



Kot Bhalwal, Jammu

Model Institute of Engineering
& Technology (Autonomous)
Course Handout

COURSE HANDOUT

ENTREPRENEURSHIP AND BUSINESS STRATEGIES

BBALLB 405-4TH SEMESTER

ACADEMIC YEAR (2023-24)

Bharti Manhas

Assistant Professor

School of Management



School of Management

Model Institute of Engineering & Technology (Autonomous)

Kot Bhalwal, Jammu - 181122

www.mietjmu.in



Dr. Arun K. Gupta Teaching-Learning Centre

Version 1.1

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Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
							Sessional	Final Exam	Total
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.

Unit-I

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.

(07 Hours)

Unit-II

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.

(06 Hours)

Unit-III

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

(06 Hours)

Unit-IV

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.

(08 Hours)

Unit-V

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.

(08 Hours)

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	3rd ed.,
2.	Business Model Generation	Alexander Osterwalder	Wiley	1st 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	1st ed., 2015
2	Entrepreneurial Development	Khanka S.S	S Chand and Company	1st ed., 2006

COURSE PLAN		
Unit-I		
S.No	Topics	Recommended Books
1	Definition and Concept of Entrepreneurship	https://ebooks.inflibnet.ac.in/mgmt09/chapter/meaning-concept-of-entrepreneur-entrepreneurship-entrepreneurship-development/
2	Entrepreneurial Traits, Characteristics and Skills	https://online.hbs.edu/blog/post/characteristics-of-successful-entrepreneurs
3	Factors influencing Entrepreneurship and Role of Innovation in Entrepreneurship	https://ebooks.inflibnet.ac.in/mgmt09/chapter/factors-affecting-entrepreneurship-growth/#:~:text=These%20factors%20are%20economic%2C%20social,establishment%20and%20growth%20of%20entrepreneurship.
4	Types of Entrepreneurs	https://ecestudy.wordpress.com/wp-content/uploads/2015/02/entrepreneur-types-and-functions.pdf
5	Entrepreneurship and Economic Development,	https://www.nexford.edu/insights/role-of-entrepreneurship-in-economic-growth
6	Myths and realities of entrepreneurship	https://bebs.org/12-frequent-myths-about-entrepreneurs-debunked/
Unit-II Entrepreneurship and Intrapreneurship		
8	Similarities and variance in Entrepreneurship and Intrapreneurship	https://blog.cfte.education/intrapre



		neurs-vs-entrepreneurs-picking-similarities-differences/ https://www.thepowermba.com/en/blog/entrepreneurship-versus-intrapreneurship
9	India's start up revolution–Trends, Imperatives, Benefits, The players involved in the ecosystem.	https://www.orfonline.org/research/the-indian-startup-ecosystem-drivers-challenges-and-pillars-of-support https://cleartax.in/s/11-benefits-to-startups-by-indian-government
10	Business Incubators	https://www.bdc.ca/en/articles-tools/entrepreneur-toolkit/templates-business-guides/glossary/business-incubators
11	Rural entrepreneurship, Social Entrepreneurship, Women Entrepreneurs,	https://ebooks.inflibnet.ac.in/mgmt09/chapter/rural-entrepreneurship/ https://shiksha.com/online-courses/articles/social-entrepreneurs-in-india-blogId-156519 https://ccsuniversity.ac.in/bridge-library/pdf/DHA-MHA-403_Unit3.pdf
12	Entrepreneurial success stories	https://admeducation.com/blog/indian-entrepreneurs-success-story/
Unit-III Legal Forms of Industrial Ownership		
16	Sole Proprietorship (Features, merits and demerits)	https://www.setindiabiz.com/learning/merits-and-demerits-of-proprietorship https://www.toppr.com/guides/business-studies/forms-of-business-organisations/sole-proprietorship/ https://vakilsearch.com/blog/sole-proprietorship-features-merits-



