

S. No.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
5	BBALLB-405	Entrepreneurship and Business Strategies	Generic Core	3	4	0	0	30	70	100

Course Outcomes

At the end of the course the student will be able to: -	
CO1	Understand the importance of entrepreneurship as a career option.
CO2	Analyze the types of entrepreneurships as well as the players in the ecosystem.
CO3	Understand different types of business organisations.
CO4	Understand the stages of the entrepreneurship development process and the resources needed for the successful development of entrepreneurial ventures.
CO5	Formulate a business development plan for a given idea.

Detailed Syllabus**Unit-I: Entrepreneurship**

Definition and Concept, Entrepreneurial Traits, Characteristics and Skills, Role of Innovation in Entrepreneurship, Types of Entrepreneurs, Entrepreneurship and Economic Development, Factors influencing Entrepreneurship, Myths and realities of entrepreneurship.

(7 Hrs)**Unit 2: Entrepreneurship and Intrapreneurship**

Similarities and variance, India's start up revolution–Trends, Imperatives, benefits, the players involved in the ecosystem, Business Incubators, Rural entrepreneurship, Social Entrepreneurship, Women Entrepreneurs, Entrepreneurial success stories.

(6 Hrs)**Unit 3: Legal Forms of Industrial Ownership**

Sole Proprietorship, Partnership, Joint Stock Company (Features, Merits and Demerits).

(6 Hrs)**Unit 4: Project Proposal**

Project Identification, Developing Business Idea, Preparing Feasibility Report, Project Formulation Feasibility Analysis Techno-Economic Analysis, Financial Analysis, Profitability Analysis, Social Cost Benefit Meaning, Significance of a business plan, components of a business plan, Business Excellence Model.

(8 Hrs)**Unit 5: Small Scale Industries and policies for entrepreneurship development:**

Definition of small-scale industries, objectives. Role of SSI in economic Development of India. SSI registration, NOC from Pollution Board, Machinery and equipment selection, Schemes and Policies for entrepreneurship development.

(8 Hrs)**Textbooks**

S. No.	Name of the Books	Name of the Author	Publisher Name	Edition (Pub. Yr.)
1	Fundamentals of Entrepreneurship	H. Nandan	Prentice Hall India	3 rd ed., 2013
2	Business Model Generation	Alexander Osterwalder	Wiley	1 st ed., 2010

Reference Books

S. No.	Name of the Books	Name of the Author	Publisher Name	Edition (Pub. Yr.)
1	Management of Small-Scale Industries	Vasant Desai	Himalaya Publishing House	1 st ed., 2015
2	Entrepreneurial Development	Khanka S.S.	S Chand and Company	1 st ed., 2006