

INSTITUTE	FACULTY OF MANAGEMENT STUDIES
PROGRAM	BACHELOR OF BUSINESS ADMINISTRATION
SEMESTER	3
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

Distribution of Theory for course delivery and evaluation

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