		and-demerits/
17	Partnership (Features, merits and demerits)	https://byjus.com/commerce/what-is-partnership/ https://www.geeksforgeeks.org/partnership-meaning-and-features-of-partnership/
18	Joint Stock Company (Features, merits and demerits)	https://www.toppr.com/guides/business-studies/forms-of-business-organisations/joint-stock-company/ https://www.shiksha.com/online-courses/articles/understanding-joint-stock-company/ https://www.geeksforgeeks.org/advantages-and-disadvantages-of-a-joint-stock-company/
19	Comparison between different forms of business	https://www.bizfile.gov.sg/ngbbizfileinternet/structurechart/Business_Entity_Comparison_Table.pdf https://timespro.com/blog/what-are-the-different-forms-of-business-organisations
Unit-IV Project Proposal		
ok 1, Ch.		
26	Project Identification, Developing Business Idea	https://ebooks.inflibnet.ac.in/mgmtp09/chapter/project-identification/#:~:text=Project%20identification%20is%20concerned%20with,which%20are%20feasible%20and%20promising.
27	Preparing Feasibility Report, Project Formulation Feasibility Analysis	https://www.studocu.com/in/document/pangasinan-state-university/business-administration/project-formulation-feasibility-study/33099158 https://www.projectmanager.com/training/how-to-conduct-a-feasibility-study



28	Techno-Economic Analysis	https://www.energy.gov/sites/default/files/2022-01/2022-01-19%20-%20Intro%20to%20TEA%20-%20Slides%20and%20Transcript_compliant_1_0.pdf	
29	Financial Analysis, Profitability Analysis,	https://www.datarails.com/finance-glossary/profitability-analysis/	
30	Social Cost Benefit Meaning,	https://epgp.inflibnet.ac.in/epgpdata/uploads/epgp_content/business_economics/16. project appraisal and impact analysis/22. social cost benefit analysis meaning and rationale/et/6691_et_22_et.pdf	
31	Significance of a business plan, components of a business plan,	https://www.indeed.com/career-advice/career-development/parts-to-a-business-plan#:~:text=Business%20plans%20are%20important%20for,needs%20to%20grow%20and%20prosper.	
32	Business Excellence model	https://www.apo-tokyo.org/wp-content/uploads/2021/05/Understanding-Business-Excellence.pdf	
Unit-V Small Scale Industries and policies for entrepreneurship development			Book 1, Ch.
33	Definition of small-scale industries and Objectives	https://cleartax.in/s/small-scale-industries-ssi https://www.geeksforgeeks.org/small-scale-industries-characteristics-objectives-and-role/	
34	Role of SSI in economic Development of India	https://usic.uok.edu.in/Files/66ec1908-5fe0-4cbe-86cf-cd7cfced0534/Custom/Small%20Scale%20Industry.pdf	
35	SSI registration, NOC from Pollution Board,	https://www.bizadvisors.io/pollution-control-board-noc https://my.msme.gov.in/MyMsme	



		Mob/MsmeProjectProfile/Pages/13_7.html
36	Machinery and equipment selection	https://examnightsslive.wordpress.com/2017/05/06/machinery-and-equipment-selection/ https://www.businessgrowthhub.com/media/1067898/equipment-selection.pdf
37	Schemes and Policies for entrepreneurship development	https://www.theofficepass.com/tippings/best-government-schemes-for-promoting-entrepreneurship-in-india.html

ADDITIONAL WEB RESOURCES

1	MOOC: • https://www.coursera.org/learn/entrepreneurial-strategic-management/?irclickid=UWuXFO3vFxyPRMqUAWRjf08xUkHOYZ2OUXuY3M0&irgwc=1&utm_medium=partners&utm_source=impact&utm_campaign=27795&utm_content=b2c
2	NPTEL: • https://onlinecourses.nptel.ac.in/noc20_ge08/preview

GRADING AND ASSESSMENT

- **Sessional Test:** 15 marks
- **Assignment:** 10 marks
- **Attendance:** 5 marks
- **Final Examination:** 70 marks

COURSE POLICIES

- **Attendance:** Minimum 75% attendance is mandatory to appear in the final examination of the course.
- **Academic Integrity:** MIET's academic integrity policies apply. Plagiarism will not be tolerated.
- **Late Submissions:** Assignments and projects must be submitted by the specified timelines.

FACULTY INFORMATION

- **Office Hours**
Monday (12:05 PM - 12:55 PM)
Friday (12:05 PM - 12:55 PM)
- **Contact Information**
bharti.mba@mietjammu.in

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