apply various tools, techniques and methods of Operations Management to assist in Business management decisions.
	Regulatory Frameworks of Start-ups	CO-1	Identify the core areas for adherence of the compliance of selected choice of organization
		CO-2	Determine the working of the Indian Contract Act, Companies Act, Sales of Goods Act, IT Act, Shops and Establishment act, consumer protection with benchmark case laws and actual business situations
		CO-3	Keep legal outcome of a decision in consideration for protecting the firm against legal disputes

	Written Communication	CO-1	Improve business writing skills
		CO-2	Learn to structure their writing keeping in mind a business environment
		CO-3	Learn to write keeping conciseness, clarity, effectiveness, and etiquette in mind
Trimester	Course Name	Course Outcomes	
III	Business Plan	CO-1	Students will be able to comprehend the role of business plan and how it relates to organizational goals.
		CO-2	Students will be able to analyze the constituents of business environment and their impact on business.
		CO-3	Students will be able to formulate and communicate a business plan.
		CO-4	Students will be able to implement a business plan.
	Business Presentation Models	CO-1	Students will communicate with greater ease and confidence with different stakeholders.
		CO-2	Students will heighten their ability as entrepreneurs to present individually and in a group through logical and structured content and effective delivery.
		CO-3	Students will develop greater interpersonal skills and present effectively in teams.
	Business Research Analysis	CO-1	Students will be able to identify and define an appropriate research problem and be able to draw a research design for the identified problem.
		CO-2	Students will be able to gather data in a more scientific manner using the following methods: literature study, case study, structured surveys, interviews, focus groups, etc.
		CO-3	Students will be able to plan and conduct market research in a structured manner and derive insights from the same.
		CO4	Students will be able to write a research report.
	Entrepreneurial Business Environment	CO-1	To decode the business environment facing an entrepreneur at local, regional, national level, and international level.

		CO-2	To integrate the local business environment facing an entrepreneur in a connected world and be able to take decisions by considering local, regional, national, and international factors.
		CO-3	To be able to interpret current business ecosystem as shaped by government policies and macroeconomic forces.
	Intellectual Property Rights	CO-1	Build IP commercialization strategies to exploit various IP assets of an enterprise.
		CO-2	Demonstrate their in-depth knowledge and critical understanding of new dimensions of application and leveraging the various IPRs for organizations.
	People Management in Entrepreneurial Firms	CO-1	Develop critical thinking on strategic contribution of human resource function in different phases of entrepreneurial firm.
		CO-2	Develop integrative approach to HRM through understanding of the link among various HRM sub-processes and develop solutions and processes to suit own organization's needs and challenges.
	Project Management	CO-1	The students will be able to apply tools such as risk matrix, network diagram, templates such as risk log, project charter, and procedures such as scope change management, escalation procedure while managing the projects.
		CO-2	The students will be able to understand traditional project management lifecycle consisting of scoping, planning, launching, executing, and closing phases.
		CO-3	The students will be able to understand three Scrum roles, five Scrum events, and three Scrum artefacts along with core practices of Kanban.
	Sales Management	CO-1	Understand the Sales Management Framework, relate to & apply the different theories of selling.
		CO-2	Appreciate the fundamentals of demand forecasting and its relevance to overall business. Understand the different methods used to arrive at demand forecasts and be able to choose the most appropriate method for a specific product, geography. Be able to pin point and analyze internal and external variables impacting demand forecasts.

