



**Business Entrepreneurship -1**  
**Entrepreneurial Growth and Development**  
**[Discipline Specific Course]**

<b>Semester: III</b>	<b>*Credits: 4</b>	<b>Subject Code: C32109</b>	<b>Lectures: 48</b>
----------------------	--------------------	-----------------------------	---------------------

**Course Outcomes:**

At the end of this course, the learner will be able to:

- Describe the core concepts of the Entrepreneurship ecosystem
- Demonstrate proficiency in creative skills and abilities
- Relate to the objectives and need for Entrepreneurial training
- Identify the various perspectives of Entrepreneurial education and research
- Analyse the problems / challenges in the Startup Ecosystem
- Analyze and evaluate the Government policies on Startup Ecosystem in India

**Unit 1: Creativity and Innovation**

**12**

- Concept of Creativity
- The Stages of Creativity
- Principles of Creativity
- Innovation-Concept
- Elements of Innovation
- Forms of Innovation
- Challenges of Innovation
- Difference between Innovation & Creativity
- Concept & importance of Design Thinking

**Unit 2: Entrepreneurship Ecosystem**

**12**

- Meaning of Ecosystem
  - Context of Ecosystem in entrepreneurship
  - Positive Influencers of an Entrepreneurial ecosystem
  - Players in the ecosystem
- Ecosystem and Entrepreneurial mobility
- Entrepreneurship Education and Self Employment
- Research in Entrepreneurship

**Unit 3: Training and EDPs**

**12**

- Importance of Entrepreneurial Training
- EDPs- Need and Objectives
- Phases of EDPs

<b>Board Of Studies</b>	<b>Name</b>	<b>Signature</b>
Chairperson (HoD)	Dr. Rama Venkatachalam	



<ul style="list-style-type: none"> <li>• Problems of EDPs</li> <li>• Entrepreneurial Training Inputs</li> <li>• Skill Development and Training Organization               <ul style="list-style-type: none"> <li>○ IIE</li> <li>○ NIESBUD</li> <li>○ MCED</li> <li>○ DIC</li> <li>○ EDII</li> </ul> </li> <li>• Industry Associations               <ul style="list-style-type: none"> <li>○ FICCI</li> <li>○ CII</li> <li>○ MCCIA</li> </ul> </li> </ul>	
---	--

<b>Unit 4: Startup Ecosystem</b>	<b>12</b>
<ul style="list-style-type: none"> <li>• Startups-Meaning and Concept</li> <li>• Stages of startups</li> <li>• New concepts/terms used in Startup Ecosystem</li> <li>• Challenges/problems of startups</li> <li>• Startup Ecosystem in India</li> <li>• Government Policy on Startups               <ul style="list-style-type: none"> <li>○ Start Up India Initiative</li> <li>○ Make in India Initiative</li> <li>○ NISP</li> <li>○ Atmanirbar Bharat</li> </ul> </li> <li>• Case Studies</li> </ul>	

**#12 contact hours for Assignments, Visits, Research, Field Studies, etc.**

**\*01 credit to be evaluated as a Skill-based Component**

**Recommended Reference Books:**

- Poornima M. Charantimath. Entrepreneurship Development and Small Business Enterprises. Pearson: Delhi; 2014.
- Desai Vasant. Management of Small Scale Industries. Himalaya Publishing House: Delhi;
- Hirsch D Robert, Peters PV Michael, Shepherd A Dean. Entrepreneurship. McGraw Hill: New Delhi; 2009.
- Desai Vasant. The Dynamics of Entrepreneurial Development and Management. Himalaya Publishing House: Mumbai; 2014.
- Sabharawal Bhupinder Singh. Entrepreneurship Development. Har-Anand Publications Pvt. Ltd.: New Delhi; 2011.
- Dr. Gogte Jyoti. Startups and New Venture management. Vishwakarma Publications: Pune; 2014.
- Shankar Raj. Entrepreneurship Theory and Practice. Vijay Nicole Imprints Pvt. Ltd.: Chennai; 2012.

Board Of Studies	Name	Signature
Chairperson (HoD)	Dr. Rama Venkatachalam	



St. Mira's College for Girls, Pune  
SYBCOM 2021-2024

- Dr. Khanka S.S. Entrepreneurial Development. S. Chand and Company Ltd.: New Delhi; 2009.

