

Learning Outcomes :

After learning the course the students should be able to

- Develop idea generation, creative and innovative skills
- Aware of different opportunities and successful growth stories
- Learn how to start an enterprise and design business plans those are suitable for funding by considering all dimensions of business.
- Understand entrepreneurial process by way of studying different case studies and find exceptions to the process model of entrepreneurship.
- Run a small enterprise with small capital for a short period and experience the science and art of doing business.

SYLLABUS

Unit No.	Topics	Lectures (Hours)
1	INTRODUCTION TO ENTREPRENEURSHIP Understanding the Meaning of Entrepreneur; Characteristics and Qualities of an Entrepreneur; Entrepreneurs Vs. Intrapreneurs and Managers; Classification of Entrepreneurs; Factors Influencing Entrepreneurship; Entrepreneurial Environment; Entrepreneurial Growth; Problems and Challenges of Entrepreneurs; Entrepreneurial Scenario in India	8
2	MICRO, SMALL AND MEDIUM ENTERPRISES (MSMES) MSMEs – Definition and Significance in Indian Economy; MSME Schemes, Challenges and Difficulties in availing MSME Schemes, Forms of Business; Women Entrepreneurship; Rural Entrepreneurship; Family Business and First Generation Entrepreneurs	8
3	IDEA GENERATION AND FEASIBILITY ANALYSIS Idea Generation; Creativity and Innovation; Identification of Business Opportunities; Market Entry Strategies; Marketing Feasibility; Financial Feasibilities; Political Feasibilities; Economic Feasibility; Social and Legal Feasibilities; Technical Feasibilities; Managerial Feasibility, Location and Other Utilities Feasibilities	13
4	BUSINESS MODEL AND PLAN IN RESPECTIVE INDUSTRY Business model – Meaning, designing, analyzing and improvising; Business Plan – Meaning, Scope and Need; Financial, Marketing, Human Resource and Production/Service Plan; Business plan Formats; Project report preparation and presentation; Why some Business Plan fails?	11
5	FINANCING AND HOW TO START UP BUSINESS? Financial opportunity identification; Banking sources; Non-banking	5

	Institutions and Agencies; Venture Capital – Meaning and Role in Entrepreneurship; Government Schemes for funding business; Pre launch, Launch and Post launch requirements; Procedure for getting License and Registration; Challenges and Difficulties in Starting an Enterprise.	
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Text Books :

1. Jayshree Suresh, “Entrepreneurial Development”, Margham Publishers, Chennai, 2011.
2. Poornima M Charantimath, “Entrepreneurship development small business enterprises”, Pearson, 2013

Reference Books:

1. Raj Shankar, “Entrepreneurship: Theory And Practice”, Vijay Nicole imprints ltd in collaboration with Tata Mc-graw Hill Publishing Co.ltd.-new Delhi, 2012
2. Robert D. Hisrich, Mathew J. Manimala, Michael P Peters and Dean A. Shepherd, “Entrepreneurship”, 8th Edition, Tata Mc-graw Hill Publishing Co.ltd.-new Delhi, 2012
3. Martin Roger, “The Design of Business”, Harvard Business Publishing, 2009
4. Roy Rajiv, “Entrepreneurship”, Oxford University Press, 2011
5. Drucker.F, Peter, “Innovation and Entrepreneurship”, Harper business, 2006.