



**ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT**  
**ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT**  
**[GENERIC CORE]**

<b>Semester: IV</b>	<b>Credits: 3</b>	<b>Subject Code: BB42101</b>	<b>Lectures: 48</b>
---------------------	-------------------	------------------------------	---------------------

**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.

<b>UNIT I - Entrepreneurial Perspective</b>	<b>12</b>
<ul style="list-style-type: none"> <li>• Concept of Entrepreneur, Manager, Intrapreneurs</li> <li>• Entrepreneur and Entrepreneurship             <ul style="list-style-type: none"> <li>○ Meaning, Definition, Evolution.</li> </ul> </li> <li>• Characteristics, Qualities and Functions of Entrepreneur</li> <li>• Entrepreneurial mindset</li> <li>• Entrepreneurship as a career option</li> <li>• Types of Entrepreneurs,</li> <li>• Factors influencing Entrepreneurship:             <ul style="list-style-type: none"> <li>○ Psychological, Social, Economical and Environmental factors.</li> </ul> </li> <li>• Role /Impact of Entrepreneurship:             <ul style="list-style-type: none"> <li>○ In Socio Economic Development</li> <li>○ In growth and development of the small business.</li> </ul> </li> <li>• Entrepreneurship Ecosystem</li> </ul>	

<b>UNIT II - Entrepreneurship Process –Opportunity Analysis and Business Planning</b>	<b>12</b>
<ul style="list-style-type: none"> <li>• Entrepreneurship process             <ul style="list-style-type: none"> <li>○ Introduction and Importance</li> <li>○ Stages in Entrepreneurship Process</li> </ul> </li> <li>• Opportunity Analysis:             <ul style="list-style-type: none"> <li>○ Opportunity Sighting</li> <li>○ Opportunity Evaluation</li> </ul> </li> <li>• Approach to ideation and Ideation Techniques</li> <li>• Business Planning             <ul style="list-style-type: none"> <li>○ Meaning and Objectives of Business Plan</li> <li>○ Elements/Sections of Business Plan</li> <li>○ Business Plan-Do's and Don'ts</li> </ul> </li> </ul>	

<b>UNIT III: Management of Micro, Small &amp; Medium Enterprises (MSMEs)</b>	<b>12</b>
--	-----------

Board Of Studies	Name	Signature
Chairperson (HoD)	Dr. Rama Venkatachalam	<i>Rama Venkatachalam</i> 15/6/24



<ul style="list-style-type: none"> <li>● Micro, Small &amp; Medium Enterprises (MSMEs )             <ul style="list-style-type: none"> <li>○ Meaning, Introduction and Objectives and Functions of MSMEs</li> <li>○ Functions of MSMEs</li> <li>○ Registration Formalities of Micro, Small, Medium Enterprises</li> <li>○ Steps of Ladder the Small Entrepreneur has to Climb</li> </ul> </li> <li>● Micro-Small And Medium Entrepreneurs Development (Memed) Act, 2006</li> <li>● MSMEs Act 2020</li> <li>● Challenges of MSMEs,</li> <li>● Financial Assistance for Small Enterprise:             <ul style="list-style-type: none"> <li>○ a)Bank Loan, b) Angel Funding c) Venture Funding</li> </ul> </li> <li>● Self-Employment Schemes of Government of Maharashtra</li> <li>● Women Entrepreneurs Scheme</li> <li>● Institutional Support to MSMEs             <ul style="list-style-type: none"> <li>○ District Industries Centers (DIC)</li> <li>○ Small Industries Service Institute (SISI)</li> </ul> </li> </ul>	
--	--

<b>UNIT IV: Trends in Entrepreneurship</b>	<b>12</b>
<ul style="list-style-type: none"> <li>● Social Entrepreneurship             <ul style="list-style-type: none"> <li>○ Introduction, Need, Benefits</li> <li>○ Characteristics of a Social Enterprise</li> <li>○ Measures of success in Social Enterprise</li> </ul> </li> <li>● Rural Entrepreneurship             <ul style="list-style-type: none"> <li>○ Introduction, Need, Benefits</li> <li>○ Rural Entrepreneurship Opportunities</li> <li>○ Challenges to Rural Entrepreneurship</li> </ul> </li> <li>● Women Entrepreneurship             <ul style="list-style-type: none"> <li>○ Introduction, Benefits</li> <li>○ Challenges to Women Entrepreneurs</li> <li>○ Increasing Trends of Women in Business</li> <li>○ Emerging Ecosystem for Women Entrepreneurship</li> </ul> </li> <li>● Case Studies on Social Entrepreneurship, Rural Entrepreneurship, Women Entrepreneurship</li> </ul>	

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

**Recommended Text Books:**

- 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

Board Of Studies	Name	Signature
Chairperson (HoD)	Dr. Rama Venkatachalam	<i>Rama Venkatachalam</i> 15/6/24



Ltd, Chennai, 2012

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

**Websites:**

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

**E- Resources**

- <https://nlist.inflibnet.ac.in/>
- <https://search.ebscohost.com/>

Board Of Studies	Name	Signature	
Chairperson (HoD)	Dr. Rama Venkatachalam		
Faculty	Ms. Abhradita Chatterjee Nahvi	Abhradita 15/6/24	
Faculty	Mrs Kajal Jaisinghani	Kajal 15/6/24	
Subject Expert (Outside SPPU)	Mr. Abhijeet Chavan		Abhijeet 15/6/24
Subject Expert (Outside SPPU)	Dr. Sabhia Fazalbhoj	Sabhia 15/6/24	
VC Nominee	Dr. Varsha Deshpande		
Industry Expert	Mr. Sitesh Thadhani	Sitesh L. Thadhani 15/6/24	
Alumni	Ms. Devi Krishna		

Board Of Studies	Name	Signature
Chairperson (HoD)	Dr. Rama Venkatachalam	Rama Venkatachalam 15/6/24