

IV- Year I- Semester	Name of the Course	L	T	P	C
	ENTREPRENEURIAL SKILL DEVELOPMENT (Mandatory Course)		2	0	0

Prerequisites: Basic Sciences and Humanities

Course Objective:

1. To provide an intensive & in-depth learning to the students in field of entrepreneurship.
2. To encourage students to opt for self-employment as an alternative career option.
3. To enable students to appreciate the dynamic changes happening in the economy.
4. To acquaint the students about the role of Entrepreneurship in the growth and economic development of the nation.
5. To analyze the role of government and non government institutions in supporting entrepreneurial activities.

Course Outcomes:

After completion of the course, the student would be able to

- CO 1: The basics of entrepreneurship skills for better understanding of the scenario of Entrepreneurial activity in India.
- CO 2: Understand the basic plan and the various components of business plan.
- CO 3: Understand the role of entrepreneurs as problem solvers and the various marketing strategies used in a business.
- CO 4: Understand the concept of growth & development of an enterprise and to identify entrepreneurial opportunities for women and analyze Entrepreneurship development in rural area.
- CO 5: Understand government role supporting entrepreneurship.

Unit 1:

Entrepreneurship and Entrepreneurial opportunity: **12Hrs**

Entrepreneurship – Concept, Advantage and Limitations of Entrepreneurship -Myths about Entrepreneurship -Why Entrepreneurship -Functions and Need of Entrepreneurship Types of Entrepreneurs- Why be an Entrepreneur- –Process of Entrepreneurship- Entrepreneurship-Indian Scenario. Intrapreneur: Meaning and Importance.

Sensing Entrepreneurial Opportunities, Environment Scanning, Problem Identification, Idea fields, Spotting Trends, Creativity and Innovation, Selecting the Right Opportunity.

Unit 2

Entrepreneurship Journey & Entrepreneur Planning: **12 Hrs**

Feasibility Study and opportunity-Idea generation -Business Plan: meaning, purpose and elements, Business Plan: concept, Execution of Business Plan.

Components: Organizational plan; Operational plan; Production plan; Financial plan; Marketing plan; Human Resource planning.

Unit 3

Entrepreneurship as Innovation and Problem Solving, Enterprise Marketing:
12 Hrs

Entrepreneurs as problem solvers , Innovations and Entrepreneurial Ventures– Global and Indian ,Role of Technology – E-commerce and Social Media, Social Entrepreneurship – Concept. Marketing and Sales Strategy, Branding, Logo, Tagline, Promotion Strategy.

Unit 4

Enterprise Growth Strategies and Women & Rural Entrepreneurship:

12 Hrs

Mergers and Acquisition: Concept, reasons and types -Angel Investor: Features -Venture Capital: Features, funding.

Women Entrepreneurship: Meaning- need, scope, growth and problems of women entrepreneurs, Special Schemes for Women Entrepreneurs.

Rural Entrepreneurship-Meaning-Need-Scope-Problems faced by Rural Entrepreneurs- Entrepreneurship development in rural area-Special Schemes for Rural Entrepreneurs.

Unit 5

Institutions Supporting Entrepreneurship **12 Hrs**

A brief overview of financial institutions in India- Central level and state level institutions- SIDBI-NABARD-IDBI-SIDCO-Indian Institute of Entrepreneurship -DIC-Single Window-Latest Industrial Policy of Government of India.

Project work:

Option 1: Wadhwani Program by IUCEE.

Option 2: Students have to do one project in the entire academic session.

TOPICS FOR THE PROJECT:

1. Business Plan
2. Market Survey

Note: 1. Project work /IUCEE programme is not mandatory for credit course.

2. Project work /IUCEE programme is mandatory for non credit course so students should complete any one of the projects above, and attends the project review for the same.

