

ENTREPRENEURSHIP MANAGEMENT

Course Code	20HS7701C	Year	IV	Semester	I
Course Category	Humanities and Social Science Electives	Offering Branch	ME	Course Type	Theory
Credits	3	L-T-P	3-0-0	Prerequisites	Nil
Continuous Internal Evaluation	30	Semester End Evaluation	70	Total Marks	100

Course Outcomes		
Upon successful completion of the course, the student will be able to		BL
CO1	Understand the basic concepts and factors for starting and successful running of different forms of an enterprise.	L2
CO2	Describe characteristics, values and attitudes of an entrepreneur.	L2
CO3	Illustrate different forms of Entrepreneurial structures and Intrapreneurship.	L3
CO4	Summarize critical Factors for starting a new enterprise and ethics to be followed during running of enterprise.	L3

Contribution of Course outcomes towards achievement of Program outcomes & Strength of correlations (High:3, Medium: 2, Low:1)														
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	1		2			3			3		3	2		
CO2	1		2			3			3		3	2		
CO3	1		2			3			3		3	2		
CO4	1		2			3		3	3		3	2		

Syllabus		
UNIT NO	Content	Mapped CO
I	Introduction to Entrepreneurship: Meaning, Nature, origin and development of entrepreneurship in India, Need and Importance, Core elements, Principles, Essentials, Types, Functions, Concept of entrepreneurship management, Motives behind being an entrepreneur, Entrepreneurial Process.	CO1
II	Entrepreneurial Values and Attitudes: Introduction to entrepreneurial Values and Attitudes, Dominant characteristics of successful entrepreneurs, Internal and external factors for entrepreneurial motivation, Entrepreneurial Skills, Identifying business opportunities. Role of creativity in Entrepreneurship- the creative process, the Innovation process, types of innovation, sources of innovation, principles of innovation, Sources of Business Ideas.	CO1, CO2

III	Forms of Entrepreneurial structures: Sole Proprietorship-meaning, merits and limitations, Partnership-Meaning, Forms, merits and limitations. Corporations -Meaning, merits and limitations, Limited Liability partnerships and corporations, Franchising-Meaning, types, merits and limitations.	CO1, CO3
IV	Intrapreneurship: Meaning, Characteristics, Intrapreneurs Activities, types of Corporate Entrepreneurs, Corporate V/s Intrapreneurial culture, Climate, Fostering Intrapreneurial culture. Promoting intrapreneurship- Pinchot's Spontaneous teams and Formal Venture teams, establishing intrapreneurial ventures.	CO1, CO3
V	Critical Factors for starting a new enterprise: Personal, Environmental, Sociological factors, Problems of a new venture- Financial, administrative, marketing, production and other problems Ethics and Entrepreneurship: Defining Ethics, Approaches to Managerial ethics, ethics and business decisions, Ethical practices and code of conduct, Ethical considerations in corporate entrepreneurship.	CO1, CO4

Learning Resources

Text Books

1. Entrepreneurship development, Moharanas and Dash C.R., RBSA Publishing, Jaipur.
2. Beyond entrepreneurship, Collins and Lazier W, Prentice Hall, New Jersey, 1992.
3. Entrepreneurship, Hisrich Peters Sphephard, Tata McGraw Hill.
4. Fundamentals of entrepreneurship, S.K. Mohanty, Prentice Hall of India.

Reference Books

1. Small scale industries and entrepreneurship, Dr. Vasant Desai, Himalayan Publishing House.
2. Management of small scale industries, Dr. Vasant Desai, Himalayan Publishing House.
3. Management of small scale industries, J.C. Saboo Megha Biyani, Himalayan Publishing House.
4. A Guide to Entrepreneurship, David Oates, Jaico Publishing House, Mumbai, Edn 2009.

E-Resources & other digital Material

1. https://onlinecourses.swayam2.ac.in/cec20_mg19/preview
2. https://onlinecourses.swayam2.ac.in/ntr22_ed08/preview