		CO-3	Be able to write clear job descriptions, recruit the right talent, design meaningful and aligned content and choose the training methodology.
	Startup Foundations	CO-1	Recognize the important principles affecting incorporation of a new startup.
		CO-2	Relate with methodology of approaching a problem, converting it into an equipped business set-up.
		CO-3	Point out the key variables to be addressed in order to structure a venture financing deal.
		CO-4	Appraise the financial standing of a venture.
Trimester	Course Name	Course Outcomes	
IV	Business Analytics (AI/ML)	CO-1	Identify and describe complex business problems in terms of analytical models.
		CO-2	Apply appropriate analytical models to find solutions to business problems that help achieve stated objectives.
		CO-3	Communicate technical information to both technical and non-technical audiences - in speech, in writing, in presentations and graphically.
	Consumer Insights Mining	CO-1	The application of different approaches and frameworks in understanding consumer buying behaviour
		CO-2	The competencies needed in the creative, analytic, and systematic use of marketing research frameworks for interpreting consumer reactions and creating marketing stimuli from learnings
		CO-3	How to build customer relationships by developing and implementing customer centric marketing strategies
	Design Thinking for Entrepreneurs	CO-1	Define high-value challenges/problems to work on and connect with customers/stakeholders deeply to find compelling needs, desires, and business opportunities
		CO-2	Use the tools and techniques of Design Thinking to form a compelling vision of the future

		CO-3	Design radical solutions customers/stakeholders desire by prototyping and experimenting with test groups to refine solutions and launch them successfully
Distribution & Logistics Management		CO-1	Customer service definition & measurements and comprehension of distribution & logistics capabilities for delivering superior customer service
		CO-2	Knowledge of the characteristics & suitability of different distribution channels, different warehousing options, different material handling & storage choice, and different transportation modes in different contexts & business environments
Entrepreneurial Finance		CO-1	Examine various sources of financing available to entrepreneurs, including equity financing, debt financing, government grants and many more.
		CO-2	Understand the role of financial management in the success of a start-up or small business and develop analytical skills to financial feasibility of an entrepreneurial venture. (CLO2)
		CO-3	Critically evaluate implications of business decisions of raising fund via different sources.
Negotiation Skills		CO-1	Learners will develop as problem solvers with out-of-the-box thinking.
		CO-2	Learners will be able to develop critical thinking and analysing ability.
Pitching & Fund Raising		CO-1	An ability to structure Business Plan for its Debut Funding Round
		CO-2	To understand the thought process of Investors in order to Improvise the Pitch Deck to be in a better position to attain Successful Funding upon Pitching
Strategic Management		CO-1	Ability to examine, integrate and contextualize a family business situation from multiple perspectives and give direction.
		CO-2	Ability to take decision based on holistic perspective of organizational domains and in a family business context
		CO-3	Ability to apply analytical techniques/models/frameworks to reflect critically on specific business contexts and enable decision making
Supply Chain Management		CO-1	Understand, appreciate & identify suitable SCM processes and system for business operations.

		CO-2	Understand critical need of and then develop a suitable SCM system for a business and understand relevance of outsourcing/offshoring as a strategic investment decision for growth
Trimester	Course Name	Course Outcomes	
V	Business Valuation	CO-1	An ability to understand various methods of business valuation and identify the appropriate approach for a given stage of business cycle.
		CO-2	An ability to Execute and analyse financial models build for valuation and appreciate the linkages between valuation and strategy of firms.
		CO-3	An ability to Evaluate the impact of strategic, operational, and financial decisions on the organization's ability to create value.
	Capstone Business Simulation	CO-1	To appreciate the comprehensive decision-making processes in a business so as to ensure that the firm remains competitive.
		CO-2	Identify the impact of micro and macro environment in the context of business and the concerns and consequences of the decisions made from different business functional areas .
	Digital Marketing	CO-1	Use of Digital Marketing.
		CO-2	Promote business using Digital marketing.
		CO-3	Usage of Social media and other allied tools of Digital marketing.
		CO-4	Creation of a digital plan.
	Economics of Regulation	CO-1	Know the various dimensions leading to success or failure of a given market of an economy.
		CO-2	Understand the essential regulatory impact on various business decisions.
	Entrepreneurial Leadership Skills	CO-1	Build self-awareness about one's ambitions, motivations, biases and assumptions to enhance professional and personal leadership through introspection and reflection.
		CO-2	Learn from collective experiences by developing a flexible and reasonable perspective, and learning storytelling to reframe life stories.