TEXT BOOKS:

1. Entrepreneurial Development - S.S. Khanka
2. Entrepreneurial Development - Satish Taneja & Dr.S.L. Gupta
3. Entrepreneurial Development - P.C. Shejwalkar
4. Fundamental of Entrepreneurship – Dr. A.K. Gavai
5. Khanna, S. S., Entrepreneurial Development, S. Chand, New Delhi.
6. Entrepreneurship Development and Small Business Enterprises, Poornima M. Charantimath, 2e, Pearson, 2014.
7. P.Narayana Reddy, Entrepreneurship, Cengage Learning, New Delhi,2010.

8. Arya Kumar: "Entrepreneurship", Pearson, Publishing House, New Delhi, 2012.
9. VSP Rao, Kuratko: "Entrepreneurship", Cengage Learning, New Delhi, 2011.
10. K.Ramachandran: "Entrepreneurship Development", TMH, New Delhi, 2012.

REFERENCE BOOKS:

1. Entrepreneurship, Arya Kumar, 4 e, Pearson 2015.
2. Entrepreneurship, a South – Asian Perspective, D.F. Kuratko and T. V. Rao, 3e, Cengage, 2012.
3. The Dynamics of Entrepreneurial Development and Management, Vasant Desai, Himalaya Publishing House, 2015.
4. AnajanRai Chaudhuri, Managing new ventures, concepts and cases, Prentice Hall International, 2010.
5. Rajeev Roy: Entrepreneurship, Oxford university press, New Delhi, 2010.

Web Resources:

1. <https://nptel.ac.in/courses/110105067/50>
2. <http://www.yourarticleready.com/project-management/5-methods-of-project-appraisalexplained/40771>
3. <https://springhouse.in/government-schemes-every-entrepreneur/>
4. <http://nptel.ac.in/courses>
5. <https://www.tutorialspoint.com/>
6. <https://www.ediindia.org/>
7. <http://www.quickmba.com/entre/>

Micro syllabus

UNIT I

Entrepreneurship and Entrepreneurial opportunity:

Entrepreneurship – Concept, Advantage and Limitations of Entrepreneurship -Myths about Entrepreneurship -Why Entrepreneurship -Functions and Need of Entrepreneurship Types of Entrepreneurs- Why be an Entrepreneur- –Process of Entrepreneurship- Entrepreneurship-Indian Scenario. Intrapreneur: Meaning and Importance.

Sensing Entrepreneurial Opportunities, Environment Scanning, Problem Identification, Idea fields, Spotting Trends, Creativity and Innovation, Selecting the Right Opportunity.

Unit	Module	
	Entrepreneurship	What is Entrepreneurship? The concept of Entrepreneurship Definitions of an Entrepreneur Entrepreneur versus Entrepreneurship Functions of an Entrepreneur Need for an Entrepreneurship Advantages and disadvantages of
	Myths about	Myths of Entrepreneurship

Unit I	Entrepreneurship	
	Process of Entrepreneurship	Process of Entrepreneurship
	An Entrepreneur	Types of Entrepreneurs Why be an Entrepreneur?
	Intrapreneurship	What is Intrapreneurship Importance, why is intrapreneur necessary?
	Entrepreneurship-Indian Scenario.	Entrepreneurship-Indian Scenario.
	Sensing Entrepreneurial Opportunities	What is a business Opportunity? Elements of a business opportunity. Exploring opportunities in the environment. Perceiving and sensing opportunities. Factors involved in sensing opportunities. Ability to perceive and preserve basic ideas. Ability to harness different sources of information. Vision and creativity.
	Environment Scanning	What is environmental scanning? Why do we need to scan environment? Importance of environment SWOT Analysis frame work Analysis of environment Environmental factors The PESTEL Model
	Problem Identification	Objectives of Problem Identification Uses of Problem Identification Idea generation
	Idea fields	Various sources of idea fields Product identification Transformation of ideas into opportunities Idea and opportunity assessment
	Spotting trends	Ways in which an entrepreneur spot trends
Creativity and Innovation		The creative process
		Elements in the innovation process
		Selecting the right opportunity

UNIT - II**Entrepreneurship Journey & Entrepreneur Planning:**

Feasibility Study and opportunity-Idea generation -Business Plan: meaning, purpose and elements, Business Plan: concept, Execution of Business Plan.

