

DISCIPLINE SPECIFIC ELECTIVE
DSE HP 5E1: Entrepreneurship and Enterprise Management

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the Course (if any)
		Lecture	Tutorial	Practical/ Practice		
Entrepreneurship and Enterprise Management	4	2	0	2	XII Pass	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

Students will 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.

SYLLABUS OF DSE HP 5E1

THEORY
(Credits 2; Hours 30)

UNIT I: Entrepreneurship Development: Fundamental concepts of entrepreneurship development and entrepreneurial ecosystem. **10 Hours**

- Entrepreneurship- concept, significance, stages, growth process, entrepreneurship development in India, entrepreneurship education model, drivers & barriers
- Entrepreneur- characteristics, competencies, types, style & motivation

- 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
- Entrepreneurial Ecosystem: Domains (accessible markets, availability of finance, conducive culture, human capital, progressive policy framework, and a range of institutional support)
- Creativity: Concept, significance & process
- Innovation: Concept, types, process, sustaining growth- disruptive innovation.

UNIT II: Enterprise Planning and Launching: Project identification, project formulation, project appraisal **10 Hours**

- 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 III: Enterprise Management & Sustenance (with reference to start ups and micro enterprises) **10 Hours**

- 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

PRACTICAL
(Credits 2; Hours 60)

1. Micro Lab
2. SWOC analysis of successful entrepreneurs and enterprises through case profiling.
3. Entrepreneurial Competencies & Motivation - Simulations & experiential learning. Institutions facilitating entrepreneurship development in India.
4. Preparation and appraisal of a business plan.
5. Calculations of financial Indices.
6. Design and development of marketing mix for a startup.
7. Designing of sales campaign for digital marketing

Essential Readings:

- Barringer R. B. (2020). *Entrepreneurship: Successfully Launching New Ventures*. Pearson Education.
- Chhabra T. N. (2015). *Entrepreneurship Development*. Sun India.

- Charantimath, P. M. (2018). *Entrepreneurship Development and Small Business Enterprises*. Pearson Publications.
- Desai V. (2011). *The Dynamics of Entrepreneurial Development and Management*. Himalaya Publishing House.

Suggested Readings:

- Gundry L, K. & Kickul J. R. (2007). *Entrepreneurship Strategy: Changing Patterns in New Venture Creation, Growth, and Reinvention*. SAGE Publications, Inc.
- Taneja & Gupta. (2001). *Entrepreneur Development- New Venture Creation*. Galgotia Publishing Company.
- Zaware, N. (2019). *Entrepreneurship Development and Startups Management*. Educreation Publishing.

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