

**Business Entrepreneurship
Entrepreneurial Growth & Development**

Semester : III

Subject Code: C31609

Lectures: 60

Objectives:

- To Understand the Relationship between Innovation, Creativity and Entrepreneurship.
- To Study the Factors that Contributes to Creativity and to Learn the Process of Translating Ideas into Innovations.
- To Develop Entrepreneurial Skills through Practical Exercise and Activities.
- To Acquaint the Students on the Various Training Programs and EDPs
- To Give Insights on the Emerging Trends and Challenges in Entrepreneurship.

Unit 1: Creativity and Innovation

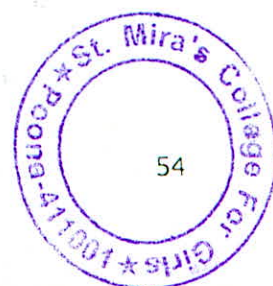
16

- Creativity – Introduction
- Creativity Process,
- Techniques & Tools of Creativity
- Innovation – Introduction
- Peter Drucker's Principles of Innovation
- Dos and Don'ts of Innovation
- Creating a Climate for Innovation
- Linking Creativity and Entrepreneurship
- Classroom Activities and Exercises

Unit 2: Training & EDPs

12

- Importance of Entrepreneurial Training
- Entrepreneurial Training Inputs
- Need & Objectives of EDPs
- Phases of EDPs & Problem of EDPs
- Institutions conducting EDPs –EDII,MCED
- Skill Development-Meaning & Importance
- Differences between Skill and Competencies
- National Skill Development Policy
- Role of National Skill Development Corporation(NSDC)



Unit 3 : Growth and New Trends in Entrepreneurship

10

- List of Business Opportunities in various fields- Manufacturing & Service Sector
- Startups-Meaning & Concept
- Government Policy on Startups-Start Up India Initiative, Make in India Initiative
- Practical Aspects of Startup Entrepreneurs-Entrepreneurs Roadmap, Business Startup Checklist, Self Assessment
- Case Studies of Startups- Zomato, OLA Cabs

Unit 4 :Challenges in Entrepreneurship

10

- Challenges in Entrepreneurship-Social, Cultural, Educational, Political, Economical
- International situation-International Entrepreneurship, Cross Cultural Aspects.
- Measures for Entrepreneurship Development in India-Government Policy Initiatives
- Challenges before Indian Entrepreneurs

***Assignments and library hours – 12 hours**

Reference Books:

- Drucker Peter F., *Innovation and Entrepreneurship*, Elsevier Ltd, First Edition, London, 1985
- Berkun Scott, *The Myths of Innovation*, O'Reilly Media Inc., First Edition, London, 2010
- Mitra Sramana, *Entrepreneur Journeys: Innovation; The need of the Hour*, CreateSpace, London, 2010
- 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
- Dr. Khanka S.S., *Entrepreneurial Development*, S.Chand & Company Ltd., New Delhi 2009
- Badi.N.V and Badi.R.V, *Entrepreneurship*, Vrinda Publications (P) Ltd., Delhi, 2005



Business Entrepreneurship
Subject Title: Entrepreneurship Growth & Development

Semester: IV

Subject Code: C41609

Lectures: 60

Objectives:

- To Understand the field of Social Entrepreneurship and the many of the Opportunities, Challenges, and Issues faced by Social entrepreneurs
- To Highlight the Importance of Rural Entrepreneurship in Economic Development.
- To Understand the Role of Women entrepreneurship & Empowerment of Women through Entrepreneurship.
- To Create Entrepreneurial Awareness among the Students.

Unit 1 : Social Entrepreneurship

14

- Qualities of a Good Social Entrepreneur
- Social Innovation
- Growth and Performance of Social Enterprises
- Management of Social Enterprises
- Promises and Perils of Social Enterprises
- Study of two social entrepreneurs-
 - "Weave the People" – Sumita Ghosh of Rangasutra
 - "The Naked Truth"- Anshu Gupta Of Goonj

Unit 2 : Rural Entrepreneurship

12

- Rural Entrepreneurship-Meaning, Need& Importance
- Rural Industrialization in Retrospect-Rural Entrepreneurship in India
- Schemes for Promoting Rural Entrepreneurship
- Problems of Rural Entrepreneurship
- How to develop Rural Entrepreneurship
- Case Studies- Dr.VitthalraoVikhe Patil, Santosh Kaveri

Unit 3 : Women Entrepreneurship

12

- Women as Entrepreneurs
- Building an Entrepreneurial Society based on Equal Opportunity
- Gender Economic Theory and Entrepreneurship-Women Empowerment through Entrepreneurship
- Government Schemes for Women Entrepreneurship
- Development of Women Entrepreneurship-Recent Trends
- Success stories- Mrs. Anu Aga & Priya Paul



Unit 4 : Study of Biographies

10

- Dr.Nilkanta Kalyani
- Ratan Tata
- N.R Narayana Murthy
- Cyrus Poonawalla
- Interview of a local Entrepreneur

***Assignments and library hours – 12 hours**

Reference Books:

- Bornstein David, Davis Susan, '*Social Entrepreneurship: what everyone needs to know*', Oxford University Press, London,2010
- Nicholls Alex, '*Social Entrepreneurship: New models of sustainable Social Change*', Oxford University Press, London, 2006
- Arthur C Brooks, '*Social Entrepreneurship: A Modern Approach to Social Value Creation*', Pearson Prentice Hall, London, 2008
- Bansal Rashmi, "*I have a dream*", Westland Publishers, Mumbai, 2011
- 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
- Dr. Khanka S.S., *Entrepreneurial Development*, S.Chand & Company Ltd., New Delhi 2009
- Badi.N.V and Badi.R.V, *Entrepreneurship*, Vrinda Publications (P) Ltd., Delhi, 2005

