



Kot Bhalwal, Jammu



Model Institute of Engineering  
& Technology (Autonomous)  
Course Handout

## COURSE HANDOUT

ENTREPRENEURSHIP & INNOVATION (MBA 301)

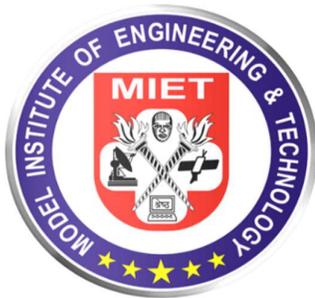
MBA – 3<sup>rd</sup> SEMESTER

ACADEMIC YEAR (2024-25)

**MANIK ARORA, Ph.D.**

Assistant Professor

School of Management



School of Management

Model Institute of Engineering & Technology (Autonomous)

Kot Bhalwal, Jammu - 181122

[www.mietjmu.in](http://www.mietjmu.in)



Dr. Arun K. Gupta Teaching-Learning Centre

Version 1.1

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Please Do Not Print Unless Necessary



### SYLLABUS

Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
							Sessional	Final Exam	Total
MBA 301	Entrepreneurship & Innovation	Core	4	4	0	0	30	70	100
Faculty Details	<a href="mailto:manik.mba@mietjammu.in">manik.mba@mietjammu.in</a>								

#### Detailed Syllabus

##### Section A

**Unit I: Introduction to Entrepreneurship:** Introduction to Entrepreneurship, Entrepreneurial Mindset, Characteristic of an Entrepreneur, Advantages and Disadvantages of Entrepreneurship, Types of Enterprises, Types of Entrepreneurs, Roles and Responsibilities of Entrepreneurs, Qualities of an Entrepreneur, Case studies of Famous Entrepreneurs. **(10 Hrs)**

**Unit II: Analysis of Business Markets:** Importance of Business Networking and its advantages, Competition Analysis, Factors affecting competition strategies, Prerequisites of successful enterprise, Business Risk, Types of Business Risks, Risk Identification, Risk Mitigation. **(09 Hrs)**

**Unit III: Entrepreneurial Process & Development:** Concept of Funding, Types of funding (bootstrapping, venture capital, crowdfunding), Pitching to Investors and Fundraising Strategies, Ethical Dilemmas and Business Integrity, Factors affecting business, Critical Thinking, Models of Critical Thinking. **(10 Hrs)**

##### Section B

**Unit IV: Developing Entrepreneurial opportunities:** Business Incubators and its role in promoting entrepreneurial culture, Symbiotic relationship between entrepreneurship and economic development, Developing Business Idea, Business Plan Formulation, Significance and components of a business plan, Feasibility Analysis- Techno-Economic Analysis, Financial Analysis, Profitability Analysis, Social Cost Benefit Analysis, Preparing Feasibility Report. **(09 Hrs)**

**Unit V: Start-Up Trends and Entrepreneurial Growth:** Start Up Revolution in India, Trends, Benefits, Corporate Social Responsibility (CSR) and Ethical Business Practices, Principles of Sustainable Entrepreneurship, Gig economy and freelance entrepreneurship, Tech Entrepreneurship, Creative Entrepreneurship, Agriprenurship, MSME and policies for entrepreneurship development, Role of MSME in economic Development of India **(10 Hrs)**

#### Textbooks

S.No.	Name of the Books	Name of the Author	Publisher Name	Edition (Pub.Yr.)
1	Entrepreneurship	Rajeev Roy	Oxford University Press	3 <sup>rd</sup> (2020)
2.	Fundamentals of Entrepreneurship	H. Nandan	Prentice Hall India	3 <sup>rd</sup> (2013)



### Reference Books

S.No.	Name of the Books	Name of the Author	Publisher Name	Edition (Pub.Yr.)
1	Entrepreneurship	Hisrich, Robert D., Michael Peters and Dean Shepherd,	Tata McGraw Hills	11th (2012)

