

B.A. (VS) Modern Office Management
Semester V
DISCIPLINE SPECIFIC ELECTIVE COURSE – 5.3 (DSE- 5.3)
Entrepreneurship Development

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 Development DSE-5.3	4	3	1	0	Pass in class 12th	Nil

Objective: The course aims to equip the learners with the knowledge and skills relevant for successful entrepreneurial venture 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. develop a clear understanding of the concept of entrepreneurship, including its definition, characteristics, and significance in the business world.
2. outline the values, philosophies, and behavioural aspects of successful business entrepreneurs and describe several entrepreneurial practices in India
3. develop knowledge about the dynamics within an entrepreneurial ecosystem and learn about the flow of resources, information, and ideas among different actors (government, industries, investors, others) in the ecosystem.
4. identify the different sources of business idea and develop different strategies for successful exploitation of the same.
5. develop understanding of the resource mobilization process, identify the required resources and plan their allocation.

Unit 1: Introduction

8 Hours

Meaning, elements, determinants and importance of entrepreneurship and creative Behaviour; Entrepreneurship and creative response to the society' problems and at work; Dimensions of entrepreneurship: intrapreneurship, technopreneurship, cultural entrepreneurship, international entrepreneurship, enetpreneurship, ecopreneurship, and social entrepreneurship.

Unit 2: Entrepreneurship in India

10 Hours

Concept of business houses and role of business houses and family business in India; The contemporary role models in Indian business: their values, business philosophy and

Behavioural orientations; Conflict in family business and its resolution. Initiatives of Government of India to promote entrepreneurship - Start Up India, Stand Up India, Make in India, etc.

Unit 3: Entrepreneurship Ecosystem

9 Hours

Requirement, availability and access to finance, marketing assistance, technology, and industrial accommodation, Role of government, Institutions, industries/entrepreneur's associations and self-help groups, Concept, role and functions of business incubators, angel investors, venture capital, start-up finance and private equity fund.

Unit 4: Sources of business ideas and tests of feasibility

10 Hours

Significance of writing the business plan/ project proposal including feasibility analysis; Contents of business plan/ project proposal; Designing business processes, location, layout, operation, planning & 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

Unit 5: Mobilizing Resources

8 Hours

Mobilizing resources for start-up. Accommodation and utilities; Preliminary contracts with the vendors, suppliers, bankers, principal customers; Contract management: Basic start-up problems.

Exercises:

The learners are required to:

1. Identify potential business opportunities. Divide students into small groups and ask each group to come up with an innovative business idea. Encourage them to brainstorm and think creatively while considering the elements and determinants of entrepreneurship. Each group should present their business idea, highlighting the innovative aspects, potential market demand, and the entrepreneurial mindset required for its implementation.
2. Review and discuss case studies given by the instructor on successful entrepreneurs and businesses in India. They will be asked to analyze the entrepreneurial journey, business strategies, challenges faced, and lessons learned from these role models. Further the task is to critically assess the factors contributing to their success and identify key takeaways that can be applied to their own entrepreneurial ventures.
3. Arrange for guest speakers who are successful entrepreneurs or creative individuals to share their experiences with the class. Students can prepare interview questions to explore the meaning, elements, and determinants of entrepreneurship and creative behaviour
4. Create a simulation exercise where students play different roles within an entrepreneurship ecosystem. Some students will be entrepreneurs, others to be investors or mentors, and some to represent support organizations or government agencies. Students can interact and simulate the dynamics of the ecosystem, negotiating deals,

seeking funding, and accessing resources. This exercise will provide students with a hands-on experience of the ecosystem's complexities and challenges.

5. Prepare an elevator pitch for their business idea. Students should practice presenting their idea succinctly and persuasively, highlighting the value proposition and the potential impact of their venture
6. Measure and evaluate the effectiveness of strategic human resource practices and their impact on business performance using various approaches to HR evaluation.

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.
- Jyotsana, Shaifali & Poswal L. Entrepreneurship (Concepts & Fundamentals) Kitab Mahal Delhi
- Mukherjee and Roy(2018). Entrepreneurship development and Business ethics.Oxford University Press.
- Rao, T. V., & Kuratko, D. F. (2012). Entrepreneurship: A South Asian Perspective. Boston: Cengage Learning.
- Roy R (2020). Entrepreneurship. Oxford University Press.
- Sharma, S. Entrepreneurship Development, 2nd ed. PHI Learning

Notes:

- 1. Suggested readings shall be updated and uploaded on the college website from time to time.**
- 2. Examination scheme and mode shall be as prescribed by the Examination branch, University of Delhi from time to time.**