



Kot Bhalwal, Jammu



Model Institute of Engineering
& Technology (Autonomous)
Course Handout

COURSE HANDOUT

ENTREPRENEURSHIP & BUSINESS STRATEGIES (HSMC-401)

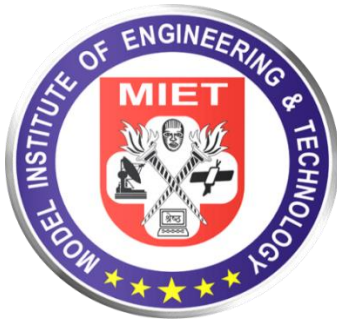
B.E. CSE- 4th SEMESTER

ACADEMIC YEAR (2023-24)

Sunanjita Mahajan

Assistant Professor

School of Management



School of Management

Model Institute of Engineering & Technology (Autonomous)

Kot Bhalwal, Jammu - 181122

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Dr. Arun K. Gupta Teaching-Learning Centre

Version 1.1



Please Do Not Print Unless Necessary



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	1 st (2015)

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/mgmt09/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/mgmp09/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/mgmp09/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/mgmp09/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%20capital%20facilities%20up%20to%20Rs.
36	Revision Classes	
37	Revision Classes	
38	Revision Classes	

ADDITIONAL WEB RESOURCES

1	Nptel: Financial Management for Managers https://archive.nptel.ac.in/courses/127/105/127105007/
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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 (03:30 PM – 04:30 PM)
Friday (12:05 PM - 12:55 PM)
- **Contact Information**
sunanjita.mba@mietjammu.in