		CO-3	Exercising team leadership through simulation exercises, class room sharing, role plays, handling conflicts, coaching peers and critical thinking.
Leveraging Fintech Innovations		CO-1	Students should develop an understanding of key technologies in FinTech.
		CO-2	Students should be able to identify the market structure and participants in FinTech .
		CO-3	Students should be able to apply the dynamics of change being brought about by FinTech for an organization.
		CO-4	Students should demonstrate suitable methodology in the start-up idea to implement Fintech based offerings.
New Product Development		CO-1	Develop a product concept & defend a strategy for a new product
		CO-2	Apply the conceptual framework to analyze a specific opportunity & identify new products to exploit the opportunity
		CO-3	Analyze the set of potential innovation triggers & strategically select those opportunities that fit with the organizational resources & strategies
		CO-4	Build a managerial mindset solve consumer problems by innovating new products or services
Technological Entrepreneurship		CO-1	To identify methodology to software development, hypothesis validation
		CO-2	Determine and apply concepts of Lean Start up, Value Proposition Canvas and Innovation in development of business solutions
		CO-3	Summarize an implementation plan for new age technologies in any existing or new venture.
Venture Capital		CO-1	Understand, appreciate & identify correct valuation techniques for business valuation.
		CO-2	Determine and apply valuation techniques to structure its debut funding round.
		CO-3	Summarize, analyse and interpret financial numbers, factor-in intangibles and integrate material ESG factors in order to improvise the pitch deck to be in a better position to attain successful funding upon pitching.
Trimester	Course Name	Course Outcomes	

VI	Capstone Project	CO-1	Identification of business opportunity in a specific industry.
		CO-2	Complete Data Analysis by Employing suitable data collection methodology.
		CO-3	Evaluate the attractiveness of a business opportunity.
		CO-4	Formulate a business plan towards setting-up a new venture.
	Customer Driven Marketing Strategies	CO-1	The students will be able to identify customer centric approaches and align business decisions keeping customer and their diversity in mind.
		CO-2	The students will be able to assess customer lifetime value, profitability and returns on marketing investment.
		CO-3	The students will be design and implement strategies for acquisition, retention and development of customers for better business outcomes.
	Digital Platforms and Data Monetization	CO-1	Develop a deep understanding of the role, functions and flows of data mining and digital platforms.
		CO-2	Analyze digital platforms architecture applied in the industry and emulate best practices in respective business.
		CO-3	Understanding data mining techniques and digital platforms as an aid to strengthen startup business / new ventures .
	Disruptive Technology and Innovation Management	CO-1	Understand the dynamics of innovation application and the resulting outcomes for any firm.
		CO-2	Assess the issues around various kinds of innovation formations and how disruptive technology takes part in shaping them.
		CO-3	Evaluate the strategic-fit for various innovation methods and models to align with the organization's mission.
		CO-4	Formulate the key levers necessary for designing innovative solutions indispensable for any business to stay relevant in an ever-changing world.
	Global Entrepreneurship	CO-1	The current business environment surrounded around global business.
		CO-2	The challenges and objections in setting up worldwide business operations.
CO-3		The abilities required to begin and nurture for managing global operations.	
CO-4		The tactics required for building strategies for elevating the business to foreign market.	

	Strategies for Acquiring Small Business	CO-1	Identify the ideal conditions to be considered before executing a buy-out of an existing business
		CO-2	Determine the value of the business by taking into account both the assets and the future earnings
		CO-3	Gather pertinent information about the company and carry out effective negotiation from the buy-side viewpoint
	Tax Planning	CO-1	Know the sources and principles of Income tax law in India. Know the basic principles, stages and forms of tax planning. Be able to interpret and apply tax legislation.
		CO-2	Be able to apply the methods of tax analysis. Be able to calculate the impact of tax benefits.
		CO-3	Be able to apply tax planning method at individual & corporate levels. Be able to analyze the impact of the tax burden on the financial results. Be able to avoid any contingency by timely tax compliances which in turn leads to cost efficiency.