COURSE PLAN		
Unit-I		
S.No	Topics	Recommended Books / Links
1	Entrepreneurship: Definition & Concept	Book 1, Ch1 <a href="https://www.taxmann.com/post/blog/entrepreneurship-concept-functions-need-and-its-relevance-in-indian-society">https://www.taxmann.com/post/blog/entrepreneurship-concept-functions-need-and-its-relevance-in-indian-society</a>
2	Entrepreneurial Mindset	Book 2, Ch2 <a href="https://www.betterup.com/blog/entrepreneurship-mindset">https://www.betterup.com/blog/entrepreneurship-mindset</a> <a href="https://aofund.org/resource/entrepreneurial-mindset-5-characteristics-to-cultivate/">https://aofund.org/resource/entrepreneurial-mindset-5-characteristics-to-cultivate/</a>
3	Entrepreneurial Traits	Book 1, Ch1 <a href="https://ebooks.inflibnet.ac.in/mgmt09/chapter/entrepreneurial-traits-and-types-the-motivating-factors-theories/">https://ebooks.inflibnet.ac.in/mgmt09/chapter/entrepreneurial-traits-and-types-the-motivating-factors-theories/</a>
4	Entrepreneurial Characteristics and Skills	Book 1, Ch1 <a href="https://www.vistage.com/research-center/business-leadership/20161027-5-characteristics-of-an-entrepreneur/">https://www.vistage.com/research-center/business-leadership/20161027-5-characteristics-of-an-entrepreneur/</a>
5	Advantages and Disadvantages of Entrepreneurship	Book 1, Ch1 <a href="https://www.geeksforgeeks.org/why-does-one-become-an-entrepreneur/">https://www.geeksforgeeks.org/why-does-one-become-an-entrepreneur/</a> <a href="https://www.geeksforgeeks.org/challenges-of-entrepreneurship/">https://www.geeksforgeeks.org/challenges-of-entrepreneurship/</a>
6	Types of Enterprises	Book 1, Ch1 <a href="https://www.geeksforgeeks.org/forms-of-business-organization/?ref=lbp">https://www.geeksforgeeks.org/forms-of-business-organization/?ref=lbp</a>
7	Types of Entrepreneurs	Book 1, Ch1 <a href="https://www.shiksha.com/online-courses/articles/different-types-of-entrepreneurs-demystified/#:~:text=Entrepreneur%20types%20include%20Innovative%2C%20Fabian,and%20grow%20a%20successful%20business.">https://www.shiksha.com/online-courses/articles/different-types-of-entrepreneurs-demystified/#:~:text=Entrepreneur%20types%20include%20Innovative%2C%20Fabian,and%20grow%20a%20successful%20business.</a>
8	Roles and Responsibilities of Entrepreneurs	Book 1, Ch1 <a href="https://venturz.co/academy/the-roles-and-responsibilities-of-an-entrepreneur">https://venturz.co/academy/the-roles-and-responsibilities-of-an-entrepreneur</a> <a href="https://www.taxmann.com/post/blog/entrepreneurship-concept-functions-need-and-its-relevance-in-indian-society">https://www.taxmann.com/post/blog/entrepreneurship-concept-functions-need-and-its-relevance-in-indian-society</a>
9	Factors influencing	Book 1, Ch1



