

MGT1030	Entrepreneurship Development	L	T	P	J	C
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Pre-requisite	Nil	Syllabus version				
		1.0				
Course Objectives: To develop the ability to						
1. Familiarize the concept and overview of entrepreneurship 2. Impart knowledge on the basics of entrepreneurial skills and competencies 3. Explore new vistas of entrepreneurship in generating innovative business ideas.						
Expected Course Outcome: On the completion of this course the student will be able to:						
1. Showcase the ability to identify and evaluate entrepreneurial opportunities 2. Demonstrate understanding of the entrepreneurial process and the success factors 3. Demonstrate critical thinking skills, use of tools, theories and context to solve problems 4. Demonstrate knowledge of Management functions and their integration 5. Design a Business Plan Document 6. Demonstrate professional, responsibilities and aspire to add value to society						
Student Learning Outcomes (SLO): 1,2,3,7,9,10,12,18						
Module:1	Concepts of Entrepreneurship	4 Hours				
Meaning - Entrepreneur, Manager, Entrepreneur & Entrepreneurship; Conceptual model of Entrepreneurship; Entrepreneurial role / functions, Qualities/ traits of Entrepreneurs; Entrepreneur types; Motivational forces; Myths of Entrepreneurship; Factors affecting entrepreneurship growth; Reason for business failures, causes and preventive measures; Future of Entrepreneurship in India.						
Module:2	Entrepreneurial Environment	2 Hours				
Business Environment; Role of Family and Society; Environmental helps & barriers to entrepreneurship; Entrepreneurship Development Training and Other Support Organisational Services; Central and State Government Industrial Policies and Regulations.						
Module:3	Theories of entrepreneurship	6 Hours				
Entrepreneurship Decision process - The Aspects of Entrepreneurial process; Identifying the opportunities, Sources for new ideas & evaluation of new idea for doing business; Idea generation tools; Creative Problem solving techniques used in entrepreneurial decision making.						
Module:4	Prefeasibility Study	6 Hours				
Defining the product/service offering; Criteria for Selection of Product; Customer Segment; Value Proposition; Channel and customer relationship management; Revenue Structure.						
Module:5	Determine the resources required & management of the enterprise	6 Hours				
Finance and Human Resource Mobilization; Operations Planning; Identifying Key partners; Growth Strategies.						

Module:6	Components of project cost	6 Hours	
Sources of capital; Criteria’s for selecting a particular project. Feasibility report preparation			
Module:7	Process of Business commencement	7 Hours	
Process of setting up of a Micro Small Medium Enterprise (MSME) – Procedures and formalities for registration of business units and its benefits; Types of ownership in Business & its merits and demerits; Government promotional measures like Incentives and subsidies & bounties for business units; Policy initiatives.			
Institutional support & Preparation of Business Plan: Central and State level Institutional support for business units. Industrial Estates & Special Economic Zones in India - Business Plan: Meaning, Objectives, Model format of business Plan			
Module:8	Contemporary issues:	2 Hours	
	Total Lecture	45 hours	
Text Book(s)			
1.	Robert D Hisrich, Michael P Peters, & Dean A Shepherd, (2007) Entrepreneurship, The McGraw Hill Companies		
Reference Books			
1.	Prasanna Chandra, Projects : Planning, Analysis, Selection, Financing, Implementation and Review 7th Edition		
2	C.B Gupta & S. Srinivasan, Entrepreneurial Development, S. Chand & Co., Limited New Delhi. 2005		
3	Donald Kuratho & Richard M Hodgetts, (2005) Entrepreneurship (Theory, Process and Practice), Thomson		
4	Robert D Hisrich, Michael P Peters & Dean a Shepherd (2005) Entrepreneurship, The McGraw Hill Companies		
5	Rajeev Roy (2008) Entrepreneurship, Oxford Higher Education		
6	Mathew Manimala (2005), Entrepreneurship Theory at the Crossroads, Paradigms & Praxis, Biztrantra, 2nd Edition.		
Mode of Evaluation: CAT / Assignment / Quiz / FAT / Project / Seminar			
Project			
1.	Project		60 hours
Total Project			60 hours
Recommended by Board of Studies		03-03-2016	
Approved by Academic Council		40	Date 18-03-2016