

Syllabus for ADVERTISING PAPER 11: Entrepreneurship Development (English Medium)

Semester VI

| Old Syllabus | Proposed Syllabus |
|---|---|
| <p align="center">Title of the Paper: ENTREPRENEURSHIP DEVELOPMENT</p> | <p align="center">Title of the Paper: ENTREPRENEURSHIP DEVELOPMENT</p> |
| <p align="center">Subject Code 606154</p> | <p align="center">Subject Code</p> |

| PAPER TITLE | L | Cr | P/T | D (EE) | EE | IE | T |
|-------------------------------------|----------|-----------|------------|---------------|-----------|-----------|-----------|
| Entrepreneurship Development | 4 | 4 | - | 2.5 hrs | 75 marks | 25 marks | 100 Marks |

#L=Lectures per week, Cr=Credits, P/T=Practical/Tutorials, D=External Exam Duration, EE=External Examination, IE=Internal Examination, T=Total Marks

| Old Syllabus | Proposed Syllabus |
|---|--|
| <p>Objectives:</p> <ul style="list-style-type: none"> • To help students understand what a prospective Entrepreneur must know. • To identify challenges & prospects faced by women entrepreneurs. • To impart knowledge about various theories of Entrepreneurship. <p>Outcomes:</p> | <p>Objectives:</p> <ul style="list-style-type: none"> • To acquaint students with the concept of Entrepreneurship • To help the students identify a business opportunity & understand different theories on entrepreneurship • To identify the challenges faced by women entrepreneur & role of various agencies. • To acquaint students with the emerging concept of Entrepreneurship <p>Learning Outcomes:</p> <ul style="list-style-type: none"> • Students will understand on how to assess business opportunities and an in-depth understanding of what typically characterize successes and failures: • Students will understand different methods to assess the attractiveness of business opportunities • Students will understand what characterizes an attractive business opportunity and common pitfalls during the entrepreneurial process • Students will understand different innovation and entrepreneurship theories and their implications |

| Old Syllabus | | Proposed Syllabus | | | | | | | |
|--------------|--|--|---|---|---------------|----------------------|-------------|---------------------|-----------------|
| Unit1 | Topic and Details Old Syllabus | Module | Module Specific Objectiv es | Content | Weightag e | Instructi on Time | Credit s | Evaluation | |
| | | | | | | | | IE Weigh tage | EE Weightage |
| 1 | Entrepreneurial Development Perspective: <ul style="list-style-type: none"> • Evolution, Importance of Entrepreneurship • Role of an Entrepreneur in economic development of an economy • Characteristics of an successful entrepreneur • Entrepreneurial Development Program (EDP) Importance, Objectives & Methods | Entrepreneurial Development Perspective: | To acquaint students with the concept of Entrepreneurship | <ul style="list-style-type: none"> • Evolution, Importance of Entrepreneurship • Role of an Entrepreneur in economic development of an economy • Characteristics of an successful entrepreneur • Entrepreneurial Development Program (EDP) Importance, Objectives & Methods | 25 | 15 | 1 | 7 | 20 |

| | | | | | | | | | |
|---|---|---|--|---|----|----|---|---|----|
| 2 | <p>Project planning & selection, Theories of Entrepreneurship</p> <ul style="list-style-type: none"> • Sources of information • Project selection • Product planning & development • Theories of entrepreneurship - Innovation theory by Schumpeter, Theory of high achievement by McClelland | Project planning & selection, Theories of Entrepreneurship | To help the students identify a business opportunity & understand different theories on entrepreneurship | <ul style="list-style-type: none"> • Sources of information • Project selection • Product planning & development • Theories of entrepreneurship - Innovation theory by Schumpeter, Theory of high achievement by McClelland | 25 | 15 | 1 | 6 | 20 |
| 3 | <p>Women Entrepreneurs & Role of Agencies in Entrepreneurship:</p> <ul style="list-style-type: none"> • Why women entrepreneurs fail? (4 entrepreneurial pitfalls by Peter Drucker) • Role of State Govt. in promoting entrepreneurship – | Women Entrepreneurs & Role of Agencies in Entrepreneurship: | To identify the challenges faced by women entrepreneur & role of various | <ul style="list-style-type: none"> • Overcoming challenges and creating successful venture as women entrepreneur (4 entrepreneurial pitfalls by Peter Drucker) • Role of State Govt. in promoting entrepreneurship – | 25 | 15 | 1 | 6 | 20 |

