

S. No.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
10	UGSEC-204(C)	Entrepreneurship Development and Small Business Management	SEC	2	2	0	0	50	-	50

Course Outcomes:

At the end of the course the student will be able to: -

CO1	Examine the foundational concepts of entrepreneurship
CO2	Apply analytical skills to foster an entrepreneurial mindset
CO3	Analyze integrated skills in planning and managing small business operations
CO4	Assess the impact of entrepreneurship development programs and government initiatives
CO5	Evaluate digital entrepreneurship's trans-formative role in the digital era.

Detailed Syllabus

Section A

Unit I: Introduction: Meaning & Definition of Entrepreneur and Entrepreneurship, Functions of Entrepreneur, Characteristics & Types of entrepreneurs; Factors influencing entrepreneurship; Barriers to entrepreneurship, Entrepreneur vs. manager; Entrepreneurship competencies; Entrepreneurship as a catalyst to economic development.

(05Hrs)

Unit II: Developing Entrepreneurial Mind-set: Entrepreneurial process: Idea Generation, Screening and Project Identification, Creative Performance, Feasibility Analysis, Economic, Marketing, Financial and Technical; Project Planning, Evaluation, Monitoring and Control segmentation; Project Feasibility and Project Appraisal; Challenges of New Venture, Start-Up, Reasons for the failure of a new venture.

(05Hrs)

Unit III: Small Business Setup and Management: Steps, Factors Influencing the Establishment of Small-Scale Industries; Planning and Management Techniques: Business planning essentials (vision, mission, goals), Financial planning and budgeting, Human resource management and team building, Operations management.

(05Hrs)

Section B

Unit IV: Entrepreneurship Development Programs and Support Systems: Entrepreneurship development programs (EDPs): objectives, types and benefits; Government initiatives and policies supporting entrepreneurship (Key provisions): Start-up India, Stand-up India, MUDRA scheme, Atal Innovation Mission, National Entrepreneurship Awards (NEA); Institutional support: role of universities, incubators, accelerators.

(05Hrs)

Unit V: Entrepreneurship in the Digital Age: Digital entrepreneurship: meaning, characteristics and challenges; Reasons for entrepreneurs to turn into Digital Entrepreneurs; Entrepreneurship and Digital entrepreneurship – Difference and pillars of Digital Entrepreneurship; Reducing Barriers to Entrepreneurship in the digital era and the New entrepreneurial challenges in the digital era.

(04Hrs)

Textbooks:

S. No.	Name of the Books	Author	Publisher	Edition (Pub.Yr.)
1	Entrepreneurship: Theory, Process, and Practice	Donald F. Kuratko and Richard M. Hodgetts	Cengage Learning	10 th (2020)
2	New Venture Creation: Entrepreneurship for the 21st Century	Jeffry A. Timmons and Stephen Spinelli Jr.	McGraw-Hill	10 th (2015)

Reference Books:

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1.	Entrepreneurship and Small Business Management	Steve Mariotti and Caroline Glackin	Pearson	3 rd (2018)