

## MCM5010ENTREPRENEURSHIP DEVELOPMENT

Course Code	MCM5010	Semester	II
Course Title	<i>ENTREPRENEURSHIP DEVELOPMENT</i>		
Credits	3	Type	ELECTIVE

This course shall have 3 lecture hours, 2 practicals, 1 tutorial.

**This is a Skill based, employability based, and entrepreneurship skill based course.**

### Course Objective

Understanding basic concepts in the area of entrepreneurship, the role and importance of entrepreneurship for economic development. Adopting of the key steps in the elaboration of business idea, understanding the stages of the entrepreneurial process and the resources needed for the successful development of entrepreneurial ventures.

### Learning Objectives

- To enable students, understand the nature of entrepreneurship, and make them competitive to take unexplored career paths.
- To expose the students to appreciate and understand the concepts and fundamentals of Entrepreneurship.
- Understand the role of government for creation, sustenance and growth of the enterprises by the individuals.
- To focus on opportunities and challenges for new ventures, benefits/drawbacks of entrepreneurship, strategic management and forms of business ownership, marketing strategies, venture finance and human resource management.

### Course Structure

#### UNIT I

**Introduction to Entrepreneurship:** Entrepreneur and Entrepreneurship, Evolution of term 'Entrepreneurship - Factors influencing entrepreneurship - Role & Functions of entrepreneur – Problems faced by Entrepreneurs, - Entrepreneurial Dimensions: Intrapreneurship – Social Entrepreneurship- Political Entrepreneurship- Cultural and Sports Entrepreneurship – Women and Rural Entrepreneurship- Sustainable Entrepreneurship/ Green Entrepreneurship - Entrepreneurial Training; Traits/Qualities of Entrepreneurs – Ethics in entrepreneurship - Barriers to entrepreneurship

#### UNIT II

**Entrepreneurship Environment:** Significance – Internal and External Environment forces- psychological, social, cultural, political, legal and economic forces – Entrepreneurial Culture- Entrepreneurial Society- EDP: Steps in EDP Process—Role of EDI, EDCs & DST (STEP)

#### UNIT III

**Developing Enterprises:** Identifying the Business Opportunities, Feasibility study, Market Survey and Research, Assess demand and selecting the Right Project, Developing Business Plans, Techno-

Economic feasibility assessment, Determine the Resources required, Finance, Technology & Legal Formalities, Preparation of Project Report. Statutory compliance of SME's- Assistance and Support Services within India and Foreign SME Sector, NSIC-National Small Industries Corporation - Khadi and Village Industries Corporation- District Industries Centers- SFC-State Finance Corporations - Small Industries Development Bank of India- MSME Website.

#### **UNIT IV**

**Managing the Enterprise:** Financial Management: Working Capital Management- Financial Planning & Control – Accounting, Financial Statement Analysis. Marketing Management- Marketing Plan & Control, CRM – Product Development & Marketing – Production Management: Inventory Control, Productivity, Break Even Analysis – Human Resource Management: Manpower Planning – Labour Productivity – Industrial Relations.

#### **Practicals**

- Assess the problems faced by Entrepreneurs of MSME and evaluate the implications.
- Draw the feasibility study of startup ventures and analyse its business performance.
- Assess the internal and external environment forces comparing with business performances of Women Entrepreneurs.

#### **Skills**

- Students will be able to understand the functions of entrepreneur and the problems faced.
- Students attain understanding about productivity management and importance of marketing.
- Students will be able to attain know how about feasibility study of MSMEs.

#### **Learning/Course Outcomes**

- Provides overview of who the entrepreneurs are and what competences are needed to become an entrepreneur.
- Understand the process of converting business idea into business model.
- Get encouraged setting up their own micro/small enterprises or engaging themselves productively in larger enterprises.
- Develop the skills among students to raise the funding for the business from different sources for a start-up venture.
- Acquire knowledge about the roles and responsibilities of developmental agencies in promoting micro-enterprises.

#### **Books for reference:**

1. A.K.Rai – Entrepreneurship Development, Vikas Publishing.
2. Barringer, Brace R., and R. Duane Ireland, Entrepreneurship, Pearson Prentice Hall, New Jersey, USA

3. Gupta and Srinivasan, Entrepreneurship Development
4. Kumar, Arya, Entrepreneurship: Creating and Leading an Entrepreneurial Organization, Pearson, India.
5. Lev & Powell, *Strategies for Growth in SME's*, Elsevier Ltd.
6. Matthias Fink, Sascha Kraus (2009), *The Management of Small and Medium Enterprises*, Routledge Studies in Small Business.
7. Peter F. Drucker, Innovation and Entrepreneurship
8. Poornima M. Charantimath (2006), Entrepreneurial Development And Small Business Enterprises, Pearson Education Licensee, New Delhi.
9. S. Nagendra, V.S. Manjunath (2011), "Entrepreneurship and Management", Pearson Education Licensee, New Delhi.
10. Sehgal & Chaturvedi (2013), Entrepreneurship Development, UDHPublishing.
11. Srivastava, A Practical Guide to Industrial Entrepreneurs
12. Vasant Desai (2009), The Dynamics 'of Entrepreneurial Development and Management, Himalaya Publishing House.