



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

Semester: III	*Credits: 4	Subject Code: C32109	Lectures: 48
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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

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<ul style="list-style-type: none"> • Problems of EDPs • Entrepreneurial Training Inputs • Skill Development and Training Organization <ul style="list-style-type: none"> ○ IIE ○ NIESBUD ○ MCED ○ DIC ○ EDII • Industry Associations <ul style="list-style-type: none"> ○ FICCI ○ CII ○ MCCIA 	
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Unit 4: Startup Ecosystem	12
<ul style="list-style-type: none"> • Startups-Meaning and Concept • Stages of startups • New concepts/terms used in Startup Ecosystem • Challenges/problems of startups • Startup Ecosystem in India • Government Policy on Startups <ul style="list-style-type: none"> ○ Start Up India Initiative ○ Make in India Initiative ○ NISP ○ Atmanirbar Bharat • 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 Theory and Practice. Vijay Nicole Imprints Pvt. Ltd.: Chennai; 2012.

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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/>

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

Semester: IV	*Credits: 4	Subject Code: C42109	Lectures: 48
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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

Unit 1: Business Opportunities in Manufacturing and Service Sector **12**

- Business Opportunities in various fields- Manufacturing and Service Sector- Meaning and List of opportunities
- Role of Service Sector in National Economy
- Types of Service Ventures
- Service- Industry Management
- Success Factors in Service Ventures
- Distinction Between Service Industry and Manufacturing Industries
- Case Studies of Startups in Manufacturing & Services sector

Unit 2: Family Business and Entrepreneurship **12**

- Evolution of Family Business
- Characteristics of family business
- Advantages of family businesses
- Growth of family businesses
- Pitfalls in family businesses
- Planning for succession in family businesses
- Challenges and issues in family businesses
- Case Studies

Unit 3: Women Entrepreneurship **12**

- Role of women in society
- Women-Historical Context in India

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<ul style="list-style-type: none"> • 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 	
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<p>Unit 4: New Age Entrepreneurs</p> <ul style="list-style-type: none"> • New Age Entrepreneurs-Meaning and Types • Environmental Entrepreneurs • Meaning and Characteristics • Need and importance • Case studies • Craft Preneurship <ul style="list-style-type: none"> ○ Meaning and concept ○ Characteristics ○ Need and importance ○ Case studies • Failed Entrepreneurship <ul style="list-style-type: none"> ○ Meaning ○ Reasons for failure ○ Case studies 	12
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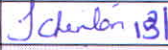



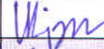
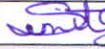
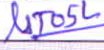


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Websites:

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- <https://msme.gov.in/>
- <https://www.udyogini.org/case-study-8/>

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