

SYLLABUS :-

Objective and Content Objectives: This course introduces students to entrepreneurship through a resource based real market simulation, which demonstrates how entrepreneurship promotes economic activity and benefits society. The economics view of entrepreneurship is needed for students and budding entrepreneurs as it not only broadens their understanding of the classic approach of entrepreneurship as a profession or a behaviour but it also provides new understanding of the interplay between entrepreneurship and the economy as a whole.

- Comprehensive and integrated picture of entrepreneurship and its development in Indian context
- Understanding of micro and macro elements of entrepreneurial environment
- Importance of small business to the national economy
- Identify firm factors viz. technological knowledge, adaptive capability, network, institutional support, cost etc.

Contents:

- Emerging nation market mania- Inflation, Product development necessity, global crisis, current scenario of market in context to India
- Entrepreneurial Economic Growth: Transition- Explicit focus in Indian Context
- Entrepreneurship, Innovation and Economic Development- Economic Theories and Determinants of Entrepreneurship- Empirical methods to measure entrepreneurship- Indian Ecosystem for Entrepreneurship development
- Role and Impact of Innovation- Economics of Innovation, New Product demand curve, innovation and market failure, technology innovation with labor augmenting factor- Defining and Measuring Innovation quotients
- Economics behind the Sources of Finance: Angels and Venture capital
- Theory of Firm, Risk and Uncertainty, Survival and Growth
- Growth of SMEs- Need, challenges, barrier, development, Indian SME scenario- Public-Private Partnership: Key to Entrepreneurial Development
- Performance measurement framework for Entrepreneurial ventures
- Public Policy

9. Evaluation: Quizzes, Mid Semester Examination, and End Semester Examination