

Semester 5

S. No	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
1	BBAMJ-501	Entrepreneurship and Innovation	Major	4	4	0	0	40	60	100

COURSE OUTCOMES:

At the end of the course the student will be able to: -	
CO1	Describe the Entrepreneurial Ecosystem.
CO2	Identify business markets and its usefulness for an enterprise
CO3	Apply critical thinking models and decision-making processes to solve business challenges.
CO4	Evaluate the functions, services, and importance of business incubators in fostering entrepreneurial culture.
CO5	Create feasibility report and develop 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.

(09 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.

(09 Hrs)

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.

(10 Hrs)

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 of a business plan, components of a business plan, Feasibility Analysis-Techno-Economic Analysis, Financial Analysis, Profitability Analysis, Social Cost Benefit Analysis, Preparing Feasibility Report.

(10 Hrs)

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)

Textbooks

S. No	Name of the Books	Name of Author	Publisher Name	Edition (Pub. Yr.)
1	Entrepreneurship	Rajeev Roy	Oxford University Press	3rd (2020)
2	Fundamentals of Entrepreneurship	H. Nandan	Prentice Hall India	3rd (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 Shepherd,	Tata McGraw Hills	11th (2012)