

BUSINESS ENTREPRENEURSHIP

Semester : I

Subject Code: AC11509

Lectures: 48

Subject Title : Basics of Entrepreneurship

Objectives:

- To understand the concept and the process of entrepreneurship, its role and contribution in the development and growth of both the nation and individuals.
- To create entrepreneurial awareness among the students.
- To Help students to develop their entrepreneurial competence and To acquire entrepreneurial quality and competency
- To develop entrepreneurial skills in students through practical exercise and activities.

Unit I Evolution and Growth of Entrepreneurship

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- Concept, Meaning and Definition
- Evolution of Entrepreneurship in the Pre and Post-Independence era
- Entrepreneurship – The Dynamic Need
- Enterprise V/s Entrepreneurship
- Self-Employment V/s Entrepreneurship
- Stages in Entrepreneurial Process
- Development of Entrepreneurship

Unit II Entrepreneurs : Characteristics, Types and Functions

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- Meaning and Definition
- Qualities and Functions of an Entrepreneur
- Common Myths about Entrepreneurship
- Factors Influencing Entrepreneurial Growth
- Ten Stages to become an Entrepreneur in total
- Types of Entrepreneurs
- Challenges Faced By Entrepreneurs
- Changing Demographics of Entrepreneurs



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Asst. Prof.	Mrs. Deepanjali Mazumder		Alumni	Ms. Shivani Sinha	
Subject Exp	Dr. Vrishali Randhir				

Unit III Theories of Entrepreneurship : Traditional and Contemporary 10

- Richard Cantillon's Theory of Risk Bearing
- Schumpeter's Theory of Innovation
- McClelland's Theory of Achievement
- Peter Drucker's Theory of Opportunity
- Leibenstein's X-Efficiency Theory
- Marc J. Dollinger's Resource Based Theory of Entrepreneurship

Unit IV: Field Work 08

- Field Work
- Case Studies
 - Women Entrepreneurs
 - Local Entrepreneurs
 - Rural Entrepreneurs

Recommended Text Books:

Business Entrepreneurship by Dr. Sharad Jawadekar and Prof Shobha Dadlani(1999)
 Business Environment and Entrepreneurship by Dr. P.C. Pardeshi (2004)



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Reference Books:

- Current Trends in Entrepreneurship by S. Mohan. R. Elangovan (Deep & Deep Publications Pvt. Ltd. - 2006)
- Fundamentals of Entrepreneurship by G.R. Bosotia (Shree Niwas Publications – 2007)
- Fundamentals of Entrepreneurship by Nafees . A. Khan (Anmol Publication)
- Entrepreneurship: The Way Ahead By Harold P. Welsch (2004)
- Fundamentals of Entrepreneurship by G. S. Sudha - THEORIES (Ramesh Boo Depot – 2006-07)

Journals :

- Journal of Innovation & Entrepreneurship
- Strategic Entrepreneurship Journal



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Subject Expert	Dr. Vrishali Randhir				

BUSINESS ENTREPRENEURSHIP

Semester : II

Subject Code: AC21509

Lectures: 48

Subject Title : Entrepreneurship Development

Objectives:

- To Create entrepreneurial awareness among the students.
- To highlight the importance of different Entrepreneurial Theories.
- To understand the role of SHGs in the Empowerment of Women.
- To understand of the field of social entrepreneurship and understand many of the opportunities, challenges, and issues faced by social entrepreneurs.
- To get an understanding of the Emerging Aspects of Entrepreneurship.

Unit I Self Help Groups and Micro Finance

14

- Concept
- Need and Importance
- Formation of SHGs
- Functions of SHGs
- Role of SHGs in developing entrepreneurship
- SHG – A Model of Micro Finance
- Empowerment of Women through Self Help Groups

Unit II Entrepreneurial Motivation

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- Motivation Process
- Entrepreneurial Motivation
 - Self Fulfillment Motive
 - Competence Motive
 - Achievement Motive
- Motivating Factors
- Entrepreneurial Ambitions
 - Compelling Reasons
 - Facilitating Factors
- Internal and External Factors



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Unit III Emerging Aspects in Entrepreneurship

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- E-Entrepreneurs
- Franchising
 - Meaning
 - Attraction of Franchising to entrepreneurs
 - Franchising Relationships
- Social Entrepreneurship
- Corporate Entrepreneurship

Unit IV: Success Stories

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- Case studies on Successful Entrepreneurs of Recent Times
 - Sachin Bansal and Binny Bansal of Flipkart (E-Entrepreneurs)
 - Apollo Health & Lifestyle Ltd (Franchisee Business)
 - Mr. Sanjit Bunker Roy (Barefoot College for illiterate women – Social Entrepreneurship)
 - Ms. Chanda Kochar of ICICI Bank (Corporate Entrepreneurship)

Recommended Text Books:

Business Entrepreneurship by Dr. Sharad Jawadekar and Prof Shobha Dadlani



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Subject Expert	Dr. Vrishali Randhir	<i>[Signature]</i>			

Reference Books:

- Empowerment of Women Through Self Help Groups By G. Sreeramulu
 Current Trends in Entrepreneurship by S. Mohan, R. Elangovan (Deep & Deep Publications Pvt. - 2006)
 Entrepreneur Development by Mr. Satish Taneja – New Venture Creation(2003)
 Social Entrepreneurship: What Everyone Needs to Know By David Bornstein, Susan Davis
 Corporate Entrepreneurship: How to Create a Thriving Entrepreneurial Spirit ...
 By Robert Hisrich, Claudine Kearney
 (Corporate) Entrepreneurship by A. Sahay, Excel Books Publication (2007)
 Take Me Home by Rashmi Bansal (Westland Ltd – 2014)

JOURNAL OF ENTREPRENEURSHIP, MANAGEMENT AND INNOVATION

(99 Entrepreneurship Journals: A Comparative Empirical Investigation of Rankings, Impact



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