

Course Code	Course Name	Credits
ILO8023	Entrepreneurship Development and Management	03

Objectives:

1. To acquaint with entrepreneurship and management of business
2. Understand Indian environment for entrepreneurship
3. Idea of EDP, MSME

Outcomes: Learner will be able to...

1. Understand the concept of business plan and ownerships
2. Interpret key regulations and legal aspects of entrepreneurship in India
3. Understand government policies for entrepreneurs

Module	Detailed Contents	Hrs
01	Overview Of Entrepreneurship: Definitions, Roles and Functions/Values of Entrepreneurship, History of Entrepreneurship Development, Role of Entrepreneurship in the National Economy, Functions of an Entrepreneur, Entrepreneurship and Forms of Business Ownership Role of Money and Capital Markets in Entrepreneurial Development: Contribution of Government Agencies in Sourcing information for Entrepreneurship	04
02	Business Plans And Importance Of Capital To Entrepreneurship: Preliminary and Marketing Plans, Management and Personnel, Start-up Costs and Financing as well as Projected Financial Statements, Legal Section, Insurance, Suppliers and Risks, Assumptions and Conclusion, Capital and its Importance to the Entrepreneur Entrepreneurship And Business Development: Starting a New Business, Buying an Existing Business, New Product Development, Business Growth and the Entrepreneur Law and its Relevance to Business Operations	09
03	Women's Entrepreneurship Development, Social entrepreneurship-role and need, EDP cell, role of sustainability and sustainable development for SMEs, case studies, exercises	05
04	Indian Environment for Entrepreneurship: key regulations and legal aspects , MSMED Act 2006 and its implications, schemes and policies of the Ministry of MSME, role and responsibilities of various government organisations, departments, banks etc., Role of State governments in terms of infrastructure developments and support etc., Public private partnerships, National Skill development Mission, Credit Guarantee Fund, PMEGP, discussions, group exercises etc	08
05	Effective Management of Business: Issues and problems faced by micro and small enterprises and effective management of M and S enterprises (risk management, credit availability, technology innovation, supply chain management, linkage with large industries), exercises, e-Marketing	08
06	Achieving Success In The Small Business: Stages of the small business life cycle, four types of firm-level growth strategies, Options – harvesting or closing small business Critical Success factors of small business	05

Assessment:

Internal Assessment for 20 marks:

Consisting Two Compulsory Class Tests

First test based on approximately 40% of contents and second test based on remaining contents (approximately 40% but excluding contents covered in Test I)

End Semester Examination:

Weightage of each module in end semester examination will be proportional to number of respective lecture hours mentioned in the curriculum.

1. Question paper will comprise of total **six questions, each carrying 20 marks**
2. **Question 1** will be **compulsory** and should **cover maximum contents of the curriculum**
3. **Remaining questions will be mixed in nature** (for example if Q.2 has part (a) from module 3 then part (b) will be from any module other than module 3)
4. Only **Four questions need to be solved.**

REFERENCES:

1. Poornima Charantimath, Entrepreneurship development- Small Business Enterprise, Pearson
2. Education Robert D Hisrich, Michael P Peters, Dean A Shapherd, Entrepreneurship, latest edition, The McGrawHill Company
3. Dr TN Chhabra, Entrepreneurship Development, Sun India Publications, New Delhi
4. Dr CN Prasad, Small and Medium Enterprises in Global Perspective, New century Publications, New Delhi
5. Vasant Desai, Entrepreneurial development and management, Himalaya Publishing House
6. Maddhurima Lall, Shikah Sahai, Entrepreneurship, Excel Books
7. Rashmi Bansal, STAY hungry STAY foolish, CIIE, IIM Ahmedabad
8. Law and Practice relating to Micro, Small and Medium enterprises, Taxmann Publication Ltd.
9. Kurakto, Entrepreneurship- Principles and Practices, Thomson Publication
10. Laghu Udyog Samachar
11. www.msme.gov.in
12. www.dcmesme.gov.in
13. www.msmetraining.gov.in