

Entrepreneurship Development

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Entrepreneurship Development	4	3	1	0	Pass in Class XII	NIL

Learning Objectives

The course aims to equip the learners to entrepreneurship so that they are inspired to look at entrepreneurship as a viable, lucrative, and preferred option of professional life.

Learning Outcomes

After completion of the course, learners will be able to:

1. Describe the distinct entrepreneurial traits.
2. Analyze the parameters to assess opportunities and constraints for new business ideas.
3. Describe a business idea by adopting systematic process.
4. Demonstrate the strategies for successful implementation of ideas.
5. Create a business plan with its feasibility aspects.

Course Contents:

Unit 1: Introduction (10 hours)

Meaning, elements, determinants and importance of entrepreneurship; Entrepreneurship as a creative process; Entrepreneurial Personality; Entrepreneurship and creative response to the society's problems and at work; Dimensions of entrepreneurship: intrapreneurship, technopreneurship, cultural entrepreneurship, international entrepreneurship, netpreneurship, ecopreneurship, and social entrepreneurship Entrepreneurship and challenges of globalisation.

Unit 2: Entrepreneurship in India (10 hours)

Business houses and their role in Indian Economy; Typical Family business eco-system in India; The contemporary role models in Indian business: their values, business philosophy and behavioural orientations; Impact of family entrepreneurship on nascent entrepreneurial orientation. Survival challenges of family business; Conflict management techniques in family business. (Cases of success story of entrepreneurial personality of India shall be taught in the class).

Unit 3: Entrepreneurship Ecosystem (15 hours)

Availability and access to raw materials, finance, marketing assistance, technology, and industrial accommodation, Governmental initiative on promotion of entrepreneurship through: Start Up India, Stand Up India, Make in India, and Vocal for locals etc. Role of non-governmental support system: entrepreneur's associations and self-help groups; Role and functions of business incubators, angel investors, venture capital, start-up finance and private equity fund in the promotion of entrepreneurship Mobilizing resources for start-up. Accommodation and utilities; Preliminary contracts with the vendors, suppliers, bankers, principal customers; Contract management: Addressing Basic start-up problems.

Unit 4: Business Plan and Tests of Feasibility (10 hours)

Generation of business ideas and test of feasibility, Significance of writing the business plan/ project proposal; Contents of business plan/ project proposal; Designing business processes, location, layout, operation, planning and control; preparation of project report (various aspects of the project report such as size of investment, nature of product, sourcing of material, market potential may be covered); Project submission/ presentation and appraisal thereof by external agencies, such as financial/non-financial institutions.

Exercises:

The learners are required to:

1. Discuss various cases of entrepreneurship and distinguish between different entrepreneurial traits.
2. Analyze and interpret case study on business philosophy at Tata Group, Aditya Birla Group, Reliance Industries Limited, and similar organisations.
3. Analyze and present the key initiatives of Government of India for promoting entrepreneurship in the country for any one business area.
4. Develop a business idea and conduct a feasibility analysis of the same.
5. Participate in Business Plan Competition, wherein they must design a business plan proposal and identify alternative sources of raising finance for startup.

Suggested Readings

- Desai, V. (2009). Dynamics of Entrepreneurial Development and Management. Mumbai: Himalaya Publishing House.
- Dollinger, M. J. (2008). Entrepreneurship: Strategies and Resources. New Jersey: Prentice Hall.
- Hisrich, R., Peters, M., & Shepherd, D. (2017). Entrepreneurship. New York: McGraw Hill Education.
- Rao, T. V., & Kuratko, D. F. (2012). Entrepreneurship: A South Asian Perspective. Boston: Cengage Learning.
- Yadav, V., & Goyal, P. (2015). User innovation and entrepreneurship: case studies from rural India.. Journal of Entrepreneurship & Innovation, 4(5). Retrieved from <https://link.springer.com/article/10.1186/s13731-015-0018-4>.

Note: Suggested readings will be updated by the Department of Commerce and uploaded on the Department's website.