COURSE FILE

Entrepreneurship & Business Strategies (HSMC-401)

B.E CSE – IV Semester

ACADEMIC YEAR (2023-24)

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School of Management

School of Management

Model Institute of Engineering & Technology (Autonomous)

Kot Bhalwal, Jammu - 181122

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CONTENTS

VISION OF THE INSTITUTE

To create a world - class institution.

MISSION OF THE INSTITUTE

To deliver exceptional value to students, industry & society.

VISION OF THE DEPARTMENT

To become a world-class department of computer science with demonstrated excellence in teaching, research and innovation.

MISSION OF THE DEPARTMENT

1. To impart high-quality instruction in computer science, equipping students with fundamental knowledge and skills to address real-world challenges in emerging domains.
2. To integrate academics, research, innovation and entrepreneurship to create significant value for all stakeholders.
3. To develop meaningful linkages with world-class organizations to constantly enhance capacity and capability.

SYLLABUS

Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
							Sessional	Final Exam	Total
HSMC-401	Entrepreneurship & Business Strategies	HSMC	3	2	1	0	50	100	150

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 entrepreneurship as well as the players in the eco system
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.

Section-A

Unit 1: 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. (6 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. (5 Hrs)

Unit 3: Legal Forms of Industrial Ownership:Sole Proprietorship, Partnership, Joint Stock Company (Features, Merits and Demerits). (5 Hrs)

Section-B

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. (7 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. (7 Hrs)

Textbooks

S.No	Name of the Books	Name of the Author	Publisher Name	Edition (Pub.Yr.)
1	Small scale industries and Entrepreneurship	Vasant Desai	Himalaya Publishing House	9th (2017)
2	Fundamentals of Entrepreneurship	H. Nandan	Prentice Hall India	3rd (2013)

Reference Books

S.No	Name of the Books	Name of the Author	Publisher Name	Edition (Pub.Yr.)
1	Management of Small-Scale Industries Vasant	Vasant Desai	Himalaya Publishing House	1st (2015)

COURSE OUTCOMES

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CO1	Understand the importance of entrepreneurship as a career option.
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CO-PO AND CO-PSO MATRIX

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
1	3	3	3	-	-	-	-	-	-	-	-	-	-	-
2	3	2	2	3	-	-	-	-	-	-	-	-	2	2
3	3	3	3	3	-	-	-	-	-	-	-	-	2	-
4	2	2	2	1	-	-	-	-	-	-	-	-	1	3
5	3	2	2	3	-	-	-	-	-	-	-	-	3	3

COURSE PLAN		
Unit-I		
S.No	**Topics**	**Recommended Books / Links**
1	Entrepreneurship: Definition & Concept	https://www.taxmann.com/post/blog/entrepreneurship-concept-functions-need-and-its-relevance-in-indian-society
2	Entrepreneurial Traits	https://ebooks.inflibnet.ac.in/mgmtp09/chapter/entrepreneurial-traits-and-types-the-motivating-factors-theories/
3	Entrepreneurial Characteristics and Skills	https://www.vistage.com/research-center/business-leadership/20161027-5-characteristics-of-an-entrepreneur/
4	Role of Innovation in Entrepreneurship	https://digitalleadership.com/blog/the-innovation-entrepreneurship-relationship/
5	Types of Entrepreneurs	https://www.shiksha.com/online-courses/articles/different-types-of-entrepreneurs-demystified/#:~:text=Entrepreneur%20types%20include%20Innovative%2C%20Fabian,and%20grow%20a%20successful%20business.
6	Entrepreneurship and Economic Development	https://www.nexford.edu/insights/role-of-entrepreneurship-in-economic-growth
7	Factors influencing Entrepreneurship	https://www.entrepreneursdata.com/factors-affecting-entrepreneurship-individual-economic-social/#google_vignette
8	Myths and realities of entrepreneurship	https://www.skillingyou.com/blog/10-myths-about-entrepreneurship https://www.entrepreneur.com/en-in/entrepreneurs/this-is-why-it-is-important-for-entrepreneurs-to-break/334796
Unit-II		
9	Entrepreneurship and Intrapreneurship: Similarities and variance	https://www.thepowermba.com/en/blog/entrepreneurship-versus-intrapreneurship https://www.geeksforgeeks.org/difference-between-entrepreneur-and-intrapreneur/
10	India's start up revolution–Trends	https://www.india-briefing.com/news/investment-outlook-for-indias-startup-ecosystem-in-2023-29731.html/ https://www.linkedin.com/pulse/evolution-startup-trends-india-look-future-siddhant-sinha-tlszf
11	India's start up revolution–Imperatives & benefits	https://www.toppr.com/guides/business-management-and-entrepreneurship/government-initiatives-for-business-