	Entrepreneurship	<a href="https://www.entrepreneursdata.com/factors-affecting-entrepreneurship-individual-economic-social/#google_vignette">https://www.entrepreneursdata.com/factors-affecting-entrepreneurship-individual-economic-social/#google_vignette</a>
10	Qualities of an Entrepreneur	Book 1, Ch1 <a href="https://bharatskills.gov.in/pdf/E_Books/Qualities_of_Good_Entrepreneur.pdf">https://bharatskills.gov.in/pdf/E_Books/Qualities_of_Good_Entrepreneur.pdf</a>
11	Case studies of Famous Entrepreneurs.	<a href="https://online.hbs.edu/blog/post/successful-entrepreneur-stories">https://online.hbs.edu/blog/post/successful-entrepreneur-stories</a>
<b>Unit-II</b>		
12	Importance of Business Networking and its advantages,	Book 1, Ch16 <a href="https://in.indeed.com/career-advice/career-development/business-networking">https://in.indeed.com/career-advice/career-development/business-networking</a>
13	Competition Analysis	<a href="https://asana.com/resources/competitive-analysis-example">https://asana.com/resources/competitive-analysis-example</a> <a href="https://www.sba.gov/business-guide/plan-your-business/market-research-competitive-analysis">https://www.sba.gov/business-guide/plan-your-business/market-research-competitive-analysis</a>
14	Factors affecting competition strategies	Book 3, Ch 8
15	Prerequisites of successful enterprise	<a href="https://www.asiabusinessoutlook.com/news/a-prerequisite-for-a-successful-business-market-research-nwid-1932.html">https://www.asiabusinessoutlook.com/news/a-prerequisite-for-a-successful-business-market-research-nwid-1932.html</a>
16	Business Risk, Types of Business Risks	<a href="https://corporatefinanceinstitute.com/resources/career-map/sell-side/risk-management/business-risk/">https://corporatefinanceinstitute.com/resources/career-map/sell-side/risk-management/business-risk/</a>
17	Risk Identification	<a href="https://www.theirmindia.org/blog/risk-management-process-identifying-risks/">https://www.theirmindia.org/blog/risk-management-process-identifying-risks/</a>
18	Risk Mitigation	<a href="https://www.smartsheet.com/content/risk-mitigation">https://www.smartsheet.com/content/risk-mitigation</a>
<b>Unit-III</b>		
19	Funding, Types of funding (bootstrapping, venture capital, crowdfunding)	Book 2, Ch 6 <a href="https://eqvista.com/types-of-company-funding/types-of-funding/">https://eqvista.com/types-of-company-funding/types-of-funding/</a> <a href="https://corporatefinanceinstitute.com/resources/accounting/sources-of-funding/">https://corporatefinanceinstitute.com/resources/accounting/sources-of-funding/</a>
20	Pitching to Investors and Fundraising Strategies	Book 2, Ch 6 <a href="https://appetiser.com.au/blog/how-to-pitch-to-investors/">https://appetiser.com.au/blog/how-to-pitch-to-investors/</a> <a href="https://pitch.com/guides/pitching/how-to-pitch-your-business">https://pitch.com/guides/pitching/how-to-pitch-your-business</a>
21	Ethical Dilemmas and Business Integrity	<a href="https://corporatefinanceinstitute.com/resources/esg/ethical-dilemma/#:~:text=Ethical%20Dilemmas%20in%20Business&amp;text=Violation%20of%20the%20standards%20may,%2C%20clients%2C%20and%20business%20partners.">https://corporatefinanceinstitute.com/resources/esg/ethical-dilemma/#:~:text=Ethical%20Dilemmas%20in%20Business&amp;text=Violation%20of%20the%20standards%20may,%2C%20clients%2C%20and%20business%20partners.</a> <a href="https://in.indeed.com/career-advice/career-development/business-integrity">https://in.indeed.com/career-advice/career-development/business-integrity</a>
22	Factors affecting business	<a href="https://www.mageplaza.com/blog/what-are-internal-external-environmental-factors-that-affect-business.html">https://www.mageplaza.com/blog/what-are-internal-external-environmental-factors-that-affect-business.html</a>
23	Critical Thinking, Models of Critical Thinking,	<a href="https://able.ac/blog/critical-thinking-model/">https://able.ac/blog/critical-thinking-model/</a>
<b>Unit-IV</b>		



