



**Business Entrepreneurship**  
**Fundamentals of Entrepreneurship**  
**[General Elective]**

<b>Semester: I</b>	<b>Credits: 3</b>	<b>Subject Code: AC12009</b>	<b>Lectures: 48</b>
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**Course Outcomes:**

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

- Discuss the concept, evolution and growth of Entrepreneurship
- Identify and relate the qualities, functions and the challenges of an Entrepreneur
- Compare the traditional and modern Theories of Entrepreneurship
- Elaborate the importance and impact of developing an Entrepreneurial Mindset

<b>Unit 1: Evolution and Growth of Entrepreneurship</b>	<b>16</b>
<ul style="list-style-type: none"> <li>• Concept, Meaning and Definitions</li> <li>• Study of Entrepreneurship as a Subject</li> <li>• Entrepreneurship as an Alternative career option</li> <li>• Entrepreneurship Categories</li> <li>• Entrepreneurial India:             <ul style="list-style-type: none"> <li>○ India's Trials over Centuries</li> <li>○ The Mindset in Post-Independence India</li> <li>○ Impact of Liberalization</li> <li>○ Information Technology in Entrepreneurship</li> <li>○ The Phoenix-like Avatar</li> </ul> </li> <li>• Entrepreneurial Challenges</li> <li>• Impact of Entrepreneurship:             <ul style="list-style-type: none"> <li>○ Entrepreneurship and Socio-economic Development</li> <li>○ Impact on Larger Firms</li> </ul> </li> </ul>	

<b>Unit 2: Introducing the Entrepreneur</b>	<b>12</b>
<ul style="list-style-type: none"> <li>• Meaning and Definition</li> <li>• Myths about Entrepreneur</li> <li>• Characteristics of an Entrepreneur</li> <li>• Qualities of a successful Entrepreneur</li> <li>• Functions of an Entrepreneur</li> <li>• Difference between Enterprise and Entrepreneurship</li> <li>• Difference between Entrepreneur and Intrapreneur</li> <li>• Types of Entrepreneurs</li> <li>• Challenges Faced by Entrepreneurs</li> <li>• Common Mistakes Made             <ul style="list-style-type: none"> <li>○ Case Studies</li> </ul> </li> </ul>	
<b>Unit 3: Theories of Entrepreneurship</b>	<b>10</b>

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<ul style="list-style-type: none"><li>• Schumpeter's Theory of Innovation</li><li>• McClelland's Theory of Achievement</li><li>• Leibenstein's X-Efficiency Theory</li><li>• Prof. Knight's Theory of Risk Bearing</li><li>• Peter Drucker's Theory of Opportunity</li><li>• Max Weber's Theory of Entrepreneurial Growth</li><li>• Economic Theory of Entrepreneurship</li></ul>	
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<b>Unit 4: Entrepreneurial Mindset</b>	<b>10</b>
<ul style="list-style-type: none"><li>• Concept and Meaning</li><li>• The importance of Mindset</li><li>• Key Drives of Mindset</li><li>• Characteristics of Mindset</li><li>• Entrepreneurial Mindset in Employees</li><li>• Impact of Entrepreneurial Mindset</li><li>• Entrepreneurial Mindset Enablers<ul style="list-style-type: none"><li>○ Success Stories of Entrepreneurs</li></ul></li></ul>	

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

**Recommended Basic Reading:**

- Dr. Rokade, Vinit V. and Dr. Patare Ganesh R. *Business Environment and Entrepreneurship*. Nirali Prakashan: Pune; 2019.
- Tripathi Nistha. *No Shortcuts: Rare Insights from 15 Successful Start-Up Founders*. Sage Publication India Private Limited: New Delhi; 2018.
- Lawrence M.D., Dr. Shaikh Anwar A., Dr. Dashputre Sharad, Dr. Lokhandwala Abbas. *Business Entrepreneurship*. Nirali Prakashan: Pune; 2018.

**Recommended Reference Books:**

- Desai Vasant. *The Dynamics of Entrepreneurial Development and Management*. Himalaya Publishing House: Mumbai; 2014.
- Shankar Raj. *Entrepreneurship Theory and Practice*. Vijay Nicole Imprints Private Limited: Chennai; 2012.
- Desai Vasant. *Theories of Entrepreneurship*. Himalaya Publishing House: Mumbai; 2012.
- Stephen Roper. *Entrepreneurship A Global Perspective*. Routledge, Taylor and Francis Group: New York; 2013.
- Bansal Rashmi. *Arise Awake*. Bushfire Publication: New Delhi; 2019.

