



Semester: IV				
Course Title: Entrepreneurship				
Course Code: S2BC230411T			Credits: 3	
Classes/week: 4 classes/ week			Marks: 100	
Category: Skill Enhancement Course (SEC)				
Theory/Practical/Composite: Theory				
No. of Modules: 5				
<p>Course Overview: This course is designed to equip students with the necessary knowledge, skills, and abilities required to make entrepreneurial decisions, identify opportunities, stimulate creativity, and drive innovation in different industrial, commercial, and social contexts. To appraise students of the various distinctive characteristics of the Indian family business. The student is exposed to the entire gamut of institutional sources of technological, financial, and logistical support for start-ups and has a working knowledge of the domain of intellectual property rights relevant for new entrepreneurial ventures. Further, the student is introduced to the concept and types of feasibility studies and the process of drafting business plans, pitch decks, and business model canvas. The pedagogy encompasses classroom lectures, seminars, invited lectures, and industry interaction.</p>				
<p>Course Outcome:</p> <p>CO1: Understand and appreciate the meaning and core concepts related to the entrepreneurial function, such as innovation and creativity, and contextualize entrepreneurship in its various manifestations in the spheres of technology, the internet, and society.</p> <p>CO2: Relate to the structural and operational idiosyncrasies of family business, focusing on key issues such as the role of non-family members, the role of women, and succession planning.</p> <p>CO3: Identify, critically evaluate, and decide upon the appropriateness of alternative institutional sources of finance, stimulation, and support for start-ups.</p> <p>CO4: Draft business plans, explain and implement the process of feasibility analyses, create pitch decks, and business model canvases.</p> <p>CO5: Understand the scope of the regulatory framework for protecting the intellectual property relevant to start-ups and other entrepreneurial ventures. Specifically, the domains of applicability, the nature of protection and remedies provided by patents, trademarks, copyrights, and geographical indicators.</p>				
<p>Prerequisites: <i>Basic knowledge of any prior course. Prior exposure to Principles of Management or Business Organisation will be useful; no advanced quantitative prerequisite is required.</i></p>				
SYLLABUS				
Unit/ Module with Topic Name	Content	Number of Classes	CO Mapping	Cognitive Level
Unit 1: Introduction	<ul style="list-style-type: none"> ☞ Meaning, scope and importance of entrepreneurship. ☞ Entrepreneurial Functions. ☞ Entrepreneurial Characteristics and Skill-sets. ☞ Entrepreneur versus manager. ☞ Entrepreneurial motivation – opportunity/market-driven versus necessity-driven. 	16	CO1	K2: Understand; K4: Analyze



	<ul style="list-style-type: none"> ☞ Creativity and innovation – creativity versus innovation; creative process – stages. ☞ Innovation and technology adoption by entrepreneurs – entrepreneurs classified by attitude towards innovation and technology adoption (Clarence Danhof's classification). ☞ Intrapreneurship/corporate entrepreneurship – Concept and Types (Hans Schollhammer's classification). ☞ Entrepreneurship in different contexts: Technopreneurship, Ecopreneurship, Social Entrepreneurship, Women in Entrepreneurship. 			
Unit 2: Family Business	<ul style="list-style-type: none"> ☞ Family Business: Concept, Advantages, and Disadvantages ☞ Role of the Founder(s) in family business re: Founders' values, business philosophy and behavioural orientations. ☞ Role of Non-family members in the family business ☞ Role of Women in Family Business ☞ Succession Planning: Choosing and Grooming Successors ☞ Conflict in family business and its resolution 	8	CO2	K2: Understand; K4: Analyze
Unit 3: Public and Private System of Stimulation, Support and Sustainability of Entrepreneurship	<ul style="list-style-type: none"> ☞ Start-ups: Meaning, types, mistakes in early phases, problems and challenges faced by Indian Start-ups, 4 Stage Growth Model ☞ Requirement and sources of finance (Phase-wise – Seed Financing, Early growth, Expansion, and Public Offering stages) ☞ Role and functions of Industries/Entrepreneur's Association, Self-help Groups, Business Incubators, Angel 	12	CO3	K4: Analyze; K5: Evaluate