| | | | | | | | | | |
|---|--|--------------------------------------|--|---|----|----|---|---|----|
| | various incentives, subsidies & grants. <ul style="list-style-type: none"> • Role of different agencies in entrepreneurship – DIC, SISI-DI, NIESBUD. | | agencies . | various incentives, subsidies & grants. <ul style="list-style-type: none"> • Role of different agencies in entrepreneurship – DIC, SISI-DI, NIESBUD. | | | | | |
| 4 | Emerging concept of Entrepreneurship <ul style="list-style-type: none"> • Features of social entrepreneurship, agricultural entrepreneurship, academic entrepreneurship. • Developing competitive advantage through IPR. • Innovation & Entrepreneurship (Start-ups-Case Studies) | Emerging concept of Entrepreneurship | To acquaint students with the emerging concept of Entrepreneurship | <ul style="list-style-type: none"> • Features of social entrepreneurship, agricultural entrepreneurship, academic entrepreneurship. • Developing competitive advantage through IPR. • Innovation & Entrepreneurship (Start-ups-Case Studies) | 25 | 15 | 1 | 6 | 15 |

Evaluation Scheme:

A. Internal Examination: Total Marks: 25

The internal testing should be continual and spread over the semester

The pattern of the internal exam would be as follows:

- Two Class Test (Written) exam of 25 marks each, covering all modules will be conducted
- Class Assignments of 25 marks

Average of best two will be the final internal marks of these three evaluation methods.

B. External Examination: Total Marks: 75

The pattern of the written exam would be as follows:

- Attempt any 5 out of 8 questions
- Each question carries 15 marks
- Q1 to Q7 will be long answers
- Q8 will be Short Notes (Any 2 out of 3)

REFERENCES:

A. Essential Reading

- A. Sahay, A. Nirjar, Entrepreneurship, Education; Research & Practice, Excel Books, New Delhi, 1st Edition, 2006.
- J.S. Saini, B.S. Rathore, Entrepreneurship theory & Practice, Wheeder Publishing, New Delhi, 1st edition, 2001.
- Satish Taneja, S.L. Gupta Entrepreneurship Development, New creation, Galgotia Publishing Co. 2002.
- Saravanavel, P.: Entrepreneurial development. [principles, policies and programmes] (2nd ed) Madras. Ess Pee Kay Publishing House, 1991.--(338.04SAR)
- Ghosh, Biswanath: Entrepreneurship development in India. Jaipur. National Publishing House, 2000. 81-86803-63-7--(338.04(54)GHO)
- Khanka, S.S.: Entrepreneurial development. (3rd rev. ed) New Delhi. S.Chand & Co., 2001. 81-219-1804-4--(338.04KHA)
- Paul, Jose: Entrepreneurship development and management. Mumbai. Himalaya Publishing House, 2000.--(338.04PAU)
- Desai, Vasant: Small-scale industries and entrepreneurship. (6th rev.ed.) Mumbai. Himalaya Publishing House, 2001.--(338.04DES)

B. Additional Reading

- Drucker Peter, The Dynamics of Entrepreneurship Management, Himalaya Publishing House, 2010.
- Khanka S.S., Entrepreneurial Development, S. Chand Publication, 9th Edition, 2007.
- Shepherd Dean, Peter Michael & Hisrich Robert, Entrepreneurship, Tata McGraw Hill Education, 6th EDITION, 2006.