

## BUSINESS ENTREPRENEURSHIP

Semester : I

Subject Code: AC11509

Lectures: 48

Subject Title : Basics of Entrepreneurship

### Objectives:

- To understand the concept and the process of entrepreneurship, its role and contribution in the development and growth of both the nation and individuals.
- To create entrepreneurial awareness among the students.
- To Help students to develop their entrepreneurial competence and To acquire entrepreneurial quality and competency
- To develop entrepreneurial skills in students through practical exercise and activities.

### Unit I Evolution and Growth of Entrepreneurship

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- Concept, Meaning and Definition
- Evolution of Entrepreneurship in the Pre and Post-Independence era
- Entrepreneurship – The Dynamic Need
- Enterprise V/s Entrepreneurship
- Self-Employment V/s Entrepreneurship
- Stages in Entrepreneurial Process
- Development of Entrepreneurship

### Unit II Entrepreneurs : Characteristics, Types and Functions

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- Meaning and Definition
- Qualities and Functions of an Entrepreneur
- Common Myths about Entrepreneurship
- Factors Influencing Entrepreneurial Growth
- Ten Stages to become an Entrepreneur in total
- Types of Entrepreneurs
- Challenges Faced By Entrepreneurs
- Changing Demographics of Entrepreneurs



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HOD	Dr. G. H. Gidwani		Subject Expert	Dr. Abbas Lokhandwala	
Asso. Prof.	Dr. Mrs. Rama Venkat		Ind. Expert	Mrs. Priyadarshini Das	
Asst. Prof.	Mrs. Deepanjali Mazumder		Alumni	Ms. Shivani Sinha	
Subject Exp	Dr. Vrishali Randhir				

**Unit III Theories of Entrepreneurship : Traditional and 10  
Contemporary**

- Richard Cantillon's Theory of Risk Bearing
- Schumpeter's Theory of Innovation
- McClelland's Theory of Achievement
- Peter Drucker's Theory of Opportunity
- Leibenstein's X-Efficiency Theory
- Marc J. Dollinger's Resource Based Theory of Entrepreneurship

**Unit IV: Field Work 08**

- Field Work
- Case Studies
  - Women Entrepreneurs
  - Local Entrepreneurs
  - Rural Entrepreneurs

**Recommended Text Books:**

Business Entrepreneurship by Dr. Sharad Jawadekar and Prof Shobha Dadlani(1999)  
Business Environment and Entrepreneurship by Dr. P.C. Pardeshi (2004)



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### Reference Books:

Current Trends in Entrepreneurship by S. Mohan, R. Elangovan (Deep & Deep Publications Pvt. Ltd. - 2006)

Fundamentals of Entrepreneurship by G.R. Bosotia (Shree Niwas Publications - 2007)

Fundamentals of Entrepreneurship by Nafees . A. Khan (Anmol Publication)

Entrepreneurship: The Way Ahead By Harold P. Welsch (2004)

Fundamentals of Entrepreneurship by G. S. Sudha - THEORIES (Ramesh Boo Depot - 2006-07)

### Journals :

Journal of Innovation & Entrepreneurship

Strategic Entrepreneurship Journal



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## BUSINESS ENTREPRENEURSHIP

Semester : II

Subject Code: **Ac21509**

Lectures: 48

Subject Title : Entrepreneurship Development

### Objectives:

- To Create entrepreneurial awareness among the students.
- To highlight the importance of different Entrepreneurial Theories.
- To understand the role of SHGs in the Empowerment of Women.
- To understand of the field of social entrepreneurship and understand many of the opportunities, challenges, and issues faced by social entrepreneurs.
- To get an understanding of the Emerging Aspects of Entrepreneurship.

### Unit I Self Help Groups and Micro Finance

14

- Concept
- Need and Importance
- Formation of SHGs
- Functions of SHGs
- Role of SHGs in developing entrepreneurship
- SHG – A Model of Micro Finance
- Empowerment of Women through Self Help Groups

### Unit II Entrepreneurial Motivation

14

- Motivation Process
- Entrepreneurial Motivation
  - Self Fulfillment Motive
  - Competence Motive
  - Achievement Motive
- Motivating Factors
- Entrepreneurial Ambitions
  - Compelling Reasons
  - Facilitating Factors
- Internal and External Factors



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### Unit III Emerging Aspects in Entrepreneurship

10

- E-Entrepreneurs
- Franchising
  - Meaning
  - Attraction of Franchising to entrepreneurs
  - Franchising Relationships
- Social Entrepreneurship
- Corporate Entrepreneurship

### Unit IV: Success Stories

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- Case studies on Successful Entrepreneurs of Recent Times
  - Sachin Bansal and Binny Bansal of Flipkart (E-Entrepreneurs)
  - Apollo Health & Lifestyle Ltd (Franchisee Business)
  - Mr. Sanjit Bunker Roy (Barefoot College for illiterate women – Social Entrepreneurship)
  - Ms. Chanda Kochhar of ICICI Bank (Corporate Entrepreneurship)

### Recommended Text Books:

Business Entrepreneurship by Dr. Sharad Jawadekar and Prof Shobha Dadlani



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### Reference Books:

Empowerment of Women Through Self Help Groups By G. Sreeramulu

Current Trends in Entrepreneurship by S. Mohan, R. Elangovan (Deep & Deep Publications Pvt. - 2006)

Entrepreneur Development by Mr. Satish Taneja – New Venture Creation(2003)

Social Entrepreneurship: What Everyone Needs to Know By David Bornstein, Susan Davis

Corporate Entrepreneurship: How to Create a Thriving Entrepreneurial Spirit ...

By Robert Hisrich, Claudine Kearney

(Corporate) Entrepreneurship by A. Sahay, Excel Books Publication (2007)

Take Me Home by Rashmi Bansal (Westland Ltd – 2014)

### JOURNAL OF ENTREPRENEURSHIP, MANAGEMENT AND INNOVATION

(99 Entrepreneurship Journals: A Comparative Empirical Investigation of Rankings,

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