

Minor: Fundamentals of Entrepreneurship Development

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title & Code	Credit Distribution of The Course			Eligibility Criteria	Prerequisite(s) of the Course (if any)
	Lecture	Tutorial	Practical / Practice		
Fundamentals of Entrepreneurship development	4	0	0	10 + 2 from a recognized board in Commerce stream	Nil

LEARNING OBJECTIVES (LO)

LO-1	To impart knowledge and skills needed to become a successful entrepreneur.
LO-2	To motivate young minds to set up their own venture and contribute to national economic development.

Course OUTCOMES (CO)

At the end of the course, a student will be able to –	
CO-1	Discern distinct entrepreneurial traits.
CO-2	Understand the parameters to assess opportunities and constraints for new business ideas.
CO-3	Design strategies for successful implementation of innovative business ideas.
CO-4	Draft a business plan.

Syllabus of [COMN221C]

Unit 1: Introduction to Entrepreneurship (15 lectures)

Introduction: Meaning, nature, and characteristics of entrepreneurship - Functions and importance of entrepreneurs - Types of entrepreneurs - Factors influencing/promoting entrepreneurship - Barriers and challenges to entrepreneurship - Role of entrepreneurship in economic and social development - Entrepreneurial Ethics

Unit 2: Innovation and Design thinking (15 lectures)

Idea generation techniques: opportunity recognition, trend analysis, brainstorming, focus groups, surveys, TRIZ, SCAMPER - Creativity and innovation in entrepreneurship (product, process, business model innovation) - Design thinking: stages and applications, Prototyping & MVP (Minimum Viable Product) - Introduction to Intellectual Property Rights (IPR): patent, copyright, trademark, geographical indication

Unit 3: Business Plan Development (15 lectures)

Opportunity identification and product/service selection - Generation and screening of project ideas - Project appraisal: market analysis, technical analysis, financial and cost-benefit analysis, risk analysis, and network analysis - Project formulation and assessment of feasibility (economic, technical, social, environmental) - Business plan preparation: Preparation and Pitching

Unit 4: Entrepreneurial Support and Emerging Areas (15 lectures)

Institutional support: SIDBI, NABARD, KVIC, NSIC, DICs, EDI, etc.

Financial assistance: Commercial banks, venture capital, angel investors, crowd funding

Government initiatives: Startup India, Stand-up India, Mudra Yojana, etc.

Emerging areas: Social entrepreneurship, Rural entrepreneurship, green entrepreneurship, Digital entrepreneurship, Intrapreneurship

Case Studies: Successful and failed entrepreneurs

Text Book:

1. Khanka SS - Entrepreneurial Development - S.Chand & Co. Ltd 2010

Suggestive Readings:

- Gupta CB and Srinivasan NP - Entrepreneurship Development in India - S.Chand & Co. Ltd
- Robert D Hisrich et al - Entrepreneurship Development - Tata McGraw- Hill publishing company Ltd 2007
- Prasanna Chandra - Projects- Planning, Analysis, Financing, Implementation & Review - Tata McGraw- Hill publishing company Ltd 2006
- Startup India Website: <https://www.startupindia.gov.in/content/sih/en/government-schemes.html>