**Websites:**

- <https://www.jstor.org/stable/pdf/10.34053/artivate.3.1.0003.pdf>
- <https://onlinelibrary.wiley.com/doi/full/10.1111/ejed.12293>

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**Business Entrepreneurship  
Entrepreneurial Development  
[General Elective]**

<b>Semester: II</b>	<b>Credits: 3</b>	<b>Subject Code: AC22009</b>	<b>Lectures: 48</b>
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**Course Outcomes:**

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

- Recognize and describe the concept of Rural Entrepreneurship and its relevance today
- Identify the relationship between Self-Help Groups and women empowerment
- Explain concepts of corporate entrepreneurship and social entrepreneurship and its role in society
- Elaborate the emergence and roles of Online Entrepreneurship

<b>Unit 1: Rural Entrepreneurship and Self-Help Groups in India</b>	<b>16</b>
<ul style="list-style-type: none"><li>• Rural Entrepreneurship<ul style="list-style-type: none"><li>○ Meaning and Need of Rural Entrepreneurship</li><li>○ Features of Rural Entrepreneurship</li><li>○ Problems in Rural Entrepreneurship</li><li>○ Challenges to Rural Entrepreneurship</li><li>○ Government and Rural Entrepreneurship</li><li>○ Rural Entrepreneurship and Opportunities</li><li>○ Benefits of Rural Entrepreneurship</li></ul></li><li>• Self-Help Groups:<ul style="list-style-type: none"><li>○ Need and Importance</li><li>○ Characteristics of Self-Help Groups</li><li>○ Functions of Self-Help Groups</li><li>○ Challenges of Self-Help Groups</li><li>○ Marketing Strategy of Self-Help Groups</li><li>○ Empowerment of Women through Self-Help Groups</li></ul></li><li>• Case Studies</li></ul>	

<b>Unit 2: Intrapreneurship or Corporate Entrepreneurship</b>	<b>12</b>
<ul style="list-style-type: none"><li>• Meaning and Need of Corporate Entrepreneurship</li><li>• Characteristics of Corporate Entrepreneurship</li><li>• Hurdles in Corporate Entrepreneurship</li><li>• Success in Corporate Entrepreneurship</li><li>• Benefits of Entrepreneurship</li><li>• Case Studies</li></ul>	

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<b>Unit 3: Social Entrepreneurship</b>	<b>10</b>
<ul style="list-style-type: none"><li>• Social Entrepreneurship<ul style="list-style-type: none"><li>○ Meaning and Need for Social Enterprise</li><li>○ Characteristics of a Social Enterprise</li><li>○ Importance of Social Entrepreneurship</li><li>○ Benefits of Social Enterprise</li><li>○ Types of Social Enterprise</li><li>○ Measures of Success in a Social Enterprise</li><li>○ Pitfalls in Social Enterprise</li></ul></li><li>• Case Studies</li></ul>	

<b>Unit 4: Online Entrepreneurship</b>	<b>10</b>
<ul style="list-style-type: none"><li>• Online Entrepreneurship: Meaning and Need for Online Entrepreneurs</li><li>• Characteristics of Online Entrepreneurs</li><li>• Functions of Online Entrepreneurs</li><li>• Benefits of Online Entrepreneurs</li><li>• Pitfalls in Online Entrepreneurs</li><li>• Case Studies</li></ul>	

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**Recommended Basic Reading:**

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- Tripathi Nistha. *No Shortcuts: Rare Insights from 15 Successful Start-Up Founders*. Sage Publication India Private Limited: New Delhi; 2018.
- Lawrence M.D., Dr. Shaikh Anwar A., Dr. Dashputre Sharad, Dr. Lokhandwala Abbas. *Business Entrepreneurship*. Nirali Prakashan: Pune; 2018.

**Recommended Reference Books:**

- Abdul Raheem A. *Women Empowerment through Self-Help Groups (Shgs)*. Ingram short title: New Delhi; 2011.
- Robert Hisrich, Claudine Kearney. *Corporate Entrepreneurship: How to Create a Thriving Entrepreneurial*. McGraw Hill Professional: Copyright; 2011.
- David Bornstein and Davis Susan. *Social Entrepreneurship What Everyone Needs to Know*. Oxford University Press: 2010.
- Matthew Paulson. *Online Business from Scratch*. Create-space Independent Pub.: 2016.
- Bansal Rashmi. *Take Me Home*. Westland Ltd: New Delhi; 2014.

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**Websites:**

- <https://journals.sagepub.com/doi/full/10.1177/2158244018821757>
- <https://www.sciencedirect.com/science/article/pii/S0007681313001353>

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Alumni	Ms. Shivani Sinha	<i>Shivani Sinha</i> 15/6/20

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