	Investors, Venture Capital, and Private Equity Fund			
Unit 4: Feasibility Studies and Business Plans	<ul style="list-style-type: none"> ☞ Feasibility Studies: Concept and Types ☞ Business Plans – Concept, Structure and Contents ☞ Drafting of Business Plans ☞ Pitch Deck for Investors – Role, Importance, and Structure ☞ Business Model Canvas – Concept, Components, and Drafting 	12	CO4	K3: Apply; K6: Create
Unit 5: Start-ups and Intellectual Property	<ul style="list-style-type: none"> ☞ Patents ☞ Trademarks ☞ Copyrights ☞ Geographical Indications 	8	CO5	K2: Understand

Text Books

- 📖 Kuratko, D. F., & Rao, T. V. Entrepreneurship: A South Asian Perspective. Cengage Learning.
- 📖 Hisrich, R., Peters, M., & Shepherd, D. Entrepreneurship. McGraw-Hill Education.
- 📖 Mukherjee, A. K., & Roy, S. Entrepreneurship Development and Business Ethics. Oxford Higher Education.

Suggested readings

- 📖 Desai, V. Dynamics of Entrepreneurial Development and Management. Himalaya Publishing House.
- 📖 Dollinger, M. J. Entrepreneurship: Strategies and Resources. Irwin.
- 📖 Holt, D. H. Entrepreneurship: New Venture Creation. Prentice-Hall of India.
- 📖 Plsek, P. E. Creativity, Innovation and Quality. Prentice-Hall of India.
- 📖 Ghose, S., & Banerjee, S. Entrepreneurship Development and Business Ethics. ABS Publishing House.
- 📖 Singh, N. P. Emerging Trends in Entrepreneurship Development. ASEED.
- 📖 Khanka, S. S. Entrepreneurial Development. S. Chand & Co.
- 📖 Ramachandran, K. Entrepreneurship Development. McGraw-Hill Education.
- 📖 SIDBI Reports on Small Scale Industries Sector.
- 📖 Kumar, A. Entrepreneurship. Pearson.

Web Resources

- 🌐 Startup India, DPIIT – Startup recognition, ecosystem support, and learning resources: <https://www.startupindia.gov.in/>
- 🌐 Intellectual Property India, Government of India – patents, trademarks, designs, geographical indications, and SIPP resources: <https://ipindia.gov.in/>
- 🌐 Atal Innovation Mission, NITI Aayog – incubators, innovation, and entrepreneurship ecosystem resources: <https://aim.gov.in/>
- 🌐 WIPO – IP basics and IP-for-business/start-up resources: <https://www.wipo.int/>



Course Outcomes (COs) and Cognitive Level Mapping

COs	CO Description	Cognitive Levels
CO1	Understand and appreciate the meaning and core concepts related to the entrepreneurial function, such as innovation and creativity, and contextualize entrepreneurship in its various manifestations in the spheres of technology, the internet, and society.	K2: Understand; K4: Analyze
CO2	Relate to the structural and operational idiosyncrasies of family business, focusing on key issues such as the role of non-family members, the role of women, and succession planning.	K2: Understand; K4: Analyze
CO3	Identify, critically evaluate, and decide upon the appropriateness of alternative institutional sources of finance, stimulation, and support for start-ups.	K4: Analyze; K5: Evaluate
CO4	Draft business plans, explain and implement the process of feasibility analyses, create pitch decks, and business model canvases.	K3: Apply; K6: Create
CO5	Understand the scope of the regulatory framework for protecting the intellectual property relevant to start-ups and other entrepreneurial ventures. Specifically, the domains of applicability, the nature of protection and remedies provided by patents, trademarks, copyrights, and geographical indicators.	K2: Understand