

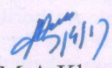
UNIVERSITY OF MUMBAI

No. UG/ 8 of 2017-18

CIRCULAR:-

A reference is invited to the syllabi relating to the Master of Arts (M.A.) Programme **vide** this office Circular No.UG/174 of 2016-17, dated 22nd November, 2016 and the Directors/Heads of University Departments and the Principals of the affiliated Colleges in Arts and the Directors of Recognized Institutions concerned are hereby informed that the recommendation made by the Ad-hoc Board of Studies in Mass Media at its meeting held on 8th December, 2016 has been accepted by the Academic Council at its meeting held on 28th February, 2017 **vide** item No.4.5 and that in accordance therewith, the revised syllabus as per the (CBCS) of M.A. Programme in Entertainment, Media & Advertising (Entrepreneurship & Innovation) (Sem. II), which is available on the University's web site (www.mu.ac.in) and that the same has been brought into force with effect from the academic year 2016-17.

MUMBAI – 400 032
10th April, 2017
To


(Dr.M.A.Khan)
REGISTRAR

The Directors/Heads of University Departments and the Principals of the affiliated Colleges in Arts and the Directors of Recognized Institutions concerned.

A.C/4.5/28/02/2017

No. UG/ 8 -A of 2017-18

MUMBAI-400 032

10th April, 2017

Copy forwarded with Compliments for information to:-

1. The Co-ordinator, Faculty of Arts,
2. The Offg. Director of Board of Examinations and Evaluation,
3. The Director of Board of Student Development.,
4. The Professor-cum-Director, Institute of Distance and Open Learning.
5. The Co-Ordinator, University Computerization Centre,


(Dr.M.A.Khan)
REGISTRAR

....PTO

Cover Page

AC 27/02/2017
Item No. 4.5

UNIVERSITY OF MUMBAI



Syllabus for Approval

Sr. No.	Heading	Particulars
1	Title of the Course	MAEMA Semester - : II paper: II : Subject: Entrepreneurship & Innovation CGSBS
2	Eligibility for Admission	Any Graduate.
3	Passing Marks	40%
4	Ordinances / Regulations (if any)	--
5	No. of Years / Semesters	02 years & 04 semesters
6	Level	√P.G. / U.G./ Diploma / Certificate (Strike out which is not applicable)
7	Pattern	Yearly / Semester √ (Strike out which is not applicable)
8	Status	New / Revised √ (Strike out which is not applicable)
9	To be implemented from Academic Year	From Academic Year <u>2016-17.</u>


Signature :

Date: 20/2/2017

MAEMA SEM I I

(Amended port i on)

COURSE CODE: PAEMA 208

ENTREPRENEURSH P & I NOVATI ON

Obj ect i ves:

To understand about devel opi ng new busi ness i deas and measure the feasi bi lity of them

To induce ent repreneurshi p spi rit at a very young age.

To learn about the vari ous busi ness rel ated laws.

Uhi t I :

Busi ness Creati on: Busi ness Pl ans and Ideat i on: Ent repreneurshi p Rout es, Case Studi es : Steve Jobs, Warren Benni s, Int roduct i on to Company Creati on, Processes of Regi strati on and Incorporati on, Company Law, Int roduct i on to Company Law, Regi strati on Procedur es and Excepti ons, Company Procedure and Et hi cs.

Uhi t II :

Medi a Law, Copyri ght and Int el l ect ual Property: I PR Laws, Copyri ght Agr eement s : Short -Ter m vs. Long-Ter m Agr eement s, Medi a Law and Inf ri ngement s : Case Studi es, St at ut ory and non-st at ut ory bodi es formed to fi ght pi racy.

Uhi t III :

Contracts and Negotiations & Conflict Resolutions: Negotiations and Bargaining : Role Play Exercise, Research Methodology for Business Planning.

Unit IV :

Scouting for business opportunities: Investor Pitch Exercises, Business Plan Formulation and Redesign, Financial Projections for Businesses.

Unit V :

Innovation: Types of innovation:- product , process, etc, Innovation matrix, Case Studies of successful and failed innovations, Project in Entrepreneurship.

Reference books:

- The 4-Hour Workweek by Timothy Ferriss.
- The Fire Starter Sessions by Danielle LaPorte.
- The \$100 Startup by Chris Guillebeau.
- Enchantment by Guy Kawasaki .
- Finding Your Way in a Wild New World by Martha Beck.
- From Resource Allocation To Strategy by Joseph Bower .
- How To Win Friends And Influence People by Dale Carnegie.

- The Zigzag Principle by Rich Christensen.
- The Innovator's Dilemma by Clayton Christensen.
