

Bachelor of Arts (VS)- Small and Medium Enterprises

Semester VIII

Discipline Specific Elective- 8.2 (DSE-8.2)- Practical Aspects of Entrepreneurship in MSMEs

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		
Practical Aspects of Entrepreneurship in MSMEs (DSE-8.2)	4	3	0	1	12 th pass	NIL

Learning Objective: The objective of this course is to understand: -

- Significance of entrepreneurship as a tool for development
- Explore the operational and strategic aspects of managing MSMEs within the Indian business context.
- To foster practical decision-making and innovation in small business contexts.

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

- Analyse the entrepreneurial business environment
- Identify the organisational support provided to startups in an entrepreneurial context.
- Develop skills for financial planning and forecasting in entrepreneurial ventures
- Understand and prepare business plans and project report
- Integrate the theoretical knowledge with real-world entrepreneurial practice.

Course Content

(Theory 45 hrs + Practical 30 hrs)

Unit 1

11 hours

Entrepreneurial Business Environment and Technological Adaptation: Introduction to entrepreneurship, Dimensions of Entrepreneurship, Entrepreneurial Mindset and opportunity recognition, startup culture growth and developments with special reference to India (case studies), environmental analysis, role of entrepreneurship in economic development, Case studies of successful Indian and global startups, family business culture in India, succession planning, Relevant case studies. AI, Blockchain, IoT, FinTech, AR/VR in entrepreneurship, case studies in health-tech, ed-tech, Agri-tech, and fintech, Data privacy basics and startup risks, Ethical considerations in using digital platforms

Unit 2

11 hours

Organisation Assistance: Emerging forms of organising startups,- OPC, LLP, e-commerce model, network organisation, overview of Special Economic Zone ,Khadi and Village Industries Commission (KVIC), MSME, startup Environmental Clearance, prerequisite clearances for startups, Quality Standards with special reference to Indian and international standards specifications, overview of incentives , facilities and reliefs for startups (excise, income tax etc.), Modernisation assistance to small scale unit, Incentives and facilities to exports entrepreneurs

Unit 3

11 hours

Entrepreneurial Funding and Financial Planning: Private support system- angel investing, Venture capital, Private equity, crowd funding, bootstrapping, Business incubators, traditional sources of finance, Financial assistance by Government agencies, - NSIC, SIDO, SIDBI, SFC, Governmental Start-up schemes- Make in India, Startup India, Standup India, Recent initiatives from MUDRA, understanding basics of financial statements (balance sheet and income statement and cash flow analysis), budgeting, Challenges in accessing finance for startups and MSMEs

Unit 4

12 hours

Business plan and Project Report: Idea generation and Feasibility analysis, preparing a business plan, Components of a business plan: Executive summary, market analysis, product/service, operations, finance, strategy; Business Model Canvas (BMC), Risk analysis and sustainability, Pitch deck essentials and communication, persuasion and pitching to stakeholders, Aspects and Phases of a Project, Contents of a Project Report, Proforma of a Suggested Project Report for manufacturing and service MSMEs

Practical:

- Analyse the entrepreneurial business environment impacting the operations of a selected MSME
- Examine and present the major initiatives launched by the Government of India to support and promote MSMEs in a specific sector or business domain
- Evaluate and compare different sources of finance using real-life case studies
- Prepare a hypothetical business plan and project report including business idea, market analysis, funding strategy, operations plan, and financial projections.
- Evaluate the impact of recent technological innovations on the operations and competitiveness of MSMEs in the Indian market

Suggested Readings

- Barringer, B.R., & Ireland, R.D. (2015). *Entrepreneurship*. Pearson.
- Hisrich, R. D., Peters, M. P., Shepherd, D. A. (2023). *Entrepreneurship*. United Kingdom: McGraw-Hill Education.
- Kimball, D. C., Lussier, R. N. (2020). *Entrepreneurship Skills for New Ventures*. United Kingdom: Taylor & Francis.
- Scarborough, N., Cornwall, J. R. (2015). *Essentials of Entrepreneurship and Small Business Management*, eBook, Global Edition. United Kingdom: Pearson Education.
- Kuratko, D. F. (2023). *Entrepreneurship: Theory, Process, Practice*. United States: Cengage