Components: Organizational plan; Operational plan; Production plan; Financial plan; Marketing

plan; Human Resource planning.		
Unit II	Feasibility Study	Definition of Feasibility Study Types, features
	Opportunity Assessment	Meaning of a business plan Preparation of a business plan Purpose of a business plan Elements of a business plan
		Keys to success and why many plans fail Difference between Feasibility Study and business plan
		What is business plan? Factors considered business plan Importance of the business plan Formats of business plan
	Organizational plan	What is Organizational plan?
	Production plan	What is production plan?
	Operational plan	What is Operational plan? Elements of Operational plan
		What is financial plan? Components of financial plan
	HR or Man power Planning	What is manpower planning
	Marketing plan	What is Marketing plan Steps in preparing the marketing plan.

Unit III**Entrepreneurship as Innovation and Problem Solving, Enterprise Marketing:**

Entrepreneurs as problem solvers , Innovations and Entrepreneurial Ventures– Global and Indian ,Role of Technology – E-commerce and Social Media, Social Entrepreneurship – Concept. Marketing and Sales Strategy, Branding, Logo, Tagline, Promotion Strategy.

Unit III	Entrepreneurs as problem solvers	Who is Entrepreneur? Why they are called problem solvers?
		Solving problems to meet the needs and wants of people
	Innovations and Entrepreneurial Ventures	Innovations leading to Entrepreneurial Ventures- Indian and global
	Role of Technology	Role of Technology & social media in creating new forms of business
		Role of E-commerce
	Social Entrepreneurship	What is Social Entrepreneurship?
		Who is Social Entrepreneur?

		Characteristics of Social Entrepreneurs
		What is the difference between Entrepreneurship and social Entrepreneurship
Marketing Strategy		What is Marketing Strategy?
		What does the marketing strategy of a company include
		Components of marketing mix
Sales Strategy		What is Sales Strategy?
		Significance, types, components
Branding		Introduction, branding as a concept
		Various terms relating to banding
		Qualities of a good brand, entrepreneurs perspective on brand name
Logos and Taglines		What is logo and Tagline, purpose
Promotion Strategy		What is Promotion Strategy?
		Various approaches a company can use to promote its products
		<ol style="list-style-type: none"> 1. Above-The-Line 2. Below-The-Line 3. Through-The-Line

Unit IV**Enterprise Growth Strategies and Women & Rural Entrepreneurship:**

Mergers and Acquisition: Concept, reasons and types -Angel Investor: Features -Venture Capital: Features, funding.

Women Entrepreneurship: Meaning- need, scope, growth and problems of women entrepreneurs, Special Schemes for Women Entrepreneurs.

Rural Entrepreneurship-Meaning-Need-Scope-Problems faced by Rural Entrepreneurs-Entrepreneurship development in rural area-Special Schemes for Rural Entrepreneurs.

UNIT IV	Mergers and Acquisition	What is merger? types
		What is Acquisition? types
		Reasons for Mergers and Acquisition
	Angel Investors	features
	Venture capital	Features, funding
	Women Entrepreneurship	Meaning, need, scope, growth and problems of women entrepreneurs, special schemes for women entrepreneurs.
Rural Entrepreneurship		Meaning-Need-Scope-Problems faced by Rural Entrepreneurs-Entrepreneurship development in rural area-Special Schemes for Rural Entrepreneurs.

Unit V

Institutions Supporting Entrepreneurship

A brief overview of financial institutions in India- Central level and state level institutions- SIDBI-NABARD-IDBI-SIDCO-Indian Institute of Entrepreneurship -DIC-Single Window- Latest Industrial Policy of Government of India.

Unit V	Financial institutions in India	Overview of financial institutions in India
		Need for and importance of financial institutions in India
		Types of financial institutions- national level and state level
		Brief about SIDBI, NABARD, IDBI, SIDC, etc.
	Indian Institute of Entrepreneurship	Objectives , functions, activities
	DIC	Role, functions, activities
	Single Window	Concept, benefits
	Latest Industrial Policy of Government of India.	Objectives, various industrial policy introduced by the Indian government