

Paper BC 5.3: Entrepreneurship

Duration: 2.5 hrs Total Marks: 60 (Term end examination 30; Project dissertation: 30)

Lectures: 32

Objective: *The purpose of the paper is to orient the learner toward entrepreneurship as a career option and creative thinking and behavior.*

Unit 1: Conceptual understanding

Meaning, elements, determinants and importance of entrepreneurship and creative behavior; Entrepreneurship and creative response to the society's problems and at work; Dimensions of entrepreneurship: intrapreneurship, technopreneurship, cultural entrepreneurship, international entrepreneurship, netpreneurship, ecopreneurship, and social entrepreneurship.

Unit 2:

Significance of writing the business plan/ project proposal; Contents of business plan/ project proposal; Designing business processes, location, layout, operation, planning & control; preparation of project report; Project submission/ presentation and appraisal thereof by external agencies, such as financial/non-financial institutions; Contract management: Basic start-up problems.

Unit 3 & 4:

There will be interactive sessions with at least six (6) successful entrepreneurs of the valley to be invited by the concerned authorities of university. Moreover, a visit to successful entrepreneurial units of the valley will be conducted by the Department and the students shall submit their projects based on this visit.

Suggested Readings:

1. Kuratko and Rao, *Entrepreneurship: A South Asian Perspective*, Cengage Learning.
2. Robert Hisrich, Michael Peters, Dean Shepherd, *Entrepreneurship*, McGraw-Hill Education
3. Desai, Vasant. *Dynamics of Entrepreneurial Development and Management*. Mumbai, Himalaya Publishing House.
4. Dollinger, Mare J. *Entrepreneurship: Strategies and Resources*. Illinois, Irwin.
5. Holt, David H. *Entrepreneurship: New Venture Creation*. Prentice-Hall of India, New Delhi.
6. Plsek, Paul E. *Creativity, Innovation and Quality*. (Eastern Economic Edition), New Delhi: Prentice-Hall of India. ISBN-81-203-1690-8.
7. Singh, Nagendra P. *Emerging Trends in Entrepreneurship Development*. New Delhi: ASEED.
8. SS Khanka, *Entrepreneurial Development*, S. Chand & Co, Delhi.

Journals

1. The Journal of Entrepreneurship: SAGE Journals
2. Journal of Entrepreneurship in Emerging Economies - Emerald Insight