		development/startup-india-scheme/
12	Business Incubators	https://efinancemanagement.com/financial-management/business-incubation
13	Rural entrepreneurship	https://businessjargons.com/rural-entrepreneurship.html https://www.geektonight.com/rural-entrepreneurship/
14	Social Entrepreneurship	https://harappa.education/harappa-diaries/social-entrepreneurship/ https://corporatefinanceinstitute.com/resources/esg/social-entrepreneur/
15	Women Entrepreneur.	https://ebooks.inflibnet.ac.in/mgmtp09/chapter/women-entrepreneurship/
16	Entrepreneurial success stories	https://admeducation.com/blog/indian-entrepreneurs-success-story/
17	Entrepreneurial success stories	https://animasmarketing.com/inspiring-entrepreneurs-and-their-success-stories/
18	Entrepreneurial success stories	https://www.uopeople.edu/blog/10-successful-entrepreneurs-started-with-nothing/
	Unit-III	
19	Legal Forms of Industrial Ownership	https://ebooks.inflibnet.ac.in/mgmtp09/chapter/forms-of-business-ownerships/
20	Sole Proprietorship (Features, Merits and Demerits).	https://corporatefinanceinstitute.com/resources/management/sole-proprietorship/
21	Partnership (Features, Merits and Demerits).	https://www.geeksforgeeks.org/advantages-and-disadvantages-of-a-partnership/
22	Joint Stock Company (Features, Merits and Demerits).	https://www.toppr.com/guides/business-studies/forms-of-business-organisations/joint-stock-company/ https://www.geeksforgeeks.org/advantages-and-disadvantages-of-a-joint-stock-company/
	Unit-IV	
23	Project Proposal: Project Identification	https://ebooks.inflibnet.ac.in/mgmtp09/chapter/project-identification/#:~:text=Project%20identification%20is%20concerned%20with,which%20are%20feasible%20and%20promising.
24	Developing Business Idea	https://www.infoentrepreneurs.org/en/developing-your-ideas/ https://www.skillsyouneed.com/lead/developing-business.html
25	Preparing Feasibility Report	https://www.wallstreetmojo.com/feasibility-study/
26	Project Formulation Feasibility Analysis	https://www.simplilearn.com/feasibility-study-article
27	Project Formulation Techno-Economic Analysis, Financial Analysis, Profitability Analysis,	https://arts.brainkart.com/article/definition-of-project-formulation-feasibility-study-1401/ https://www.geeksforgeeks.org/difference-between-project-report-and-project-formulation/
28	Social Cost Benefit Meaning	https://staragile.com/blog/social-cost-benefit-analysis
29	Significance of a business plan,	https://www.wallstreetmojo.com/business-plan/
30	Components of a business plan, Business Excellence Model.	https://corporatefinanceinstitute.com/resources/commercial-lending/business-plan/
	Unit-V	
31	Definition & Objectives of small-scale industries	https://cleartax.in/s/small-scale-industries-ssi https://www.geeksforgeeks.org/small-scale-industries-

		characteristics-objectives-and-role/
32	Role of SSI in economic Development of India.	https://www.toppr.com/guides/business-environment/scales-of-business/role-of-ssi-in-the-economy/
33	SSI registration, NOC from Pollution Board, Machinery and equipment selection	https://www.ssiregistrationcoimbatore.in/blog/ssi-registration-documents-procedure-eligibility-benefits-and-objective/
34	Schemes and Policies for entrepreneurship development	https://www.theofficepass.com/toppings/best-government-schemes-for-promoting-entrepreneurship-in-india.html
35	Schemes and Policies for entrepreneurship development	https://springhouse.in/entrepreneurship-development-schemes-of-government/#:~:text=The%20Credit%20Guarantee%20Scheme%20for,capital%20facilities%20up%20to%20Rs.
36	Revision Classes	
37	Revision Classes	
38	Revision Classes	

COURSE ASSESSMENT PLAN

Assessment		Weightage in Marks	CO Mapping
Internal	Mid Semester Examination	20	CO1, CO2, CO3
	Assignment	20	CO4, CO5
	Attendance	10	-
External	Final Examination	100	All COs

