

S. No.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
1	MBA-301	Entrepreneurship and Business	Compulsory	4	4	0	0	30	70	100

COURSE OUTCOMES:

At the end of the course the student will be able to: -	
CO1	Describe the concept of Entrepreneurship.
CO2	Identifying Business Markets and its usefulness for an enterprise.
CO3	Analyzing the stages of entrepreneurial process and development of entrepreneurial ventures.
CO4	Appraise the Entrepreneurial process and Managerial decision-making.
CO5	Preparing feasibility Report & Developing Business Plan.

Detailed Syllabus

Section A

Unit I: Introduction to Entrepreneurship: Introduction to Entrepreneurship, Entrepreneurial Mindset, Characteristic of an Entrepreneur, Advantages and Disadvantages of Entrepreneurship, Types of Enterprises, Types of Entrepreneurs, Roles and Responsibilities of Entrepreneurs, Qualities of an Entrepreneur, Case studies of Famous Entrepreneurs. **(10 Hrs)**

Unit II: Analysis of Business Markets: Importance of Business Networking and its advantages, Competition Analysis, Factors affecting competition strategies, Prerequisites of successful enterprise, Business Risk, Types of Business Risks, Risk Identification, Risk Mitigation. **(9Hrs)**

Unit III: Entrepreneurial Process & Development: Concept of Funding, Types of funding (bootstrapping, venture capital, crowdfunding), Pitching to Investors and Fundraising Strategies, Ethical Dilemmas and Business Integrity, Factors affecting business, Critical Thinking, Models of Critical Thinking. **(10Hrs)**

Section B

Unit IV: Developing Entrepreneurial opportunities: Business Incubators and its role in promoting entrepreneurial culture, Symbiotic relationship between entrepreneurship and economic development, Developing Business Idea, Business Plan Formulation, Significance and components of a business plan, Feasibility Analysis- Techno-Economic Analysis, Financial Analysis, Profitability Analysis, Social Cost Benefit Analysis, Preparing Feasibility Report. **(9Hrs)**

Unit V: Start-Up Trends and Entrepreneurial Growth: Start Up Revolution in India, Trends, Benefits, Corporate Social Responsibility (CSR) and Ethical Business Practices, Principles of Sustainable Entrepreneurship, Gig economy and freelance entrepreneurship, Tech Entrepreneurship, Creative Entrepreneurship, Agripreneurship, MSME and policies for entrepreneurship development, Role of MSME in economic Development of India **(10 Hrs)**

Textbook

S. No	Name of the Books	Name of Author	Publisher Name	Edition (Pub. Yr.)
1	Entrepreneurship	Rajeev Roy	Oxford University Press	3 rd (2020)
2	Fundamentals of Entrepreneurship	H. Nandan	Prentice Hall India	3 rd (2013)

Reference Books

S. No	Name of the Books	Name of Author	Publisher Name	Edition (Pub. Yr.)
1	Entrepreneurship	Hisrich, Robert D., Michael Peters and Dean Shephered,	Tata McGRaw Hills	11th (2012)