

Maulana Abul Kalam Azad University of Technology, WB
(Formerly known as West Bengal University of Technology)

BOOKS:

1. **"Financial Management: Theory and Practice"** by Prasanna Chandra
2. **"Financial Management"** by I. M. Pandey
3. **"Financial Management: Principles and Applications"** by S. N. Maheshwari
4. **"Strategic Financial Management"** by Ravi M. Kishore
5. **"Financial Management: Text, Problems and Cases"** by M. Y. Khan and P. K. Jain.

Course Name: Entrepreneurship
MIM 502

Mode: Offline

Credits: 4

Aim of the Course: The aim of a course in entrepreneurship typically focuses on equipping students with the knowledge, skills, and mind set necessary to start, manage, and grow their own business ventures.

Course Objectives: The course objectives for entrepreneurship are to equip students with the knowledge and skills necessary to identify and evaluate business opportunities, develop comprehensive business plans, and understand the financial, legal, and ethical aspects of launching and managing a startup. Students will enhance their innovation, creativity, and leadership abilities, while also learning effective marketing, communication, and risk management strategies. The course aims to prepare students to confidently navigate the challenges of entrepreneurship, whether by starting their own ventures or applying entrepreneurial thinking within existing organizations.

Goals:

CO1: Students will be able to create a comprehensive and viable business plan, incorporating market research, financial projections, and operational strategies, demonstrating their readiness to launch a new venture.

CO2: Student will demonstrate the ability to identify, evaluate, and select profitable business opportunities, using analytical tools and techniques to assess market needs and potential risks.

CO3: Students will acquire the skills to manage the financial aspects of a startup, including budgeting, fundraising, cash flow management, and financial statement analysis, ensuring the financial sustainability of their venture.

CO4: Students will showcase their ability to apply innovative thinking and problem-solving skills to overcome challenges in the entrepreneurial process, developing unique solutions that add value to their business.

CO5: Students will be able to make informed and ethical business decisions, considering legal implications, social responsibility, and long-term strategic goals in the management of their entrepreneurial ventures.

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SI	Course Content	Mapped Module	Hours allotted
CO1	Introduction to Entrepreneurship: Meaning and concept of entrepreneurship, The history of entrepreneurship development, Factors influencing entrepreneurship, Theories of Entrepreneurship, Role and Importance of Entrepreneurship in Economic Growth, New generations of entrepreneurship viz. social entrepreneurship, Health entrepreneurship, Tourism entrepreneurship, Women entrepreneurship etc., Creativity and entrepreneurship, Steps in Creativity, Barriers to entrepreneurship	M1	10
CO2	Introduction to entrepreneur: meaning and concept of entrepreneur, types of entrepreneur, Characteristics of Entrepreneurs, Functions of entrepreneur	M2	6
CO3	Entrepreneurial Motivation: Entrepreneurial Motivation, Need for Achievement Theory, Maslow's theory, Herzberg's theory, McGrigor's Theory, Risk-taking Behavior, Innovation and Entrepreneur	M3	7
CO4	Project Management: Ideas – Sources, processing; Input Requirements, Sources of Financing, Technical Assistance, Marketing Assistance, Preparation of Feasibility Reports, Legal Formalities and Documentation.	M4	7
CO5	Organisation Assistance Assistance to an entrepreneur, New Ventures Industrial Park (Meaning, features, & examples), Special Economic Zone (Meaning, features & examples), Financial assistance by different agencies MSME, The Small Industries Development Bank of India (SIDBI), The State Small Industries Development Corporation (SSIDC)	M5	10

Learning Outcomes / Skills for Entrepreneurship Course

By the end of this course, students will have developed the following skills and competencies:

1. Entrepreneurial Mindset:

Develop the ability to think creatively and innovatively, identifying opportunities in various market conditions.

2. Opportunity Recognition:

Acquire the skills to identify, assess, and evaluate potential business opportunities in different industries.

3. Business Planning:

Demonstrate proficiency in creating comprehensive business plans, including executive summaries, marketing strategies, and financial projections.

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4. Market Analysis:

Gain the ability to conduct thorough market research and analysis to understand customer needs, competition, and market dynamics.

5. Financial Literacy:

Develop a solid understanding of financial statements, budgeting, and cash flow management essential for managing a startup.

6. Risk Management:

Learn how to identify potential risks in a business venture and develop strategies to mitigate them.

7. Leadership and Team Building:

Cultivate leadership skills necessary for building and managing a diverse and effective team in a startup environment.

8. Legal and Ethical Awareness:

Understand the legal frameworks and ethical considerations involved in starting and running a business, including intellectual property rights and corporate social responsibility.

9. Pitching and Presentation Skills:

Enhance communication and presentation skills, enabling students to pitch their business ideas effectively to potential investors and stakeholders.

10. Growth Strategies:

Learn the strategies for scaling a business, managing growth, and sustaining long-term success in a competitive market.

Module Number	Content	Total Hours	% of questions	Bloom Level (applicable)	Remarks, if any
M1	Introduction to Entrepreneurship	10	30%	1,2	NA
M2	Introduction to entrepreneur	6	20%	1,2,3	NA
M3	Entrepreneurial Motivation	7	10%	1,2,3	NA
M4	Project Management	7	20%	1,2,3	NA
M5	Organisation Assistance	10	20%	2,3	NA
Total Theory		40	100		
Tutorial		8			
Total		48			

Books:

- Entrepreneurship – Anindita Sarkar – Taurean Publications**
- Entrepreneurship Development and Project Management – Dr. Dilip M. Sarwate – Everest Publishing House**