



Semester IV			
Course Name: ENTREPRENEURSHIP			
Course code: S2BC230411T			
Course Credits: 3			
Pedagogy: Classroom lectures, seminars, invited lectures and industry interaction.			
Course Description: This course is designed to equip students with the necessary knowledge, skills and abilities required to take entrepreneurial decisions, to identify opportunity, stimulate creativity and drive innovation in different industrial, commercial, and social contexts. To appraise students of the various distinctive characteristics of Indian family business. The student is exposed to the entire gamut of institutional sources of technological, financial, and logistical support for start-ups and have 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 canvass.			
Learning Objectives: The course helps learners to acquire conceptual knowledge and build skills pertaining to: LO1: Meaning, evolution, significance and taxonomy of entrepreneurship, the creative process, the role of innovation in business and the various contexts in which entrepreneurial activities add value to business and society. LO2: The distinctive characteristics of family business and the key issues therein, including the role of non-family members and women; as well as issues related to succession. LO3: Institutional sources and facilitators of finance, stimulus, and support. LO4: Various types of feasibility studies, business plans and its various component parts, pitch-deck and business model canvass. LO5: Various intellectual property rights in terms of their scope, coverage, and remedies.			
Course Outcomes: On successful completion of the syllabus, students would be able to: 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. 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. CO3: Identify, critically evaluate, and decide upon the appropriateness of alternative institutional sources of finance, stimulation, and support for start-ups. CO4: Draft business plans, explain and implement the process of feasibility analyses, create pitch decks and business model canvasses. 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.			
Unit No.	Unit Name	Topics	Nos. of lectures
1.	Introduction	<ul style="list-style-type: none"> • Meaning, scope and importance of entrepreneurship. • Entrepreneurial Functions • Entrepreneurial Characteristics and Skills-sets • Entrepreneur versus Manager 	16



		<ul style="list-style-type: none"> • Entrepreneurial Motivation – Opportunity/Market Driven versus Necessity Driven • Creativity & Innovation – Creativity v. 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. 	
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
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 Investors, Venture Capital, and Private Equity Fund 	12
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
5.	Start-ups and Intellectual Property	<ul style="list-style-type: none"> • Patents • Trademarks • Copyrights • Geographical Indicators 	8

SUGGESTED TEXTBOOKS/ READING MATERIALS:

1. Kuratko and Rao, *Entrepreneurship: A South Asian Perspective*, Cengage Learning.
2. Robert Hisrich, Michael Peters, Dean Shepherd, *Entrepreneurship*, McGraw-Hill Education
3. Desai, Vasant. *Dynamics of Entrepreneurial Development and Management*. Mumbai, Himalaya



Publishing House.

4. Dollinger, Mare J. *Entrepreneurship: Strategies and Resources*. Illinois, Irwin.
5. Holt, David H. *Entrepreneurship: New Venture Creation*. Prentice-Hall of India, New Delhi.
6. Plsek, Paul E. *Creativity, Innovation and Quality*. (Eastern Economic Edition), New Delhi: Prentice-Hall of India.
7. Soheli Ghose & Soulina Banerjee, *Entrepreneurship Development and Business Ethics*, ABS Publishing House
8. Abhik Kumar Mukherjee & Shaunak Roy, *Entrepreneurship Development and Business Ethics*, Oxford Higher Education
9. Singh, Nagendra P. *Emerging Trends in Entrepreneurship Development*. New Delhi: ASEED.
10. S. S. Khanka, *Entrepreneurial Development*, S. Chand & Co, Delhi.
11. K Ramachandran, *Entrepreneurship Development*, McGraw – Hill Education
12. SIDBI Reports on Small Scale Industries Sector.
13. Arya Kumar, *Entrepreneurship*, Pearson.