

<b>COURSE TITLE</b>	<b>ENTREPRENEURSHIP</b>
<b>COURSE CODE</b>	<b>04MB0126</b>
<b>COURSE CREDITS</b>	<b>2</b>

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

- 1 Students gain a comprehensive understanding of essential business concepts, including finance, marketing, operations, and management.
- 2 Students learn to identify opportunities, adapt to challenges, and think strategically. The course fosters an entrepreneurial mindset characterized by creativity, innovation, risk-taking, and resilience.
- 3 Students learn to create detailed business plans that outline their business ideas, market strategies, financial projections, and operational plans.
- 4 Effective communication and leadership skills are emphasized, enabling students to pitch their business ideas, negotiate with stakeholders, and lead teams.

**Pre-requisite of course:** Understanding of fundamental business concepts such as marketing, management, and finance.

#### 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</b> Introduction to Entrepreneurship • Overview of entrepreneurship and its impact on the business world • Exploring the traits and skills needed for successful entrepreneurship, Business Idea Generation and Validation • 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> Business Planning and Strategy Development • Creating a comprehensive business plan with clear objectives and strategies • Developing a business strategy for sustainable growth and success, Marketing and Sales Strategies for Entrepreneurs • Designing marketing plans and sales strategies to reach target customers • 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, Elnorah Maghanga, CARI journals and books, 2019
- 2 Development and management, Vasant Desai, Himalaya publishing house, 2018

**References:**

- 1 Essentials of entrepreneurship and small business management, Essentials of entrepreneurship and small business management, Scarborough/ Cornwell , Essentials of entrepreneurship and small business management Pearson education India, 2019

**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
10.00	10.00	20.00	20.00	20.00	20.00

**Instructional Method:**

- 1 Classroom Teaching, Power point, Expert Session, Case Study