**Name of the Teacher: Seema Kwatra**

**Course: B.com (CBCS) Semester V**

**Subject: Entrepreneurship Development (SEC)**

**Paper No. : DSC 5.3 (a), 4 Lectures per Week**

Subject Objective: The aim of this paper is to make students aware of the concept, need and relevance of entrepreneurship in the contemporary Indian society and further create a desire among the students towards entrepreneurial orientation and see it as an alternative career options.

Learning Outcomes:

1: understand the concept of entrepreneurship in the context of Indian economic scenario.

2: link the individual’s capability and strength as a guiding factor towards entrepreneurial orientation and their commitment to act as an agent of social change through entrepreneurial participation.

3: understand entrepreneurial process for initiating new venture creation.

4: understand social support system for garnering strength towards entrepreneurial preferences.

5: understand various dimensions of managing a business enterprise once it is formed.

**LESSON PLAN (for the year 2022-23)**

**(Unit wise)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| UNIT & LECTURES REQUIRED | TOPICS FOR STUDENTS PREPARATION (INPUT) | PROCEDURE (TOOLS) | LEARNING OUTCOME  | ASSESSMENT |
| UNIT Ⅰ: Introduction (10 Lectures) | Entrepreneurship- concept, functions, need and its relevance in Indian society; Pros and cons of entrepreneurship; Entrepreneurship as a creative response to society’s problem; Dimensions of entrepreneurship- intrapreneurship, social entrepreneurship; Entrepreneurship and new challenges of globalization. | Lecture and discussionAndCase study | * Introduced to the concept of Entrepreneurship
* the determinants, importance, characteristics of entrepreneurship
* Learning about the functions & qualities of a successful entrepreneur & role of creativity and innovation in entrepreneurial process
* Learning various Dimensions of Entrepreneurship
* Learning about the role of entrepreneurship in the economic development
 | * Test
* project
* Ppt
 |
| Unit II: Individual and Entrepreneurship Entrepreneurial competencies(13 Lectures)  | Individual risk behavior and propensity for entrepreneurship; Family and social support for entrepreneurship; Entrepreneurial values; Attitudes and motivation; Family business in India- role and contribution towards growth of entrepreneurship; Entrepreneurial rewards system. | Lecture and discussionCase study | * Understanding about the meaning & concept of entrepreneurship with respect to MSME
* Developing thorough knowledge about the benefits available & challenges faced by MSME’s
* the concept business groups
* Knowing the role of business houses & family business in India
* Understanding the reasons behind family business conflicts & its resolution
* Getting an insight into some famous business families in India
* Learning how managerial talent leads to entrepreneurship
 | Assignment |
| UNIT Ⅲ: Entrepreneurial Process (11 Lectures)  | Generation of business ideas; Opportunity sensing and identification; Test of feasibility of business ideas; Developing a business proposal, contents of a business plan/project report; Project appraisal by external agencies. (Students should be taught to prepare a business plan of their choice based on the framework of opportunity sensing and identification techniques). | Lecture and discussionCase study | * Getting acquainted with the various public and private institutions that support entrepreneurship
* Getting an insight about the financial, marketing and technological support provided to entrepreneurs through various agencies
* sustainable entrepreneurship development
* Understanding the role of entrepreneur’s associations, self help groups, business incubators, angel investors, venture capital and private equity funds
* Learning about Self employed Women association
 | * Test
 |
| Unit Ⅳ: Entrepreneurial Eco-System (12 Lectures) | Socio-economic support system for entrepreneurial orientation,Public and private support system; Institutional support system-financial, marketing, technological and managerial; Social organisations-trade and industry associations, self-help groups; Business incubators, angel investors, venture capital, prototype centres, private equity funds; Start-ups and success stories; Startup Action Plan; Make in India initiative. | * Lecture and discussion
* Case study
 | * Learning how to prepare a business plan
* Understanding about various sources of business ideas and importance of a good business plan
* Learning about the tests of feasibility and business processes
 | * Assignment & Test
 |
| Unit Ⅴ: Managerial Aspects of Business Managing finance;(12 Lectures) | Understanding capital structure; Understanding organisation structure and management of human resources of a new enterprise; Understanding of marketingmix; Management of assets (cash management); Relationship management; Cost management; Understanding family business management | * Lecture and discussion
 | * Knowing about various types of resource mobilisation for start-ups
* Getting familiar with the concept of contract management and preliminary contracts with different parties involved
* Learning about the accommodation & utilities required for start-ups
* Understanding the problems faced by start-ups
* Knowing about funding opportunities available
* Getting familiar with organisational and marketing plan for start-ups
 | * Test
* Field projects
* Power point presentations
 |

Suggested Readings:

1. Brandt, Steven, C. The 10 Commandments for Building a Growth Company. MacMillan Business Books, Delhi.
2. Kuratko and Rao, Entrepreneurship: A South Asian Perspective, Cengage Learning.
3. Dollinger, Mare J. Entrepreneurship: Strategies and Resources. Illinois, Irwin.
4. Holt, David H. Entrepreneurship: New Venture Creation. Prentice-Hall of India, New Delhi.
5. Kao, John J. The Entrepreneurial Organization. Englewoods Cliffs, New Jersey: Prentice-Hall.
6. Langois, Richard N., Yony Fu-Lai Yu and Robertson. (Eds.). The International Library of Critical Writings in Economics. Vols. I-III. Cheltenham, UK: Elgar. ISBN-1-8598-758 X
7. McIntyre and Bruno Dallago. Small and Medium Enterprises in Transitional Economies. New York: Palgrave MacMillan in association with the United Nations University/ World Institute for Development Economics Research (UNU/WIBER).
8. Panda, Shiba Charan. Entrepreneurship Development. New Delhi, Anmol Publications.
9. Patel, V.G. The Seven Business Crises and How to Beat Them. Tata McGraw, New Delhi.
10. Plsek, Paul E. Creativity, Innovation and Quality. (Eastern Economic Edition), New Delhi: PrenticeHall of India. ISBN-81-203-1690-8.
11. Roberts, Edward B. (Ed.). Innovation: Driving Product, Process and Market Change. San Francisco: Jossey Bass ISBN-0-7879-6213-9
12. SIDBI Reports on Small Scale Industries Sector.
13. Singh, Nagendra P. Emerging Trends in Entrepreneurship Development. New Delhi: ASEED.
14. Storey, D. J. Small Business: Critical Perspectives on Business and Management. London: Routledge.
15. Taneja, Satish and S.L Gupta. Entrepreneurship Development-New Venture Creation. Galgotia Publishing House, New Delhi.
16. Verma, J.C. and Gurpal Singh. Small Business and Industry-A Handbook for Entrepreneurs. New Delhi, Sage.
17. Vesper, Karls H. New Venture Strategies. (Revised Edition). New Jersey, Prentice-Hall