

	Entrepreneurship Development				
Time Allotted for End Semester Examination	Marks Allotted for Internal Assessment	Marks Allotted for End Semester Examination (ESE)	Maximum Marks (MM)	Total Credits	Maximum Hours
<b>3 Hrs.</b>	<b>30 (20+10)</b>	<b>70</b>	<b>100</b>	<b>03</b>	<b>40</b>

**OBJECTIVE:** The objective of this course is to expose the students to the growth of entrepreneurship in developing countries with special reference to India.

- Introduction: Meaning, Nature and Process of Entrepreneurship, Evolution of Entrepreneurship, Characteristics of Entrepreneurship, Characteristics and Skills of Entrepreneurs, Factors Affecting Entrepreneurship, Tools of Entrepreneurships, Role of entrepreneurs in Entrepreneurship and Economic Development, Barriers to Entrepreneurship.

**(7hours)**

- Types of Entrepreneur, Functions of Entrepreneurs, Role of Entrepreneurs, Competing theories of entrepreneurship, Tools of Entrepreneurship, Role of Government-Role of Central Government and State Government in promoting Entrepreneurship, MSMEs policy in India, Support, Objective, Cause of Entrepreneurial Failure. **Case Study1**-Social Entrepreneurship with Vedic Wisdom.

**(9hours)**

- Govt. Policy towards SSI's, Entrepreneurial behavior and motivation, Difference between Owner-Manager vs. Entrepreneur, Managers vs. Entrepreneurs, Owner Manager vs. Professional Manager, Entrepreneur vs. Administrator, Entrepreneur VS Entrepreneurship, Ethics and Social Responsibilities of Entrepreneurs, Agencies for Policy Formulation and Implementation-District Industries Centers (DIC), Small Industries Service Institute (SISI), Entrepreneurship Development Institute of India (EDII), National Institute of Entrepreneurship & Small Business Development (NIESBUD), National Entrepreneurship Development Board (NEDB)

**(9hours)**

- Women Entrepreneurship, Constraints for the Development of Women Entrepreneurship, Barriers to Women Entrepreneurs, Importance of Women Entrepreneurship, Process of Woman Entrepreneurship Development, Important Women Entrepreneurs of India, Schemes for Women Entrepreneurs, Entrepreneurial success in rural area, Innovation & entrepreneur, Establishing Entrepreneurs System, Search for business idea, sources of ideas, idea processing, input requirements. **Case Study2**.Sherenman: The Entrepreneur

**(7hours)**

- Characteristics of Small Scale Business, Scope and Objectives of Small Scale Business, Classification and Types, Agencies for Financial Support-Role of Commercial banks and financial institutions like SIDBI, NABARD, SFCs, and other NBFCs, Business Plan Development, raising Funds, Registering SSI Unit Business Plan: Meaning, Objectives, and Benefits, Business Planning Process, Technical assistance, marketing assistance, sickness of units and remedial assistance. **Case Study3**- Darden Business Publishing (Jonathan Virginia Corporation)

**(8hours)**

#### SUGGESTED READINGS:

1. Cliffton, Davis,S.andFyfie,David, E. (1977).Project Feasibility Analysis. John Wiley, New York.
2. Desai.A .N(1990). Entrepreneur& Environment. New Delhi.
3. Drucker,F., Peter (1985). Innovation and Entrepreneurship,S, Heinemann, London.
4. Jain, Rajiv(1984). Planning a Small Scale Industry .A Guide to Entrepreneurs. S. S. Books, New Delhi.
5. Kumar,S .A. (1990). Entrepreneurship in Small Industry. Discovery, NewDelhi.
6. McClelland,D.C. and Winter.(1969). Motivating Economic Achievement, ,Free Press, NewYork..
7. Udai, Pareek and Rao, Venkateswara (1978). Developing Entrepreneurship–A Hand book on Learning Systems. Learning Systems, New Delhi.
8. **Case Study 1**- Amit, Mihir(2018): Case Studies in Management- The Indian Context, New Delhi
9. **Case Study 2** Pankaj Madan, (2017) "Social entrepreneurship with vedic wisdom", The CASE Journal, Vol. 13 Issue: 4, pp.528-545, <https://doi.org/10.1108/TCJ-07-2016-0056>

10. **Case Study 3.** Edward D. Hess(2009) . Jonathan Virginia Incorporation, Darden Business Publishing, University of Verginia.

**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.

**DISCIPLINE SPECIFIC ELECTIVES(DSE)**

**Group: MARKETING**