

Entrepreneurship Development

Semester V	Subject Code: BB51702	Lectures: 60
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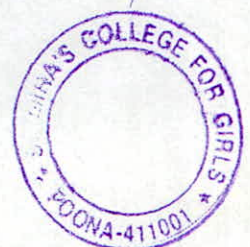
Objectives:

The syllabus aims in equipping students with,

- Various concepts of Entrepreneurship and Entrepreneur
- The Business Opportunity Identification and formulate a Business Plant
- Knowledge and understanding about various assistances provided by government Institutions
- Awareness about the various Successful Entrepreneurs

Unit 1: Entrepreneur and Entrepreneurship	12
<ul style="list-style-type: none"> • Concept and Importance of Entrepreneur • Entrepreneur Skill and Competencies • Classification of Entrepreneurs • Managers vs Entrepreneurs vs Intrapreneurs • Concept and Importance of Entrepreneurship • Relation between Entrepreneur and Entrepreneurship • Fostering Entrepreneurship – Strategic Phases of Management, Barriers to Entrepreneurship, Entrepreneurship and Economic Growth • Entrepreneurship as a Career Option 	

Unit 2: Business Opportunity Identification	10
<ul style="list-style-type: none"> • Search for an business Idea • Sources • Steps for Generating Business Idea • Conducting Feasibility Study • Reasons For Conducting a Feasibility Study • Project Finalization 	



Unit 3: Business Plan	08
<ul style="list-style-type: none"> • Meaning and Objectives of Business Plan • Elements of Business Plan • Review of Business Plan • Steps in Starting a Business Unit • Incubation Facilities 	

Unit 4: Institutional Support to New Venture	12
<ul style="list-style-type: none"> • National Institute for Entrepreneurship and Small Business Development (NIESBUD) • Maharashtra Centre for Entrepreneurship Development (MCED) • District Industries Center (DIC) • Small Industries Service Institutes (SISI) • Micro, Small & Medium Enterprise (MSME) • Financial Assistance for Small Enterprise: Institutional: <ul style="list-style-type: none"> a) Bank Loan b) Angel Funding c) Venture Funding d) Self Employment Schemes of Government of Maharashtra e) Rajiv Gandhi Udyami Mitra Yojana (RUGMY) f) Prime Minister Employment Generation Programme (PMEGP) • Women Entrepreneur Schemes 	

Unit 5: Study of Entrepreneurs' Biographies:	06
<ul style="list-style-type: none"> • Cyrus Poonawala • Anu Aga • Startup Entrepreneurs (Any 2) 	

***Contact hours – 12 hours**

Recommended Text Books:
<ol style="list-style-type: none"> 1. <i>Entrepreneurship Development</i>, Nirali Prakashan 2. <i>Business Environment & Entrepreneurship</i>, Sangle B. R., Success Publications, Pune



Reference Books:

- ✶ 1. Desai Vasant: *Management of Small Scale Industries* - Himalaya Publishing House
2. Taneja Satish and Gupta: *Entrepreneurship Development-New Venture Creation*, Galgotia Publishing Company, New Delhi
3. Gupta C.B. & Srinivas: *Entrepreneurial Development*- Sultan D, Chand & Sons, New Delhi
4. Prof Rajeev Roy: *Entrepreneurship* - Oxford University Press
56. Edward D. Bono: *Opportunities*
- ✶ 6. Desai Vasant, *The Dynamics of Entrepreneurial Development and Management*, Himalaya Publishing House
7. Dr. Gogte Jyoti, *Startup and New Venture Management*, Vishwakarma Publications

