

Suggested Readings

- Duggal S.K. (2017). *Building Materials*. CRC Press.
- Green Rating for Integrated Habitat Assessment (GRIHA). (2021). *GRIHA Manuals*, GRIHA Council.
- Grimley, C. and Love, M. (2018). *The Interior Design Reference & Specification Book*, Rockport Publishers.
- Indian Green Building Council. (2021). *IGBC Manuals*, IGBC.
- Iyer, G. H. (2022). *Green Building Fundamentals*, Notion Press.
- Mitton, M. and Nystuen, C. (2021). *Residential Interior Design: A Guide to Planning Spaces (4th ed.)*, Wiley.
- Singh, G. (2019). *Building Construction and Materials*, Standard Publishers.

Note: Examination scheme and mode shall be as prescribed by the Examination branch, University of Delhi, from time to time

Bachelors in Arts with With Community Science Category-V

DISCIPLINE SPECIFIC ELECTIVE COURSE – DSE-RMDA 11-HSC: ENTREPRENEURSHIP AND ENTERPRISE MANAGEMENT

CREDIT DISTRIBUTION, ELIGIBILITY, PRE-REQUISITES OF THE COURSE

Course Title & Code	Credits	Credit distribution of the course			Eligibility Criteria	Prerequisite of the course
		Lecture	Tutorial	Practical		
Entrepreneur ship and Enterprise Management	4	3	1	0	Class XII	Appeared in Introduction to Resource Management

Learning Objectives

- To familiarize the students with meaning and concept of entrepreneurship and its ecosystem.
- To sensitize and orient students towards identifying entrepreneurial opportunities and market potential.
- To impart knowledge for setting up an enterprise and its management

Learning Outcomes

The students would be able to:

- Understand the concepts of an entrepreneur, entrepreneurship and entrepreneurial ecosystem in context of India.
- Appreciate the role of entrepreneurial motivation and creativity in innovation.
- Develop skills in project identification, formulation and appraisal.
- Gain insight into setting up of an enterprise and its management.

THEORY (Credits 3; Hours 45)

UNIT I: Entrepreneurship Development: Fundamental concepts of Entrepreneurship Development and Entrepreneurial Ecosystem. 12 Hours

This unit introduces the fundamentals of entrepreneurship and the entrepreneurial ecosystem, including entrepreneurial characteristics, skills, motivation, types, and key support systems for business success.

- Entrepreneurship- concept, significance, stages, growth process, entrepreneurship development in India, entrepreneurship education model, drivers & barriers
- Entrepreneur- characteristics, competencies, types, style & motivation
- Entrepreneurial Ecosystem: Domains (accessible markets, availability of finance, conducive culture, human capital, progressive policy framework, and a range of institutional support)

UNIT II: Women Entrepreneurship and Innovation for Development 8 Hours

This unit explores women entrepreneurship in India, including its importance, challenges, emerging trends, support strategies, and the role of creativity and innovation in business growth.

- Women Entrepreneurship in India- characteristics, competencies, significance, status, factors promoting, challenges faced, strategies for women entrepreneurship development- income generation, self-help groups, micro enterprises and self-employment, skill development and technology transfer
- Creativity: Concept, significance & process
- Innovation: Concept, types, process, sustaining growth- disruptive innovation.

UNIT III: Enterprise Planning and Launching: Project identification, project formulation, project appraisal 12 Hours

This unit covers enterprise planning and launching, including types of enterprises, project identification, feasibility studies, business proposals, and project appraisal.

- Types of enterprises: classification based on sector, capital, gender, place, product, ownership pattern, platform & process
- Project Identification: sensing business opportunities, feasibility study
- Project Formulation: Project report & its components, writing a business proposal
- Project Appraisal: Technical, marketing, financial, legal and environmental

UNIT IV: Enterprise Management & Sustenance (with reference to start ups and micro enterprises) 13 Hours

This unit covers key aspects of enterprise management, including production, marketing, finance, human resources, quality management, and business ethics for sustainable business growth.

