

MBA II Year	MBA-E328/428		Semester-III/IV		
	New Enterprise Management				
Time Allotted for End Semester Examination	Marks Allotted for Internal Assessment	Marks Allotted for End Semester Examination (ESE)	Maximum Marks (MM)	Total Credits	Maximum Hours
<b>3 Hrs.</b>	<b>30 (20+10)</b>	<b>70</b>	<b>100</b>	<b>03</b>	<b>40</b>

**OBJECTIVE:** The objective of this course is to expose the students to the managerial aspects of new enterprise and to help them to understand the working of these enterprises and measure, evaluate their performance and efficiency.

- Entrepreneurship and its role in economic development, Problems of industrialization in Underdeveloped countries with special reference to India. **(8 hours)**
- Industrial policy, Regulation and control of Industries in India, Mechanics of setting of new enterprises – size and location, optimum units – its meaning and determinants, size of industrial units of India. **Case Study1:** FieldTurf Tarkett India: challenges and opportunities in new markets **(8 hours)**
- Theory of industrial location factors determining the industrial location, Regional distribution of industrial activity in India. **(8 hours)**
- Recent trends in the localisation of industrial activity in India: Regional planning of industrial activity in India, Feasibility studies: Technical, Marketing and financial, Managerial problems of New Enterprise, Production Purchasing. **Case Study2:** “Eldorado” family: the survival and succession plan **(8 hours)**
- Financing labour and marketing problems, Facilities provided by different Institutions and Agencies in India, financing facilities for new enterprises, marketing and other facilities. **(8 hours)**

**SUGGESTED READINGS:**

1. Drucker, Peter (2012). *Innovation and Entrepreneurship*. East – Elsevier, USA.
2. Gupta, C. B. and Srinivasan (1997). *Entrepreneurial Development in India*. Sultan Chand. New Delhi.
3. Hisrich, Robert, D., Peters, Micheal, P.( 2010). *Entrepreneurship*.TMH, New Delhi.
4. Holt, David. H., Englewood Cliffs (1992.). *Entrepreneurship – New Venture Creation*. Prentice Hall Inc.New Jersey.
5. McClelland, D. C. and Winter, D. G.( 1969). *Motivating Economic Achievement*.Free Press, New York.
6. **Case Study1:** <https://www.emeraldinsight.com/doi/full/10.1108/20450621111195660>
7. **Case Study2:** <https://www.emeraldinsight.com/doi/full/10.1108/EEMCS-11-2012-0197>

**NOTE:** The list of cases, specific references and books including recent articles will be announced in the class by concerned teachers from time to time.