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| INSTITUTE | FACULTY OF MANAGEMENT STUDIES |
| PROGRAM | BACHELOR OF BUSINESS ADMINISTRATION |
| SEMESTER | 4 |
| COURSE TITLE | ENTREPRENEURSHIP |
| COURSE CODE | 04OE0008 |
| COURSE CREDITS | 3 |

Objective:

- 1 To understand the concept of entrepreneurship and to develop an understanding of business circumstances in which entrepreneurs operate.
- 2 To prepare students for analyzing different aspects, scope, and challenges of entrepreneurship.
- 3 To provide a clear explanation of the classification and various types of entrepreneurs, in addition to outlining the steps involved in developing an entrepreneurial project.
- 4 To provide understanding of the process of starting a new business and staying informed on current entrepreneurial trends as well as ecosystems in the economy for entrepreneurs.

Course Outcomes: After completion of this course, student will be able to:

- 1 Understanding the concept, types, competencies of entrepreneur, problems of SSI, the policies, management of small business and schemes of SSI in India
- 2 Explain problems faced by entrepreneurs and Capacity Building for Entrepreneurs
- 3 Identify business opportunities and understand the procedure for setting up of small-scale business unit
- 4 Understand the importance and use of a Business Plan

Pre-requisite of course:NONE

Teaching and Examination Scheme

| Theory Hours | Tutorial Hours | Practical Hours | ESE | IA | CSE | Viva | Term Work |
|---------------------|-----------------------|------------------------|------------|-----------|------------|-------------|------------------|
| 3 | 0 | 0 | 50 | 30 | 20 | 0 | 0 |

| Contents : Unit | Topics | Contact Hours |
|------------------------|--|----------------------|
| 1 | Entrepreneurship - An Introduction Evolution, Concept of Entrepreneurship; Types of Entrepreneurs; Entrepreneurial Competencies, problems faced by entrepreneur and Capacity Building for Entrepreneurs; Entrepreneurial Development and Training; Family Business | 8 |

| Contents : Unit | Topics | Contact Hours |
|----------------------------|--|--------------------------|
| 2 | New Venture Creation Identification of Business Opportunities- Sources of Business Idea, Understanding External Environmental Factors affecting business, Feasibility Study Analysis; Business plans – Purpose, Contents, Presenting Business Plan; Institutions Supporting Business Enterprises: Central Level & State level- Institutions Supporting Women Entrepreneurs | 12 |
| 3 | Modern Small Business Enterprises Role of small-scale industries-Concepts and definition of SSI, Government policies and development of small-scale sector in India; Current Schemes for SSI, Problems for small scale industries; Government initiatives for growth of MSME | 8 |
| 4 | Managing Small Business Understanding various functional domains of the business – Challenges faced by Small Businesses, Fund Raising Options for Small Businesses – Marketing of Products for Small Business, Role of Digital Technological Aids in growth of Small Businesses | 8 |
| Total Hours | | 36 |

Textbook :

- 1 Entrepreneurship Development and Small Business Enterprises, Poornima M Charatimath, Pearson, 2018
- 2 Entrepreneurship- A South-Asian Perspective, D F Kuratko and T V Rao, Cengage Learning, 2012
- 3 The Dynamics of Entrepreneurial Development and Management, Vasant Desai, Himalaya Publishing House, 2018

References:

- 1 Entrepreneurship, Entrepreneurship, Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd, McGraw Hill, 2016
- 2 Entrepreneurship, Entrepreneurship, Rajeev Roy, Oxford, 2012
- 3 Entrepreneurship and New Venture Creation, Entrepreneurship and New Venture Creation, Arun Sahay & V. Sharma, Excel Books, 2008
- 4 New Venture Creation : Entrepreneurship for the 21st Century, New Venture Creation : Entrepreneurship for the 21st Century, Robert J Adams Jr. and Stephen Spinelli Jr., McGraw Hill, 2015
- 5 Entrepreneurship Successfully launching new ventures, Entrepreneurship Successfully launching new ventures, Bruce R. Barringer, R. Duane Ireland,, Pearson, 2015

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

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| Distribution of Theory for course delivery and evaluation |
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| Remember / Knowledge | Understand | Apply | Analyze | Evaluate | Higher order Thinking |
|-----------------------------|-------------------|--------------|----------------|-----------------|------------------------------|
| 20.00 | 30.00 | 25.00 | 15.00 | 10.00 | 0.00 |

Instructional Method:

- 1 Theory