

| BBA I Year | BBA-A105 | | Semester-I | | |
|--|--|--|--------------------|---------------|---------------|
| | Entrepreneurship Development | | | | |
| Time Allotted for End Semester Examination | Marks Allotted for Internal Assessment | Marks Allotted for End Term Examination(ESE) | Maximum Marks (MM) | Total Credits | Maximum Hours |
| 3 Hrs. | 30(20+10) | 70 | 100 | 04 | 40 |

| | Course Outcomes: | Mapped Program Outcomes |
|------|---|------------------------------|
| CO.1 | To understand the nature and function of entrepreneurship. | PO.1 |
| CO.2 | To articulate on the entrepreneurial business idea and innovations. | PO.1, PO.2 |
| CO.3 | To identify the entrepreneurial opportunities and assessing the scope of development. | PO.2, PO.3, PO.4, PO.5, PO.6 |
| CO.4 | To integrate the entrepreneurial leadership and management style. | PO.5, PO.6, PO.7, PO.8 |
| CO.5 | To be able to employ entrepreneurial theories , family business concepts and schemes such as Mudra Yojna. | PO.2, PO.4 |

- The evolution of the concept of entrepreneurship, John Kao's Model on Entrepreneurship, Idea Generation, Identifying opportunities and Evaluation; Building the Team /Leadership, Prototype Building. Start-Up and Early Stage Venture Issues in creating and Sustaining a Non-profits Organization, The Entrepreneur: Role, Opportunities and Challenges, MSME Act Small Scale Industries, The Small Industries Development Bank of India(SIDBI) (8 Hours)
- Franchising; advantages/disadvantages of franchising; types of franchise arrangements; franchise contracts; franchise evaluation checklist, Financing entrepreneurial ventures; Seed Funding, Venture Capital, Khadi and Village Industries Commission (KVIC), Special Economic Zone (Meaning, features & examples) (8 Hours)
- Stimulating Creativity; Organisational actions that enhance/hinder creativity, Managerial responsibilities, Creative Teams; Sources of Innovation in Business; Managing Organizations for Innovation and Positive Creativity.(8 Hours)
- Introduction to Social Entrepreneurship; Characteristics and Role of Social Entrepreneurs; Innovation and Entrepreneurship in a Social Context; Women Entrepreneurship, Schemes for Entrepreneurship Development by State and Central Government, Edupreneurship, Health entrepreneurship, Tourism entrepreneurship (8 Hours)
- Family Business: Concept, structure and kinds of family firms ; Culture and evolution of family firm; Managing Business, family and shareholder relationships; Conflict and conflict resolution in family firms ; Managing Leadership ,succession planning in Family Business (8 Hours)

SUGGESTED READINGS:

1. Michael P. Peters Robert D. Hisrich Sabyasachi Sinha Dean A. Shepherd (2020). *Entrepreneurship 11th edition*. New Delhi: McGraw Hill Publisher.
2. Robert D Hisrich, Michael P Peters, Dean A Shepherd (2018). *Entrepreneurship* . New Delhi: McGraw Hill Publisher.
3. Poornima M., Charantimath (2018). *Entrepreneurship Development and Small Business Enterprises (3rd Edition)*. New Delhi: Pearson.
4. Jeffrey R. Cornwell Norman M. Scarborough (2016). *Essentials of Entrepreneurship and Small Business Management*. New Delhi: Pearson.
5. Mohanty Sangram Keshari (2019). *Fundamentals of Entrepreneurship*. New Delhi: PHI.

NOTE: The list of cases, specific references and books including recent articles will be announced in the class by concerned teachers from time to time.