QUESTION BANK

S. No.	Question	CO	Blooms Level
Unit 1			
1	Define the term "entrepreneurship" and how it is different from entrepreneur.	CO 1	1
2	What are some of the key characteristics that successful entrepreneurs tend to share?		1
3	Briefly explain the concept of innovation and its role in entrepreneurship.		2
4	Discuss different types of entrepreneurs.		2
5	Imagine you have a local business idea. How might entrepreneurship contribute to the economic development of your community?		3
6	Discuss the various factors affecting entrepreneurship.		3
7	Entrepreneurship can be a risky endeavor. Analyze two factors that can influence a person's decision to become an entrepreneur.		4
8	Compare and contrast two common myths about entrepreneurship with the realities that entrepreneurs often face.		4
9	Entrepreneurs come from diverse backgrounds and experiences. Do you think formal education is essential for all entrepreneurs? Why or why not?		5
10	Evaluate the importance of specific entrepreneurial skills, such as communication or problem-solving, for a startup's success.		5
Unit 2			
1	List two key differences between entrepreneurship and intrapreneurship		1
2	Discuss the importance of business incubators in the development of		1

	entrepreneurship.		
3	Explain the concept of a "startup revolution" in your own words.		2
4	Discuss the various governmental initiatives started for the promotion of entrepreneurial culture.	CO 2	2
5	Identify a recent trend in the Indian startup scene relevant to your engineering field and explain its potential impact.		3
6	Discuss the importance of rural entrepreneurs in the development of rural areas.		3
7	Discuss the inter-relationship between the imperatives (reasons) behind the startup revolution and the benefits it brings to the Indian economy.		4
8	Discuss the potential benefits and challenges faced by women entrepreneurs in the Indian startup ecosystem		4
9	Research a successful Indian entrepreneurial story related to the engineering field. Identify the key factors that contributed to their success.		5
10	Imagine you are an engineering student with a business idea. Briefly describe the role a business incubator could play in helping you develop your concept.		5
Unit 3			
1	List the three legal forms of industrial ownership possible in India.		1
2	Explain the concept of "limited liability" in the context of a joint stock company.		1
3	Discuss how a joint stock company is different from partnership firm.		2
4	Describe the merits and demerits of joint stock company.	CO 3	2
5	Compare and contrast the features of a sole proprietorship and a partnership		3
6	An engineering student is planning to start a small consulting firm. Which legal form of ownership would be most suitable for them and why?		3
7	Identify potential challenges specific to each legal form that an engineering firm might encounter and suggest solutions.		4
8	Imagine you are an advisor to a group of engineers who want to co-found a product development company. Based on the legal forms discussed, which one would you recommend and explain the reasoning behind your choice		4
9	Design a table that summarizes the key merits and demerits of each legal form of industrial ownership.		5
10	Develop a flowchart to guide engineering students in selecting the appropriate legal form of ownership for their business idea.		5
Unit 4			
1	Define the term "feasibility report" in the context of project proposals.		1
2	List three key components of a well-structured business plan.		1
3	Briefly explain the different types of feasibility analysis conducted during project formulation		2
4	Explain the purpose of a Business Excellence Model in the context of project management.	CO 4	2
5	You have a business idea for an eco-friendly cleaning product. Identify two factors you would consider during a market feasibility analysis for this product.		3
6	Imagine you are proposing a project to develop an educational mobile application. Identify a relevant Business Excellence Model framework you could use to assess the project's effectiveness.		3
7	A business plan includes a detailed financial analysis but lacks a well-defined marketing strategy. Critically evaluate the significance of both aspects for a successful project.		4

8	Compare and contrast the importance of a feasibility report and a business plan for project success.		4
9	Develop a flow chart outlining the key steps involved in developing a project proposal.		5
10	You have a business idea for a tech start-up. What factors you would consider during a market feasibility analysis for your enterprise.		5
Unit 5			
1	Define the term "Small Scale Industry" according to the MSME Act.	CO 5	1
2	Explain the main objectives of promoting Small Scale Industries (SSIs) in India		1
3	Discuss how SSIs contribute to the economic development of India. Give specific examples.		2
4	Compare and contrast the registration process for a small-scale industry with that of a large corporation.		2
5	Develop a flowchart illustrating the key steps involved in setting up a small-scale industry in India.		3
6	Evaluate the importance of obtaining a No Objection Certificate (NOC) from the Pollution Board for an SSI.		3
7	Critically assess the factors to consider when selecting machinery and equipment for a small-scale industry.		4
8	Analyze the effectiveness of government schemes and policies in promoting entrepreneurship development in India.		4
9	Propose a new policy or initiative that could further support and encourage entrepreneurship development in India.		5
10	Design a hypothetical small-scale industry based on your interests. Briefly outline the production process, target market, and potential benefits to the local economy.		5

