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| Programme: Bachelor of Management Studies | | | | | Semester: III | | |
| Course: Entrepreneurship Management | | | | | Code: | | |
| Teaching Scheme | | | | Evaluation Scheme | | | |
| Lecture | Practical | Tutorial | Credits | Theory | | Practical | |
| | | | | Internal | External | Internal | External |
| 60 | Nil | Nil | 04 | 40 Mark | 60 Marks | Nil | Nil |
| Internal Component | | | | | | | |
| Class Test 10 Marks each (Best 2 of 3) | | | Presentations | | | Class Participation | |
| 20 Marks | | | 20 Marks | | | Nil | |
| Learning Objectives | | | | | | | |
| <ul style="list-style-type: none"> ▪ To familiarize students with the nature of entrepreneurship, emphasizing the role of entrepreneurs in establishing and growing enterprises while cultivating an entrepreneurial mindset.. ▪ To enable students to focus on innovation, devising practical commercial applications for entrepreneurial ideas. ▪ To enable students to evaluate their personal attributes, leadership styles, and management approaches, fostering innovation and the commercial application of ideas aligned with their entrepreneurial opportunities. ▪ To analyse processes for identifying, evaluating, and selecting viable business ideas, enabling students to devise strategies for successful implementation, including creating and presenting comprehensive business plans. | | | | | | | |
| Learning Outcomes | | | | | | | |
| <ul style="list-style-type: none"> ▪ Learner will be able to explain the nature of entrepreneurship, the critical roles entrepreneurs play in establishing and growing enterprises, and the key characteristics of an entrepreneurial mindset. ▪ Learner will be able to apply creative problem-solving techniques and innovative thinking to devise practical commercial applications for entrepreneurial ideas, bridging the gap between concept and implementation. ▪ Learner will be able to design comprehensive business plans that encompass strategies for successful implementation, having analysed and evaluated their personal attributes, leadership styles, management approaches, and the viability of their business ideas. | | | | | | | |
| Pedagogy | | | | | | | |
| Lectures - PPT, Class Discussions, Guest Lectures, Debate, Case Studies, Video Presentations, Role Play, News & Articles reading, Industrial Visits and Interviews of Entrepreneurs and Venture Capitalists / Angel Investors | | | | | | | |

| Detailed Syllabus Plan | | | | |
|------------------------|--|--|--------------------|---|
| Module | Module Content | Module wise Pedagogy/Activity Used | Duration of Module | Reference Book |
| I | <p>Introduction to Entrepreneurship Management</p> <ul style="list-style-type: none"> • Definition of Entrepreneur, Entrepreneurship, • Importance and significance of growth of entrepreneurial activities <p>Theories of Entrepreneurship:</p> <ul style="list-style-type: none"> • Innovation Theory by Schumpeter & Imitating • Theory of Profit by Knight • Theory of High Achievement by McClelland <p>External Influences on Entrepreneurship Development:</p> <ul style="list-style-type: none"> • Socio-Cultural, Political, Economical, Technological. <p>Roles of an Entrepreneur – External and Internal Managerial Role</p> <p>Women Entrepreneurship- Women Entrepreneurs- concept, development and problems faced by Women Entrepreneurs</p> <p>Idea Generation, Screening of Entrepreneurial Ideas, Selection of Idea and Managing Resources</p> | <ul style="list-style-type: none"> • Group Discussions • Debate • Video Presentations • Lecture • Case Analysis | 15 | <p>Entrepreneurship- Tata Mc Graw Hill- Dr Sabyasachi Sinha, Dr Michael Peters, Dr Robert Hisrich, 2020, 11th Edition</p> <p>Entrepreneurship Development- S.Chand</p> |

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| II | <p>Intrapreneurship, Social Entrepreneurship and Innovation</p> <ul style="list-style-type: none"> • Promoting Innovation and Creativity in • Entrepreneurship Education. Incentivising Invention. • Innovation Ecosystem, <ul style="list-style-type: none"> • Disruptive Innovation, • Innovation in India, • Frugal Innovation, • Grassroot Innovation, • R&D in India – Organisations that promote and grow R&D, • Bottom of the Pyramid Market- Opportunities for entrepreneurial ventures to cater to this segment • Intrapreneurship – Intrapreneurs and concept and development of Intrapreneurship, Corporate Entrepreneurship • Social Entrepreneurship- – Concept, Development of social entrepreneurship in India, Financing and risks in social enterprises, Sustainability of non-profit organizations, Business Strategies and Scaling up • Options available for an Entrepreneur. (Ancillarisation, BPO, Franchising Models) | <ul style="list-style-type: none"> • Simulation • News & Article reading • Lecture method • Group activities • Case Analysis | 15 | <p>The Sage handbook for small business & entrepreneurs- Robert Blackburn</p> <p>Entrepreneurship development & management- Dr Vasant Desai, Dr Kulveen Kaur</p> <p>Entrepreneurship Development- S.Chand</p> <p>Entrepreneurship New Venture Creation by David H Holt, Pearson Publication, 2016, 1st Edition</p> |
| III | <p>EDP, Entrepreneur Project Development & Business plan:</p> <ul style="list-style-type: none"> • Entrepreneurial development Program (EDP)– | <ul style="list-style-type: none"> • Lecture method • Panel discussions • Role Play • Video presentation • Case Discussions | 15 | <p>Entrepreneurship development & management- Dr Vasant Desai, Dr Kulveen Kaur</p> |

