Mandatory 1

Programme Name: M. Com (Business Management)

Name: Entrepreneurial Management

TotalCredits:04 **TotalMarks:100**

Universityassessment:50 **Collegeassessment:50**

Prerequisite:

Learning Objectives

- To Develop a Foundational Understanding of Entrepreneurship
- To Analyze the Indian business environment To Cultivate

Essential Entrepreneurial Skills ToAdapt to the Dynamic Business Landscape:

Course Outcome:

CO1) Students should learn Knowledge of the entrepreneurial process

CO2) Students should learn how to identify potential business opportunities and assess their feasibility.

CO3) Learners should learn how to forecast your business's financial needs, secure funding,

CO4) Learners should get the concept of social entrepreneurship

Module 1

Unit 1: Entrepreneurship Management and Development

a) Entrepreneurship – Definition and Concept and Importance, Entrepreneurship in India , Types of Entrepreneurs, Socio- Cultural Factors in Entrepreneurship Development , Barriers to Entrepreneurship

b) Theories of Entrepreneurship- Schumpeter Innovation Theory, Theory of High Achievement by McClelland, Theory of Personnel Resourcefulness, Social Entrepreneurship

Unit 2: Launching and Managing Entrepreneurial Venture

a) Entrepreneurial Environment- Significance, SWOC Analysis, Problems of Entrepreneurship, Legal and Regulatory Considerations

b) Financial Analysis of Entrepreneurial Venture- Significance, Tools of Financial Analysis, government grants, and angel investors

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Module 2

Unit 3: Project Formulation and Management

a) Process for identifying potential business ideas and selection of a project, Market Analysis and Research, Steps for project formulation or starting a new venture, Project Design and network analysis

b) Innovation and Creativity in Entrepreneurship, Lean Startup Methodology, Developing a comprehensive business plan, venture's vision, mission, strategies, and financial projections, factors affecting selection of plant location

Unit 4: Incentives and Assistance for Growth and Sustainability of Entrepreneurship

a) Classification of incentives – Financial, Non-financial, Subsidy and bounty, Tax based, Managing Growth **-** Strategies for scaling up the venture, Zig-Zag principles of entrepreneurship (reasons of failure and ways to success).

b) National Policy for Skill Development (NPSD) The National Institute for Entrepreneurship and Small Business Development (NIESBD), District Industry Centre (DIC), National Alliance of young Entrepreneurs (NAYE), Successful Entrepreneurs at World and India Level, Women Entrepreneurship

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- Bhowmik S.R, Bhowmik. M (2008), Entrepreneurship, New Age International Publishers
- Michael Gerber (2009) **The E-Myth Revisited: Why Most Small Businesses Don't Work and What To Do About**
- Peter F. Drucker (1985) **Innovation and Entrepreneurship**
- Eric Ries (2011) **The Lean Startup**
- Alexander Osterwalder and Yves Pigneur (2010)**Business Model Generation by**
- Geoffrey A. Moore (1991) **Crossing the Chasm**
- Hisrich Robert D/ Peters Micheal (2002) Entrepreneurship. Tata McGraw Hill New Delhi
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