

ENTREPRENEURSHIP AND SMALL BUSINESS
MANAGEMENT
ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT
GENERIC CORE

Semester: IV	Credits: 3	Subject Code: BB42101	Lectures: 48
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Course Outcomes: _____


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

- Relate to the concept and process of Entrepreneurship.
- Recognize the Entrepreneurial spirit and resourcefulness.

- Demonstrate the scientific approach to Opportunity Analysis and to formulate a Business Plan.
- Recognize the significance of MSME, its challenges and creating awareness about financial assistance to MSMEs. • Analyze the role of Social, Rural and Women Entrepreneurship.

UNIT I - Entrepreneurial Perspective 12

- Concept of Entrepreneur, Manager, Intrapreneurs
- Entrepreneur and Entrepreneurship o Meaning, Definition, Evolution.
- Characteristics, Qualities and Functions of Entrepreneur
- Entrepreneurial mindset

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- Entrepreneurship as a career option Types of Entrepreneurs,
- Factors influencing Entrepreneurship:
- Psychological, Social, Economical and Environmental factors. • Role [Impact of Entrepreneurship: o In Socio Economic Development o In growth and development of the small business.
- Entrepreneurship Ecosystem

UNIT II - Entrepreneurship Process —Opportunity Analysis and Business Planning 12

- Entrepreneurship process o Introduction and Importance o Stages in Entrepreneurship Process
- Opportunity Analysis: o Opportunity Sighting o Opportunity Evaluation
- Approach to ideation and Ideation Techniques • Business Planning o Meaning and Objectives of Business Plan o Elements/Sections of Business Plan o Business Plan-Do's and Don'ts



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UNIT III: Management of Micro, Small & Medium Enterprises (MSMEs) 12
Micro, Small & Medium Enterprises (MSMEs)
o Meaning, Introduction and Objectives and Functions of MSMEs

O Functions of MSMEs
o Registration Formalities of Micro, Small, Medium Enterprises
o Steps of Ladder the Small Entrepreneur has to Climb

- Micro-Small And Medium Entrepreneurs Development (Memed) Act, 2006
- MSMEs Act 2020
- Challenges of MSMEs.
- Financial Assistance for Small Enterprise:
 - a) Bank Loan, b) Angel Funding c) Venture Funding
- Self-Employment Schemes of Government of Maharashtra
- Women Entrepreneurs Scheme
- Institutional Support to MSMEs o District Industries Centers (DIC) o Small Industries Service Institute (SISI)

UNIT IV: Trends in Entrepreneurship

12

- Social Entrepreneurship o Introduction, Need, Benefits o Characteristics of a Social Enterprise o Measures of success in Social Enterprise

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- Rural Entrepreneurship o Introduction, Need, Benefits o Rural Entrepreneurship Opportunities o Challenges to Rural Entrepreneurship
- Women Entrepreneurship o Introduction, Benefits o Challenges to Women Entrepreneurs o Increasing Trends of Women in Business o Emerging Ecosystem for Women Entrepreneurship
- Case Studies on Social Entrepreneurship, Rural Entrepreneurship, Women Entrepreneurship

12 hours for Library work, practical or field work or research purposes

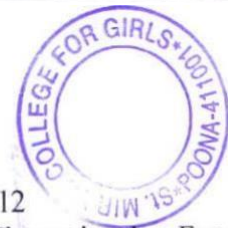
Recommended Text Books:

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- Desai Vasant , Management of Small Scale Industries , Himalaya Publishing House, Delhi 2013
- Dr. Gogte Jyoti, Startups and New Venture management, Vishwakarma, Publications, Pune, 2014
- Gordon & Natrajan, Entrepreneurship Development, Himalaya Publication, 2020
- Desai Vasant , Management of Small Scale Industries , Himalaya Publishing House, Delhi, 2009
- Desai Vasant, The Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House, Mumbai 2014

Recommended Reference Books:

- Shankar Raj, Entrepreneurship Theory and Practice, Vijay Nicole Imprints, Pvt



- Poornima M. Charantimath . Entrepreneurship Development and Small Business Enterprises , Pearson, 2014. Delhi
- Hirsch D Robert , Peters PV Michael , Shepherd A Dean , Entrepreneurship , McGraw Hill 2009
- Sabharwal Bhupinder Singh, Entrepreneurship Development , Har-Anand Publications Pvt. Ltd, New Delhi 2011 e Dr. Khanka S.S., Entrepreneurial Development, S.Chand & Company Ltd., New Delhi 2009

Websites:

<https://msme.gov.in/> o <https://govinfo.me/schemes/govt-of-india/> o <https://hihindia.org/blog/village-entrepreneurship-success-storiesfrommaharashtra/> o <https://www.udyogini.org/case-study-8/> <https://milliontaime.com/five-amazing-successful-women-entrepreneurs-from-rural-india/> o <https://sugermint.com/success-story-of-indian-entrepreneur-the-padman/>

E- Resources • <https://nlist.inflibnet.ac.in/>

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

15/6/24

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Board Of Studies	Name	Signature	
Chairperson (HOD)	Dr. Rama Venkatachalam		
Faculty	Ms. Abhradita Chatterjee Nahvi	Ilk)VvucCdv	15/6/21
Faculty	Mrs Kajal Jaisinghani		16/21
Subject Expert (Outside SPPU)	Mr. Abhijeet Chavan		Abhijeet Chavan 16/21
Subject Expert (Outside SPPU)	Dr. Sabhia Fazalbhoj		Sabhia Fazalbhoj 16/21
VC Nominee	Dr. Varsha Deshpande		Varsha Deshpande
Industry Expert	Mr. Sitesh Thadhani	Sitesh L.T	
Alumni	Ms. Devi Krishna		16/21