SAMPLE ASSIGNMENT

Course Name – Entrepreneurship & Business Strategies
Course Code - HSMC-401
Maximum Marks - 20
Due Date: 25 April 2024

Question Number	Course Outcomes	Blooms' Level	Maximum Marks	Marks Obtained
Q1	CO4	5	10	
Q2	CO5	4	10	
Total Marks			20	
Faculty Signature: Email: manik.mba@mietjammu.in				

Assignment Objectives:

The objective of this assignment is to deepen the understanding of Entrepreneurship by exploring the practical implications of the theoretical concepts.

Question: Prepare a business plan on the business idea of your choice .

Question: **Analyzing the Effectiveness of Government Schemes for SSI Entrepreneurship Development in India**

SAMPLE MID SEMESTER EXAMINATION

Course Name – Entrepreneurship & Business Strategies
Course Code – HSMC-401
Maximum Marks - 20
Due Date: 4th April 2023

Instructions

- Question 1, 2 and 4 are mandatory.
- Each question carries 4 marks.

Q.No.	Statement	Bloom's Level	CO Mapping
1	Analyse the market situation of Jammu city and identify the major factors that may influence the entrepreneurial culture in the city.	Evaluate	CO1
2	Explain the myths and realities related to entrepreneurship.	Remember	CO2
3a	Discuss various difference between entrepreneurship and intrapreneurship?	Understand	CO1
3b	What is the role of innovation in entrepreneurship?	Understand	CO1
4	Discuss how rural entrepreneurs are changing the social life in rural areas.	Understand	CO2
5a	Determine in what situation sole proprietorship is best form of ownership and how it is different from joint stock company?	Analyse	CO3
5b	Analyze the disadvantages of Partnership form of ownership.	Analyse	CO3

ANNEXURE A

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

Graduates from the Computer Science program at MIET are expected to attain or achieve the following Program Educational Objectives (PEOs) within a few years of graduation:

PEO1: Successfully apply fundamental knowledge of computer science in an innovative manner to solve complex problems.

PEO2: Build successful careers in diverse domains.

PEO3: Demonstrate professional growth and development in their chosen field and/or progress towards an advanced degree.

PEO4: Build reputation for excellence, leadership and ethics.

PROGRAMME OUTCOMES(POs)

1. **Engineering Knowledge:** Apply the knowledge of mathematics, science, engineering fundamentals, and an engineering specialization to the solution of complex engineering problems.

2. **Problem Analysis:** Identify, formulate, review research literature, and analyze complex engineering problems reaching substantiated conclusions using first principles of mathematics, natural sciences, and engineering sciences.

3.**Design/development of solutions:** Design solutions for complex engineering problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.

4.**Conduct investigations of complex problems:** Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions.

5**. Modern tool usage:** Create, select, and apply appropriate techniques, resources, and modern engineering and IT tools including prediction and modeling to complex engineering activities with an understanding of the limitations.

6. **The engineer and society:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional engineering practice.

7. **Environment and sustainability:** Understand the impact of the professional engineering solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.
8. **Ethics**: Apply ethical principles and commit to professional ethics and responsibilities and norms of engineering practice.

9. **Individual and teamwork**: Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

10. **Communication**: Communicate effectively on complex engineering activities with the engineering

11. **Project management and finance**: Demonstrate knowledge and understanding of the engineering and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.

12. **Life-long learning**: Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

Programme Specific Outcomes (PSOs)

1.Demonstrate fundamental knowledge in programming, data structures, databases, networks, operating systems, software engineering, discrete mathematics and possess knowledge of cloud computing, big data, artificial intelligence and other domains in vogue.

2. Demonstrate competence in designing, implementing and testing a computer or software system, solving a real-world problem, by utilizing advanced technologies, platforms and tools.

ANNEXURE B

BLOOM'S TAXONOMY

Bloom's Taxonomy is a hierarchical framework used to classify educational objectives and learning outcomes. Each level of Bloom's Taxonomy represents a progressively higher level of cognitive complexity and sophistication. Educators use this framework to design curriculum, assess learning objectives, and create activities that promote higher-order thinking skills. By targeting different levels of Bloom's Taxonomy, educators can ensure a balanced approach to teaching and learning that fosters deep understanding and critical thinking across various subjects and disciplines.

