

<b>COURSE TITLE</b>	<b>ENTREPRENEURSHIP DEVELOPMENT</b>
<b>COURSE CODE</b>	<b>04AH0406</b>
<b>COURSE CREDITS</b>	<b>2</b>

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

- 1 Analyze and assess opportunities and challenges in the entrepreneurial environment
- 2 Developed and design a comprehensive business plan, outlining business objectives, target market, competitive analysis, marketing strategies, and financial projections
- 3 Apply entrepreneurial thinking to analyze problems and develop creative solutions in a business context
- 4 Evaluate of ethical issues in business and learn to adopt sustainable practices in entrepreneurship
- 5 Evaluate business model frameworks such as Lean Canvas and Business Model Canvas

**Pre-requisite of course:**NA

#### Teaching and Examination Scheme

<b>Theory Hours</b>	<b>Tutorial Hours</b>	<b>Practical Hours</b>	<b>ESE</b>	<b>IA</b>	<b>CSE</b>	<b>Viva</b>	<b>Term Work</b>
2	0	0	50	30	20	0	0

<b>Contents : Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
1	<b>Introduce Business Entrepreneurship and Business Idea Generation and Validation</b> Overview of entrepreneurship and impact on the business world, Exploring the traits and skills needed for successful entrepreneurship, Techniques for generating and evaluating business ideas, Validating business ideas through market research and feasibility analysis	15
2	<b>Strategies for Entrepreneurs in Business</b> Creating a comprehensive business plan with objectives and strategies, Developing a business strategy for sustainable growth and success, Marketing and Sales Strategies for Entrepreneurs, Implementing innovative marketing techniques and sales approaches for business growth	15
<b>Total Hours</b>		<b>30</b>

**Textbook :**

- 1 Entrepreneurship and Business management, Ahmed sadik, ElnorahMaghanga, CARI journals and books, 2022

**Textbook :**

- 2 Development and management, Vasant Desai, Himalaya publishing house, 2021
- 3 Entrepreneurship Development, Amishi Arora, Dr. K. Natarajan, Pearson education India, 2023

**References:**

- 1 Essentials of entrepreneurship and small business management, Essentials of entrepreneurship and small business management, Scarborough/ cornwell, Pearson education India, 2022
- 2 Entrepreneurship Development & Management, Entrepreneurship Development & Management, Dr. Kulveen Kaur and Dr. Vasant Desai, Pearson education India, 2021

**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					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
20.00	30.00	25.00	15.00	10.00	0.00

**Instructional Method:**

- 1 Project Based Learning, Case Based Learning, Flipped Classroom , Collaboration Learning