



**ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT**  
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**[GENERIC CORE]**

Semester: IV	Credits: 3	Subject Code: BB42101	Lectures: 48
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**Course Outcomes:**

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

- Relate to the concept and process of Entrepreneurship.
- Recognize the Entrepreneurial spirit and resourcefulness.
- Demonstrate the scientific approach to Opportunity Analysis and to formulate a Business Plan.
- Recognize the significance of MSME, its challenges and creating awareness about financial assistance to MSMEs.
- Analyze the role of Social, Rural and Women Entrepreneurship.

**UNIT I - Entrepreneurial Perspective**

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- Concept of Entrepreneur, Manager, Intrapreneurs
- Entrepreneur and Entrepreneurship
  - Meaning, Definition, Evolution.
- Characteristics, Qualities and Functions of Entrepreneur
- Entrepreneurial mindset
- Entrepreneurship as a career option
- Types of Entrepreneurs,
- Factors influencing Entrepreneurship:
  - Psychological, Social, Economical and Environmental factors.
- Role /Impact of Entrepreneurship:
  - In Socio Economic Development
  - In growth and development of the small business.
- Entrepreneurship Ecosystem

**UNIT II - Entrepreneurship Process –Opportunity Analysis and Business Planning** 12

- Entrepreneurship process
  - Introduction and Importance
  - Stages in Entrepreneurship Process
- Opportunity Analysis:
  - Opportunity Sighting
  - Opportunity Evaluation
- Approach to ideation and Ideation Techniques
- Business Planning
  - Meaning and Objectives of Business Plan
  - Elements/Sections of Business Plan
  - Business Plan-Do's and Don'ts

**UNIT III: Management of Micro, Small & Medium Enterprises (MSMEs)**

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- Micro, Small & Medium Enterprises (MSMEs )
  - Meaning, Introduction and Objectives and Functions of MSMEs
  - Functions of MSMEs
  - Registration Formalities of Micro, Small, Medium Enterprises
  - Steps of Ladder the Small Entrepreneur has to Climb
- Micro-Small And Medium Entrepreneurs Development (Memed) Act, 2006
- MSMEs Act 2020
- Challenges of MSMEs,
- Financial Assistance for Small Enterprise:
  - a)Bank Loan, b) Angel Funding c) Venture Funding
- Self-Employment Schemes of Government of Maharashtra
- Women Entrepreneurs Scheme
- Institutional Support to MSMEs
  - District Industries Centers (DIC)
  - Small Industries Service Institute (SISI)

#### UNIT IV: Trends in Entrepreneurship

12

- Social Entrepreneurship
  - Introduction, Need, Benefits
  - Characteristics of a Social Enterprise
  - Measures of success in Social Enterprise
- Rural Entrepreneurship
  - Introduction, Need, Benefits
  - Rural Entrepreneurship Opportunities
  - Challenges to Rural Entrepreneurship
- Women Entrepreneurship
  - Introduction, Benefits
  - Challenges to Women Entrepreneurs
  - Increasing Trends of Women in Business
  - Emerging Ecosystem for Women Entrepreneurship
- Case Studies on Social Entrepreneurship, Rural Entrepreneurship, Women Entrepreneurship

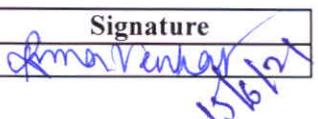
# 12 hours for Library work, practical or field work or research purposes

#### Recommended Text Books:

- Desai Vasant, *Management of Small Scale Industries*, Himalaya Publishing House, Delhi 2013
- Dr. Gogte Jyoti, *Startups and New Venture management*, Vishwakarma, Publications, Pune, 2014
- Gordon & Natrajan, *Entrepreneurship Development*, Himalaya Publication, 2020
- Desai Vasant, *Management of Small Scale Industries*, Himalaya Publishing House, Delhi, 2009
- Desai Vasant, *The Dynamics of Entrepreneurial Development and Management*, Himalaya Publishing House, Mumbai 2014

#### Recommended Reference Books:

- Shankar Raj, *Entrepreneurship Theory and Practice*, Vijay Nicole Imprints, Pvt

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Ltd,Chennai,2012

- Poornima M. Charantimath , *Entrepreneurship Development and Small Business Enterprises* , Pearson, 2014. Delhi
- Hirsch D Robert , Peters PV Michael , Shepherd A Dean ,*Entrepreneurship* , McGraw Hill,2009
- Sabharawal Bhupinder Singh, *Entrepreneurship Development* , Har-Anand Publications Pvt. Ltd, New Delhi, 2011
- Dr. Khanka S.S., *Entrepreneurial Development* , S.Chand & Company Ltd., New Delhi 2009

#### Websites:

- <https://msme.gov.in/>
- <https://govinfo.me/schemes/govt-of-india/>
- <https://hihindia.org/blog/village-uplift/rural-entrepreneurship-success-stories-from-maharashtra/>
- <https://www.udyogini.org/case-study-8/>
- <https://milliontainment.com/five-amazingly-successful-women-entrepreneurs-from-rural-india/>
- <https://sugermint.com/success-story-of-indian-entrepreneur-social-entrepreneur-the-padman/>

#### E- Resources

- <https://nlist.inflibnet.ac.in/>
- <https://search.ebscohost.com/>

Board Of Studies	Name	Signature
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Faculty	Ms. Abhradita Chatterjee Nahvi	<i>Abhradita Chatterjee Nahvi</i> 15/6/21
Faculty	Mrs Kajal Jaisinghani	<i>Kajal Jaisinghani</i> 15/6/21
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Alumni	Ms. Devi Krishna	<i>Devi Krishna</i> 15/6/21

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