24	Business Incubators and role of business incubators in promoting entrepreneurial culture	<a href="https://startuptalky.com/role-business-incubator/">https://startuptalky.com/role-business-incubator/</a>
25	Symbiotic relationship between entrepreneurship and economic development	<a href="https://emeritus.org/blog/entrepreneurship-role-of-entrepreneurship-in-economic-development/">https://emeritus.org/blog/entrepreneurship-role-of-entrepreneurship-in-economic-development/</a>
26	Developing Business Idea	Book 3, Ch 5 <a href="https://www.infoentrepreneurs.org/en/developing-your-ideas/">https://www.infoentrepreneurs.org/en/developing-your-ideas/</a> <a href="https://www.skillsyouneed.com/lead/developing-business.html">https://www.skillsyouneed.com/lead/developing-business.html</a>
27	Business Plan Formulation	Book 3, Ch 5 <a href="https://corporatefinanceinstitute.com/resources/commercial-lending/business-plan/">https://corporatefinanceinstitute.com/resources/commercial-lending/business-plan/</a>
28	Significance of a business plan,	<a href="https://www.wallstreetmojo.com/business-plan/">https://www.wallstreetmojo.com/business-plan/</a>
29	Preparing Feasibility Report	Book 3, Ch 7 <a href="https://www.wallstreetmojo.com/feasibility-study/">https://www.wallstreetmojo.com/feasibility-study/</a>
30	Project Formulation Feasibility Analysis	Book 3, Ch 7 <a href="https://www.simplilearn.com/feasibility-study-article">https://www.simplilearn.com/feasibility-study-article</a>
31	Project Formulation Techno-Economic Analysis, Financial Analysis, Profitability Analysis,	<a href="https://arts.brainkart.com/article/definition-of-project-formulation-feasibility-study-1401/">https://arts.brainkart.com/article/definition-of-project-formulation-feasibility-study-1401/</a> <a href="https://www.geeksforgeeks.org/difference-between-project-report-and-project-formulation/">https://www.geeksforgeeks.org/difference-between-project-report-and-project-formulation/</a>
32	Social Cost Benefit Meaning	<a href="https://staragile.com/blog/social-cost-benefit-analysis">https://staragile.com/blog/social-cost-benefit-analysis</a>
<b>Unit-V</b>		
33	Start Up Revolution in India	<a href="https://www.nicmar.ac.in/news/article/indian-startup-revolution">https://www.nicmar.ac.in/news/article/indian-startup-revolution</a> <a href="https://www.india.gov.in/spotlight/startup-india-starting-startup-revolution#tab=tab-1">https://www.india.gov.in/spotlight/startup-india-starting-startup-revolution#tab=tab-1</a> <a href="https://visualisesolutions.co.uk/transforming-india-the-startup-revolution/">https://visualisesolutions.co.uk/transforming-india-the-startup-revolution/</a> <a href="https://www.india-briefing.com/news/investment-outlook-for-indias-startup-ecosystem-in-2023-29731.html/">https://www.india-briefing.com/news/investment-outlook-for-indias-startup-ecosystem-in-2023-29731.html/</a> <a href="https://www.linkedin.com/pulse/evolution-startup-trends-india-look-future-siddhant-sinha-tlszf">https://www.linkedin.com/pulse/evolution-startup-trends-india-look-future-siddhant-sinha-tlszf</a>
34	Benefits, Corporate Social Responsibility (CSR) and Ethical Business Practices,	Book 1, Ch 20
35	Principles of Sustainable Entrepreneurship	<a href="https://sigmaearth.com/what-is-sustainable-entrepreneurship-and-its-principles/">https://sigmaearth.com/what-is-sustainable-entrepreneurship-and-its-principles/</a> <a href="https://nbs.net/five-principles-of-a-sustainable-business-model/">https://nbs.net/five-principles-of-a-sustainable-business-model/</a> <a href="https://www.insightssuccess.in/sustainable-">https://www.insightssuccess.in/sustainable-</a>