S.No	Level of Learning	Characteristics of Learning	Verbs in Questions or Learning Outcomes
1.	Remembering	This level involves recalling facts, basic concepts, or specific information without necessarily understanding or interpreting it.	List, Identify, Outline
2.	Understanding	At this level, students demonstrate comprehension and grasp of the meaning of information. They can explain ideas or concepts in their own words, interpret data, and summarize information.	Explain, Describe, Interpret, Distinguish
3.	Applying	Students can use acquired knowledge in new situations or contexts. They can apply concepts, principles, or procedures in a different way or to solve problems.	Apply, Calculate, Solve
4.	Analyzing	This level involves breaking down information into its constituent parts and examining relationships between them. Students can identify patterns, organize information, and make connections between ideas.	Classify, Derive, Explain
5.	Evaluating	At this level, students can make judgments about the value or quality of ideas, theories, or solutions based on criteria and standards. They can assess the strengths and weaknesses of arguments, methods, or designs.	Determine, Optimize, Evaluate
6.	Creating	The highest level of Bloom's Taxonomy involves generating new ideas, products, or ways of thinking. Students can design, compose, or invent based on existing knowledge and skills, demonstrating creativity and originality.	Formulate, Design, Create

ANNEXURE C

ASSIGNMENT GUIDELINES

1. Title Page: Use the Standardized Front Page shared by the Department.
2. Font and Spacing: Use a Times New Roman in 12-point size. 1.5 line spacing in the entire document, including the title page, headings, and references.
1. Margins: Set 1-inch (2.54 cm) margins on all sides of the paper.
2. Header: Include a header as Assignment and Course Code in the top right corner of each page (except the title page).
3. Title: Center the title of your assignment at the top of the first page. It should be bold and in title case (capitalize major words).
4. Headings: Use headings and subheadings to organize your content. Typically, use bold for main headings (e.g., "Introduction") and italics for subheadings (e.g., "Methods").
5. Page Numbers: Page numbers should be placed in the footer of each page, starting from the second page (the title page is page 1).
6. Citations and References: Use a consistent APA citation style to cite references.
7. Pagination and Length: The minimum length of the assignment should be 2000 words excluding the references.
8. Figures and Tables: If you include figures or tables, provide clear labels and captions.
9. Figure number should be placed below the Figure as Figure,1 and for the tables, the table number must be mentioned above the table as Table I.
10. Appendices (if needed): Include appendices for supplementary materials, such as charts, graphs, or lengthy data tables.
11. Submission Format: Submit your assignment in the soft copy format as PDF and upload it on CAMU as per the submission deadline. Please ensure that the assignment is renamed as Roll No.
12. Proofreading and Editing: Carefully proofread and edit your assignment for clarity, grammar, and spelling errors before submission.
13. Plagiarism must be below 15 percent for the assignment submitted.

ASSIGNMENT RUBRICS

Parameters	Criteria					Marks Distribution
	1	2	3	4	5	
Writing Skills **a) Content**	The content was not relevant to the given task	The content was minimally relevant to the given task	The content was generally relevant to the given task	The content was relevant to the given task	The content was very relevant to the given task	**2**
b) Organization	The assignment is poorly organized and lacked supporting evidence	The organization of the assignment is some what organized with minimal supporting evidence	The organization of the assignment is acceptable with some supporting evidence	The organization of the assignment is well organized and supported	The assignment is very well organized and supported	**2**
c) Grammar-Mechanics-Usage- Spelling	Too many grammatical errors	Numerous grammatical errors	Several grammatical errors	Few grammatical errors	No grammatical errors	**1**
Knowledge Skills	Student does not demonstrate the subject knowledge	Student demonstrates some grasp of the subject knowledge	Student demonstrates moderate level of the subject knowledge	Student demonstrates sufficient level of the subject knowledge	Student demonstrates sound subject knowledge	**5**
Overall Presentation/Viva	Unable to answer questions, not prepared and confidence at all	Able to answer questions but not prepared and confidence	Presentation is acceptable but there are some areas that could be improved. / Able to answer questions but with little preparation and confidence	Presentation is of good quality, with a clear effort to present the work professionally and effectively. / Able to answer questions well and slightly confidence and well prepared	Presentation (including code structure, comments, user interface, and documentation) is of exceptionally high quality. / Able to answer questions very well and confidently. Very well prepared	**10**

ANNEXURE D

ATTENDANCE GUIDELINES

S.No	Attendance Percentage	Marks to be Allotted
1	Above 90%	100 %
2	Above 85% - 90%	80 %
3	75% -85%	60%
4	Below 75%	0