- Production Management - Organizing production; input-output cycle - ensuring quality
- Marketing Management- Understanding markets and marketing: types, functions & marketing mix
- Financial Management - Concept, types and sources of finance, financial ratios & projections
- Human resource management – Concept, significance, practices, challenges
- Total Quality Management
- Business ethics

TUTORIAL (Credits 1; Hours 15)

1. Micro Lab
2. Business idea generation & opportunity analysis: Target customers, problem statement, unique value proposition, competitor's overview, revenue potential.
3. Case study analysis: suggested case options- Amul, Nykaa, Zomato, Lijjat Papad.
4. To analyse the case for the founder's journey, Business model, marketing strategy, growth challenges and key success factors.
5. Business model canvas activity: Prepare a Business model canvas for a startup idea of your choice.
6. Market survey project: Specific deliverables would be tool preparation, graphical data representation, Interpretation, conclusion & feasibility insight.
7. Designing of sales campaign for digital marketing

Essential Readings

UNIT I:

This unit introduces the basic concepts of entrepreneurship and the entrepreneurial ecosystem, including its meaning, importance, stages, and growth in India. It looks at the characteristics, skills, motivation, and types of entrepreneurs. The unit also covers key areas of the ecosystem, such as markets, finance, culture, human resources, policies, and support systems that help entrepreneurs succeed.

- **Barringer, B. R.** (2020). *Entrepreneurship: Successfully launching new ventures*. Pearson Education.
- **Desai, V.** (2019). *Dynamics of Entrepreneurial Development and Management*. Himalaya Publishing House.
- **Khanka, S.S.** (2020). *Entrepreneurial Development*. S. Chand Publishing.

UNIT II:

This unit focuses on women entrepreneurship in India, covering their characteristics, skills, economic importance, and emerging trends. It discusses challenges, enabling factors, and strategies like self-help groups, micro-enterprises, skill development, and technology transfer to support women-led businesses. The unit also introduces creativity and innovation, including types of innovation and ways to sustain growth in competitive markets.

- **Desai, V.** (2019). *Small Scale Industries and Entrepreneurship*. Himalaya Publishing.
- **Singh, N.P. (ed.)** (2018). *Women Entrepreneurship in India: Emerging Issues and Challenges*.
- **Kuratko, D. F.** (2024). *Entrepreneurship: Theory, Process, Practice* (12th ed.). Cengage India.

UNIT III:

This unit explains the concepts and practical steps of enterprise planning and launching, including types of enterprises based on sector, capital, ownership, gender, and operations. It covers project identification, feasibility studies, and project formulation. The unit also discusses preparing business proposals and project appraisal using technical, financial, marketing, legal, and environmental criteria.

- **Chandra, P.** (2019). *Projects: Planning, Analysis, Selection, Financing, Implementation, and Review*. McGraw Hill.

- **Gupta, C.B. & Srinivasan, N.P.** (2020). *Entrepreneurial Development*. Sultan Chand & Sons.

UNIT IV

This unit covers key areas of enterprise management for the growth and sustainability of start-ups and micro-enterprises, including production, marketing, finance, and human resources. It also introduces Total Quality Management (TQM) and business ethics. Together, these concepts help ensure long-term competitiveness, efficiency, and responsible entrepreneurship.

- **Charantimath, P. M.** (2018). *Entrepreneurship development and small business enterprises*. Pearson Publications.
- **Khan, M.Y. & Jain, P.K.** (2018). *Financial Management*. McGraw Hill.
- **Tripathi, P.C. & Reddy, P.N.** (2020). *Principles of Management*. McGraw Hill.

Suggested Readings

- Atal Innovation Mission. Innovation case studies. aim.gov.in
- **Bedi, K.** (2016). *Management and Entrepreneurship*. Oxford University Press.
- **Chadha, V.** (2025). *Startupology: Ideation to execution for first-time founders: Actionable strategies, 15+ frameworks & 9 case studies of Indian startups to launch with confidence*. ZebraLearn Books.
- **Collins, J., & Lazier, B.** (2020). *Beyond entrepreneurship 2.0: Turning your business into an enduring great company*. Random House Business.
- **Dessler, G.** (2020). *Human Resource Management*. Pearson.
- **Drucker, P. F.** (1985). *Innovation and Entrepreneurship*. Harper Business.
- **Hisrich, R., Peters, M., & Shepherd, D.** (2017). *Entrepreneurship*. McGraw Hill.
- **Kotler, P., & Keller, K.** (2016). *Marketing Management*. Pearson.
- **Self Employed Women's Association.** (n.d.). Case studies & reports. sewa.org

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Bachelors in Arts with With Community Science Category-V

DISCIPLINE SPECIFIC ELECTIVE COURSE – DSE-RMDA 13-HSC: FACILITIES AND SERVICES MANAGEMENT

CREDIT DISTRIBUTION, ELIGIBILITY, PRE-REQUISITES OF THE COURSE

Course Title & Code	Credits	Credit distribution of the course			Eligibility Criteria	Prerequisite of the course
		Lecture	Tutorial	Practical		
Facilities And Services Management	4	3	1	0	Class XII	Appeared in Introduction to Resource Management