		<a href="#">entrepreneurship-balancing-profit-and-purpose/</a> <a href="https://www.investopedia.com/terms/g/gig-economy.asp">https://www.investopedia.com/terms/g/gig-economy.asp</a> <a href="https://hbr.org/2018/03/thriving-in-the-gig-economy">https://hbr.org/2018/03/thriving-in-the-gig-economy</a> <a href="https://research.stlouisfed.org/publications/page1-econ/2024/04/01/how-does-the-gig-economy-support-entrepreneurship">https://research.stlouisfed.org/publications/page1-econ/2024/04/01/how-does-the-gig-economy-support-entrepreneurship</a>
36	Gig economy and freelance entrepreneurship	
37	Tech Entrepreneurship	<a href="https://www.forbes.com/sites/forbestechcouncil/2023/11/10/unveiling-the-characteristics-of-successful-technology-entrepreneurs/">https://www.forbes.com/sites/forbestechcouncil/2023/11/10/unveiling-the-characteristics-of-successful-technology-entrepreneurs/</a> <a href="https://venturz.co/academy/a-freelancer-vs-entrepreneur-whats-the-difference/#:~:text=A%20freelance%20entrepreneur%20is%20one,stepping%20stone%20for%20new%20businesses.">https://venturz.co/academy/a-freelancer-vs-entrepreneur-whats-the-difference/#:~:text=A%20freelance%20entrepreneur%20is%20one,stepping%20stone%20for%20new%20businesses.</a>
38	Creative Entrepreneurship	<a href="https://mailchimp.com/resources/creative-entrepreneurship/#:~:text=Creative%20entrepreneurship%20is%20the%20process,or%20offer%20a%20new%20service.">https://mailchimp.com/resources/creative-entrepreneurship/#:~:text=Creative%20entrepreneurship%20is%20the%20process,or%20offer%20a%20new%20service.</a>
39	Agripreneurship	<a href="https://ejournal.lucp.net/index.php/ijrtbt/article/view/871/787">https://ejournal.lucp.net/index.php/ijrtbt/article/view/871/787</a> <a href="https://icar.org.in/sites/default/files/2023-12/AgriRise_April-June_2023_Final%20%2827_Dec_2023%29%20low%20res.pdf">https://icar.org.in/sites/default/files/2023-12/AgriRise_April-June_2023_Final%20%2827_Dec_2023%29%20low%20res.pdf</a> <a href="https://www.linkedin.com/pulse/agribusiness-agripreneurship-vinod-kr-sharma#:~:text=In%20the%20areas%20of%20farming,and%20many%20more%20there%20are">https://www.linkedin.com/pulse/agribusiness-agripreneurship-vinod-kr-sharma#:~:text=In%20the%20areas%20of%20farming,and%20many%20more%20there%20are</a>
40	MSME and policies for entrepreneurship development, Role of MSME in economic Development of India.	<a href="https://www.tataaia.com/blogs/msme/what-is-msme.html#:~:text=The%20MSME%20sector%20in%20India,development%20of%20India%20is%20vital.">https://www.tataaia.com/blogs/msme/what-is-msme.html#:~:text=The%20MSME%20sector%20in%20India,development%20of%20India%20is%20vital.</a> <a href="https://www.smgindiacredit.com/knowledge-center/impact-of-msme-on-indian-economy.aspx">https://www.smgindiacredit.com/knowledge-center/impact-of-msme-on-indian-economy.aspx</a> <a href="https://www.pinelabs.com/blog/know-what-is-msme-and-its-role-in-economy">https://www.pinelabs.com/blog/know-what-is-msme-and-its-role-in-economy</a>



### ADDITIONAL WEB RESOURCES

1	<b>Nptel:</b> Innovation, Business Models and Entrepreneurship <a href="https://archive.nptel.ac.in/courses/110/107/110107094/">https://archive.nptel.ac.in/courses/110/107/110107094/</a>
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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**

Wednesday (03:30 PM – 04:30 PM)

- **Contact Information**

[manik.mba@mietjammu.in](mailto:manik.mba@mietjammu.in)