

COURSE TITLE	FUNDAMENTALS OF ENTREPRENEURSHIP
COURSE CODE	10BC2302
COURSE CREDITS	4

Objective:

- 1 To make students aware of various options available for entrepreneurship.
- 2 To enable students to visualize and conceptualize an idea that can be converted into a venture.
- 3 To equip students to prepare a good business plan
- 4 To acquaint students with the support available for entrepreneurs in the country

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

- 1 Identify the fundamental concepts of entrepreneurship.
- 2 Interpret the business environment.
- 3 Construct various business plans concerned with the new business.
- 4 Appraise the different sources of finance in entrepreneurship
- 5 Critique the stories of success and failure of a business

Pre-requisite of course:N/A

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
3	1	0	50	30	20	0	0

Contents : Unit	Topics	Contact Hours
1	Entrepreneurship - An Introduction: Meaning & Definition of Entrepreneurship, Difference between entrepreneur and intrapreneur, Social and Eco Entrepreneurship, Characteristics of an Entrepreneur, Essential Qualities of an Entrepreneur, Role of Entrepreneurship in Economic Development of the Nation, Entrepreneurial Process, Factors Affecting Entrepreneurial Growth	9
2	Selection of Enterprise: Types of Enterprises: Micro, Small, Medium, and Large – Meaning, Characteristics, Benefits and Problems, Business Incubator, Concept and Role of Family Business in India, Identification of Entrepreneurial Opportunities – Domestic and International, Legal Requirements of New Unit, Steps in Setting up an Enterprise, Areas of Support from the specialized Institutions (SIDBI, SISI, FIEO, DICs, Legal Entrepreneurship, Symptoms of Industrial Sickness and Suggested Remedies for Sick Units	9

Contents : Unit	Topics	Contact Hours
3	Preparing Business Plan Generation of Project Ideas, Sources and techniques of Business Ideas, Feasibility Study: SWOT, Economic, Managerial Competency, Marketing, Financial & Technical Analysis, Importance of Business Plan, Structure of Business Plan, Process of Preparation of Business Plan, Development of Business Plan, Business Agreements, Entrepreneurial Risk	9
4	Sources of Finance for Budding Entrepreneurs Internal & External Sources of Funds, Various Financial Institutions Supporting Entrepreneurial Activities, Startup India and other government policies and programs, Introduction to Venture Capital Funding, Managing Growth, Evaluation Criteria for Financial Assistance	9
5	Contemporary Business Role Models: Their Values & Philosophy Innovation in Entrepreneurship, Women Entrepreneurs, Business Stories & Cases of Business, Lessons to Be Learnt from Various Organizational Failures, Changing Roles of Business role-models	9
Total Hours		45

Suggested List of Experiments:

Contents : Unit	Topics	Contact Hours
1	Issues related to Fundamentals of Entrepreneurship Issues related to Fundamentals of Entrepreneurship	15
Total Hours		15

Textbook :

- 1 Entrepreneurship, Hisrich Robert D. & Peters Michael P., Tata McGraw-Hill, 2020

References:

- 1 Entrepreneurship Development and Small Business Enterprises, Entrepreneurship Development and Small Business Enterprises, Poornima M. Charnatimath, Pearson, 2013

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	30.00	10.00	20.00	20.00

