

## Semester III

### Entrepreneurship Development

**Objectives:**

The course enables the students to-

1. Understand the concept of entrepreneurship
2. Acquire knowledge about the world of entrepreneurs
3. Understand and inculcate entrepreneurial values, attitudes, qualities and desires.
4. Sow the seed of entrepreneurship in fertile mind

Course	TC	Th C	Pr C	Int M	Ext M	Total
<b>Entrepreneurship Development</b>	4	-	4	100	-	100

Module No	Objectives	Content	Assessment
<b>1</b>	This module will enable the student to - Understand the market and develop new ideas as per market demands - Understand the types of entrepreneurship. - know available techniques for opportunity development,	<b>Introduction to Entrepreneurship:</b> - Definition, Concept and Need for entrepreneurship. - Types of entrepreneurs: Spontaneous, Motivated and Induced. - Kinds of Entrepreneurship: Proprietary, Partnership and Group Entrepreneurship. <b>Exploring the World of Entrepreneurs:</b> - Legendary, Business, Social and Environmental, Artistic and Aesthetic Entrepreneurs - Entrepreneurs in Shadows, failed entrepreneurship - New Internet Entrepreneurs.	case studies presentations using different audiovisual aids individual or group activity Quiz 7 marks
<b>2</b>	This module will enable the student to - Understand the characteristics of an entrepreneur - Assess ones readiness to be an	<b>Entrepreneurial Assets</b> - Entrepreneurial Values and attitudes. - Entrepreneurial Qualities. - Role demands and Requirements of Entrepreneurs.  <b>Entrepreneurial Motivation</b>	case studies projects presentations using different audiovisual aids individual or group activity

	<p>entrepreneur, -know available techniques for opportunity development -understand the elements of a successful business venture</p>	<p>- Definition and Meaning of Achievement Motivation. - Need for Achievement Motivation Unit 3- Motivating Factors: Internal and External</p>	<p>Quiz 6 marks</p>
3	<p>This module will enable the student to -Develop effective communication skills required to be a successful entrepreneur. -Able to develop and appreciate theories that have been proposed to explain entry and success in business</p>	<p><b>Gaining Personal Focus and Developing Skills</b> - Communication Skills: Written and verbal communication. - Barriers to communication. - Developing Listening skills. - Personality Development: experts in the field to take sessions with students. - Gaining Personal Focus: Defining ones own Intentions, goals and purpose. <u>Internal Intentions:</u> <u>External Intentions</u></p>	<p>case studies presentations using different audiovisual aids individual or group activity Quiz 6 marks</p>
4	<p>This module will enable the student to -Prepare a project report. -apply all fundamentals required to write a well-structured business plan -understand the development of a formal business plan -gain experience in developing key components of the</p>	<p><b>Entrepreneurial Ideas</b> - Creativity and Idea Generation- Searching and selecting Entrepreneurial Ideas. -Dynamics of project Identification. - Matching Project and enterprise. - Gather Information on what works, How to succeed and Mistakes to avoid. (Students to interact with particular business persons related to their identified project/ field of interest, have Brainstorming sessions and share Ideas and Strategies in class) - Research select articles written about the industry related to their product or service. <b>Organize Visits</b> to Industries and</p>	<p>case studies presentations using different audiovisual aids individual or group activity Quiz 6 marks</p>

	business plan into an executive summary	Organizations helping entrepreneurship.	
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**References:**

1. Bolton, B. & Thompson, J (2001): Entrepreneurs: Talent, Temperament, Technique, Replika Press Private Ltd, Delhi, 110 040, India.
2. Taneja, S. & Gupta, S.L. (1992) Entrepreneurship Development, New Venture Creation, Galgotia Publishing Company, New Delhi
3. Hisrich, R.D. & Peters, M.P. (1995) Entrepreneurship: Starting, Developing and Managing a New Enterprise, Richard, D. USA, Irwin, INC
4. Desai, V. (1991, 97, 99, Vol I & II,) Entrepreneurial Development, Himalaya Publishing House. Mumbai.