Websites:

- <https://govinfo.me/schemes/govt-of-india/>
- <https://www.udyogini.org/case-study-8/>

Board Of Studies	Name	Signature
Chairperson (HoD)	Dr. Rama Venkatachalam	





**Business Entrepreneurship -1**  
**Trends in Entrepreneurship**  
**[Discipline Specific Course]**

<b>Semester: IV</b>	<b>*Credits: 4</b>	<b>Subject Code: C42109</b>	<b>Lectures: 48</b>
---------------------	--------------------	-----------------------------	---------------------

**Course Outcomes:**

At the end of this course, the learner will be able to:

- Relate to the growing importance of services sector in National Economy
- Identify and assess the various entrepreneurial opportunities
- Identify the various perspectives of Family Business and Entrepreneurship
- Understand the various Government schemes and initiatives for Women entrepreneurship in India
- Analyse the problems / challenges of Women Entrepreneurs
- Identify and describe the different types of New Age Entrepreneurs

<b>Unit 1: Business Opportunities in Manufacturing and Service Sector</b>	<b>12</b>
<ul style="list-style-type: none"> <li>• Business Opportunities in various fields- Manufacturing and Service Sector- Meaning and List of opportunities</li> <li>• Role of Service Sector in National Economy</li> <li>• Types of Service Ventures</li> <li>• Service- Industry Management</li> <li>• Success Factors in Service Ventures</li> <li>• Distinction Between Service Industry and Manufacturing Industries</li> <li>• Case Studies of Startups in Manufacturing &amp; Services sector</li> </ul>	

<b>Unit 2: Family Business and Entrepreneurship</b>	<b>12</b>
<ul style="list-style-type: none"> <li>• Evolution of Family Business</li> <li>• Characteristics of family business</li> <li>• Advantages of family businesses</li> <li>• Growth of family businesses</li> <li>• Pitfalls in family businesses</li> <li>• Planning for succession in family businesses</li> <li>• Challenges and issues in family businesses</li> <li>• Case Studies</li> </ul>	

<b>Unit 3: Women Entrepreneurship</b>	<b>12</b>
<ul style="list-style-type: none"> <li>• Role of women in society</li> <li>• Women-Historical Context in India</li> </ul>	

<b>Board Of Studies</b>	<b>Name</b>	<b>Signature</b>
Chairperson (HoD)	Dr. Rama Venkatachalam	



- Women in Entrepreneurship-Concept and Definitions
- Benefits of Women Entrepreneurs
- Challenges to Women Entrepreneurs
- Emerging Ecosystem for Women Entrepreneurs
- Government Schemes
- Development of Women Entrepreneurship-Recent Trends
- Women Empowerment through Entrepreneurship
- Case Studies

**Unit 4: New Age Entrepreneurs**

**12**

- New Age Entrepreneurs-Meaning and Types
- Environmental Entrepreneurs
- Meaning and Characteristics
- Need and importance
- Case studies
- Craft Preneurship
  - Meaning and concept
  - Characteristics
  - Need and importance
  - Case studies
- Failed Entrepreneurship
  - Meaning
  - Reasons for failure
  - Case studies

**#12 contact hours for Assignments, Visits, Research, Field Studies, etc.**  
**\*01 credit to be evaluated as a Skill-based Component**

**Recommended Reference Books:**

- Poornima M. Charantimath. Entrepreneurship Development and Small Business Enterprises. Pearson: Delhi; 2014.
- Desai Vasant. Management of Small Scale Industries. Himalaya Publishing House: Delhi;
- Hirsch D Robert, Peters PV Michael, Shepherd A Dean. Entrepreneurship. McGraw Hill: New Delhi; 2009.
- Desai Vasant. The Dynamics of Entrepreneurial Development and Management. Himalaya Publishing House: Mumbai; 2014.
- Sabharawal Bhupinder Singh. Entrepreneurship Development. Har-Anand Publications Pvt. Ltd.: New Delhi; 2011.
- Dr. Gogte Jyoti. Startups and New Venture management. Vishwakarma Publications: Pune; 2014.
- Shankar Raj. Entrepreneurship Theroy and Practice. Vijay Nicole Imprints Pvt. Ltd.: Chennai; 2012.


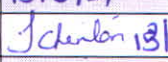

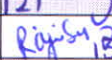

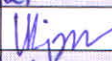
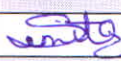
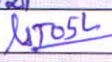

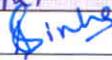
Board Of Studies	Name	Signature
Chairperson (HoD)	Dr. Rama Venkatachalam	



- Dr. Khanka S.S. Entrepreneurial Development. S. Chand and Company Ltd.: New Delhi; 2009.

Websites:

- <https://govinfo.me/schemes/govt-of-india/>
- <https://msme.gov.in/>
- <https://www.udyogini.org/case-study-8/>

Board of Studies	Name	Signature
Chairperson (HoD)	Dr. Rama Venkatachalam	 13/6/21
Faculty	Ms. Jyoti Chintan	 13/6/21
Faculty	Dr. Dimple Buche	 13/6/21
Faculty	Ms. Rajni Singh	 13/6/21
Faculty	Ms. Shanthi Fernandes	 13/6/21
Subject Expert (Outside SPPU)	Dr. K. Rajagopal	 13/6/21
Subject Expert (Outside SPPU)	Prof. Sumita Joshi	 13/6/21
VC Nominee	Dr. Shubhangi Joshi	 13/6/21
Industry Expert	Mr. Sanjay Kulkarni	 13/6/21
Alumni	Ms. Shivani Sinha	 13/6/21

Board Of Studies	Name	Signature
Chairperson (HoD)	Dr. Rama Venkatachalam	