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| | <p>concept, factors influencing EDP.</p> <ul style="list-style-type: none"> • Kakinada Experiment • Entrepreneurship Development Cycle <p>• Ideation and Prototyping</p> <p>• Testing and Validation</p> <p>• Technological Innovation and Entrepreneurship</p> <p>• Development of product/idea, the creative process, creation of competitive advantage based on innovation</p> <ul style="list-style-type: none"> • What is Minimum Viable Product? • How to Make Minimum Viable Product? • Example of Minimum Viable Product <p>• Environmental scanning and SWOC analysis</p> <ul style="list-style-type: none"> • Business Model Canvas <p>• Writing a Business Plan,</p> <p>• Creating a business model</p> <p>• Pitching business plan to Investors</p> <p>• Building a Team, HR Strategy for Business Ventures.</p> <p>Incubation and Entrepreneurship Case Study of Atomberg</p> | | | <p>Entrepreneurship New Venture Creation by David H Holt, Pearson Publication, 2016, 1st Edition</p> <p>Entrepreneurship-Tata Mc Graw Hill- Dr Sabyasachi Sinha, Dr Michael Peters, Dr Robert Hisrich, 2020, 11th Edition</p> |
| IV | <p>Startup Ecosystem in India and Funding</p> <p>National Entrepreneurial Culture</p> <ul style="list-style-type: none"> • India's Digital Transformation for Startups | <ul style="list-style-type: none"> • Lecture method • Group Discussions • Debate • Group activities • Brain storming • Case Discussions | 15 | |

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| | <p>and Entrepreneurs: Digital India</p> <ul style="list-style-type: none"> • Make in India: Policy Framework, Infrastructure, FDI, Ease of Doing Business, IPR : Indian Scenario • National intellectual property rights policy ministry • Integrated Intellectual Property Rights (IPR): TRIPS: Agreement on trade-related aspects of intellectual property rights & World Intellectual Property Organisation • Appraisal of loans by financial institutions • Raising Finance for Startups & Entrepreneurial Finance <ul style="list-style-type: none"> ○ MUDRA Yojna ○ Crowd-funding and Bootstrapping ○ Angel Investor and Seed Funding ○ Venture Capital Fund and Private Equity <p>Bootstrapping Methodology – ZOHO case study</p> | | | |
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Suggested Reading

Textbook:

1. Entrepreneurship- Tata Mc Graw Hill- Dr Sabyasachi Sinha, Dr Michael Peters, Dr Robert Hisrich, 2020, 11th Edition
2. Entrepreneurship New Venture Creation by David H Holt, Pearson Publication, 2016, 1st Edition

Reference Books:

1. The Essentials of Entrepreneurship & Small Business Management- Pearson-Norman Scarborough, Jefferey Cornwall, PHI Publication, 5th Edition

2. Zero to One: Notes on Startups, or How to Build the Future by Peter Thiel, W. W. Norton & Company, 2014.
3. Stay Hungry Stay Foolish by Rashmi Bansal, Penguin Random House India.
4. Go Startup by Karan Kashyap, Fingerprint (Prakash Books India Pvt. Ltd), 2016.
5. The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses by Eric Ries, Penguin Random House,
6. Entrepreneurship Development & Management by Dr. Vasant Desai and Dr. Kulveen Kaur, Publisher information not available.
7. Entrepreneurship: The Indian Context by K.N. Balasubramanian and K.R.S. Murthy, Pearson Education India,
8. Entrepreneurship: New Venture Creation by Ram Mudambi and Pradeep K. Chhibber, Pearson Education India,
9. The Fortune at the Bottom of the Pyramid: Eradicating Poverty Through Profits by C.K. Prahalad, Wharton School Publishing,
10. The Startup Owner's Manual: The Step-by-Step Guide for Building a Great Company by Steve Blank and Bob Dorf, K&S Ranch, 2020.

Prepared by:

Approved by:

Signature
Head of Department Management

Signature
(Principal)

Total Marks allotted: 100 marks

a) Details of Continuous Assessment (CA)

40% of the total marks per course.

Marks allotted for CA is **40 marks**.

Breakup of the 40 Marks is as follows:

| Continuous Assessment | Details | Marks |
|------------------------------|---|-----------------|
| Component 1 (CA-1) | Internal class test (online or offline) MCQs/Explain the concepts/Answer in brief/Case study or application based questions. | 20 marks |
| Component 2 (CA-2) | Presentations/Project Work/ Viva-Voce/ Book Review/ Field visit & its presentations/ Entrepreneurship Fair/ Documentary filming/ Assignments/Group Discussions Etc. | 20 marks |

b) Details of Semester End Examination (SEE)

60% of the total marks per course.

Marks allotted for SEE is **60 Marks**.

Duration of examination will be **Two Hours**.

QUESTION PAPER FORMAT

All Questions are compulsory

| Q. No. | Particulars | Marks |
|---------------|---|--------------|
| Q.1. | Answer in Brief (Any 2 out of 3) a) b) c) | 12 |
| Q.2. | Answer in Brief (Any 2 out of 3) a) b) c) | 12 |
| Q.3. | Answer in Brief (Any 2 out of 3) a) b) c) | 12 |
| Q.4. | Answer in Brief (Any 2 out of 3) a) b) c) | 12 |
| Q.5. | Read the following Case Study and answer the questions that follow. | 12 |

Signature

(Program Chairperson & Vice Principal)

Signature

(Principal)

