



Business Entrepreneurship -1
Entrepreneurial Growth and Development
[Discipline Specific Course]

Semester: III *Credits: 4 Subject Code: C32109 Lectures: 48

Course Outcomes:

At the end of this course, the learner will be able to:

- Describe the core concepts of the Entrepreneurship ecosystem
- Demonstrate proficiency in creative skills and abilities
- Relate to the objectives and need for Entrepreneurial training
- Identify the various perspectives of Entrepreneurial education and research
- Analyse the problems / challenges in the Startup Ecosystem
- Analyze and evaluate the Government policies on Startup Ecosystem in India

Unit 1: Creativity and Innovation

12

- Concept of Creativity
- The Stages of Creativity
- Principles of Creativity
- Innovation-Concept
- Elements of Innovation
- Forms of Innovation
- Challenges of Innovation
- Difference between Innovation & Creativity
- Concept & importance of Design Thinking

Unit 2: Entrepreneurship Ecosystem

12

- Meaning of Ecosystem
 - Context of Ecosystem in entrepreneurship
 - Positive Influencers of an Entrepreneurial ecosystem
 - Players in the ecosystem
- Ecosystem and Entrepreneurial mobility
- Entrepreneurship Education and Self Employment
- Research in Entrepreneurship

Unit 3: Training and EDPs

12

- Importance of Entrepreneurial Training
- EDPs- Need and Objectives
- Phases of EDPs

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- Problems of EDPs
- Entrepreneurial Training Inputs
- Skill Development and Training Organization
 - IIE
 - NIESBUD
 - MCED
 - DIC
 - EDII
- Industry Associations
 - FICCI
 - CII
 - MCCIA

Unit 4: Startup Ecosystem

12

- Startups-Meaning and Concept
- Stages of startups
- New concepts/terms used in Startup Ecosystem
- Challenges/problems of startups
- Startup Ecosystem in India
- Government Policy on Startups
 - Start Up India Initiative
 - Make in India Initiative
 - NISP
 - Atmanirbar Bharat
- Case Studies

#12 contact hours for Assignments, Visits, Research, Field Studies, etc.

*01 credit to be evaluated as a Skill-based Component

Recommended Reference Books:

- Poornima M. Charantimath. Entrepreneurship Development and Small Business Enterprises. Pearson: Delhi; 2014.
- Desai Vasant. Management of Small Scale Industries. Himalaya Publishing House: Delhi;
- Hirsch D Robert, Peters PV Michael, Shepherd A Dean. Entrepreneurship. McGraw Hill: New Delhi; 2009.
- Desai Vasant. The Dynamics of Entrepreneurial Development and Management. Himalaya Publishing House: Mumbai; 2014.
- Sabharawal Bhupinder Singh. Entrepreneurship Development. Har-Anand Publications Pvt. Ltd.: New Delhi; 2011.
- Dr. Gogte Jyoti. Startups and New Venture management. Vishwakarma Publications: Pune; 2014.
- Shankar Raj. Entrepreneurship Theory and Practice. Vijay Nicole Imprints Pvt. Ltd.: Chennai; 2012.

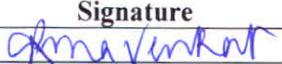
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- Dr. Khanka S.S. Entrepreneurial Development. S. Chand and Company Ltd.: New Delhi; 2009.

Websites:

- <https://govinfo.me/schemes/govt-of-india/>
- <https://www.udyogini.org/case-study-8/>

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Business Entrepreneurship -1
Trends in Entrepreneurship
[Discipline Specific Course]

Semester: IV

*Credits: 4

Subject Code: C42109

Lectures: 48

Course Outcomes:

At the end of this course, the learner will be able to:

- Relate to the growing importance of services sector in National Economy
- Identify and assess the various entrepreneurial opportunities
- Identify the various perspectives of Family Business and Entrepreneurship
- Understand the various Government schemes and initiatives for Women entrepreneurship in India
- Analyse the problems / challenges of Women Entrepreneurs
- Identify and describe the different types of New Age Entrepreneurs

Unit 1: Business Opportunities in Manufacturing and Service Sector

12

- Business Opportunities in various fields- Manufacturing and Service Sector- Meaning and List of opportunities
- Role of Service Sector in National Economy
- Types of Service Ventures
- Service- Industry Management
- Success Factors in Service Ventures
- Distinction Between Service Industry and Manufacturing Industries
- Case Studies of Startups in Manufacturing & Services sector

Unit 2: Family Business and Entrepreneurship

12

- Evolution of Family Business
- Characteristics of family business
- Advantages of family businesses
- Growth of family businesses
- Pitfalls in family businesses
- Planning for succession in family businesses
- Challenges and issues in family businesses
- Case Studies

Unit 3: Women Entrepreneurship

12

- Role of women in society
- Women-Historical Context in India

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- Women in Entrepreneurship-Concept and Definitions
- Benefits of Women Entrepreneurs
- Challenges to Women Entrepreneurs
- Emerging Ecosystem for Women Entrepreneurs
- Government Schemes
- Development of Women Entrepreneurship-Recent Trends
- Women Empowerment through Entrepreneurship
- Case Studies

Unit 4: New Age Entrepreneurs

12

- New Age Entrepreneurs-Meaning and Types
- Environmental Entrepreneurs
- Meaning and Characteristics
- Need and importance
- Case studies
- Craft Preneurship
 - Meaning and concept
 - Characteristics
 - Need and importance
 - Case studies
- Failed Entrepreneurship
 - Meaning
 - Reasons for failure
 - Case studies

#12 contact hours for Assignments, Visits, Research, Field Studies, etc.

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- <https://www.udyogini.org/case-study-8/>

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