

OE-TLEP

| Module No. | Title | Topics Covered | Marks |
|------------|---|--|-------|
| 1 | The Entrepreneurship – A Perspective | - Introduction to the concept of Entrepreneur - Entrepreneur vs. Intrapreneur - Attributes and Characteristics of a Successful Entrepreneur - Concept of Women Entrepreneurship - Reasons for Few/No Women Entrepreneurs, Problems and Prospects - Case Studies of Successful Women Entrepreneurial Ventures | 10 |
| 2 | Entrepreneurial Venture | - Business Planning Process - Environmental Analysis – PESTEL - Identifying Problems and Opportunities - Defining Business Idea - Feasibility: Technical, Financial, Marketing, Personnel, Management - Basic Government Procedures to be Complied With | 10 |
| 3 | Business Models | - Legal Forms of Business: Single Ownership, Partnership Firms, Joint Stock Company, Cooperative Enterprises, Public Sector Enterprises - Expansion and Diversification Strategies - Mergers and Acquisitions - Franchising - Intellectual Property: Patents, Copyrights, Trademarks, Licensing - Sources of Capital: Personal Fund, Bank Loan, Venture Capital, Angel Investors, Crowdfunding | 10 |
| 4 | Entrepreneurship Development and Government | - Role of Entrepreneurship for Economic Development - Need and Importance of Support Functions - Financial and Non-Financial Support: NSIC, SIDC, SFCs, SIDBI, IFCI, SISI, DIC - Government Incentives, Subsidies, Policies, and Tax Concessions | 8 |
| 5 | Entrepreneurs Failure | - Why do Entrepreneurs Fail? - The FOUR Entrepreneurial Pitfalls (Peter Drucker) - Preventive and Remedial Measures for Industrial Sickness - Case Studies: Failed Ventures and Turnaround Ventures | 7 |