



Kot Bhalwal, Jammu

Model Institute of Engineering
& Technology (Autonomous)
Course Handout

COURSE HANDOUT

ENTREPRENEURSHIP & INNOVATION (BBAMJ 501)

BBA - 5th SEMESTER

ACADEMIC YEAR (2024-25)

Manik Arora, Ph.D.

Assistant Professor

School of Management - UG



MIET
FUTURE BEGINS HERE....

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



Please Do Not Print Unless Necessary



Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
							Sessional	Final Exam	Total
BBAMJ 501	Entrepreneurship & Innovation	Major	4	4	0	0	40	60	100

COURSE OUTCOMES

At the end of the course the student will be able to:	
CO1	Describe the Entrepreneurial Ecosystem.
CO2	Identify business markets and its usefulness for an enterprise
CO3	Apply critical thinking models and decision-making processes to solve business challenges effectively.
CO4	Evaluate the functions, services, and importance of business incubators in fostering entrepreneurial culture.
CO5	Create feasibility report and develop business plan

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. (09 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 role of business incubators in promoting entrepreneurial culture, Symbiotic relationship between entrepreneurship and economic development, Developing Business Idea, Business Plan Formulation, Significance of a business plan, components of a business plan, Feasibility Analysis- Techno-Economic Analysis, Financial Analysis, Profitability Analysis, Social Cost Benefit Analysis, Preparing Feasibility Report. (10 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, Agripreneurship, MSME and policies for entrepreneurship development, Role of MSME in economic Development of India.(10 Hrs)

Textbooks

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S.No	Name of the Books	Name of the Author	Publisher Name	Edition (Pub.Yr.)
1	Entrepreneurship	Rajeev Roy	Oxford University Press	3rd (2020)
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	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 https://www.taxmann.com/post/blog/entrepreneurship-concept-functions-need-and-its-relevance-in-indian-society
2	Entrepreneurial Mindset	Book 2, Ch2 https://www.betterup.com/blog/entrepreneurship-mindset https://aofund.org/resource/entrepreneurial-mindset-5-characteristics-to-cultivate/
3	Entrepreneurial Traits	Book 1, Ch1 https://ebooks.inflibnet.ac.in/mgmt09/chapter/entrepreneurial-traits-and-types-the-motivating-factors-theories/
4	Entrepreneurial Characteristics and Skills	Book 1, Ch1 https://www.vistage.com/research-center/business-leadership/20161027-5-characteristics-of-an-entrepreneur/
5	Advantages and Disadvantages of Entrepreneurship	Book 1, Ch1 https://www.geeksforgeeks.org/why-does-one-become-an-entrepreneur/ https://www.geeksforgeeks.org/challenges-of-entrepreneurship/
6	Types of Enterprises	Book 1, Ch1 https://www.geeksforgeeks.org/forms-of-business-organization/?ref=lbp
7	Types of Entrepreneurs	Book 1, Ch1 https://www.shiksha.com/online-courses/articles/different-types-of-entrepreneurs-demystified/#::~:~:text=Entrepreneur%20types%20include%20innovative%2C%20Fabian.and%20grow%20a%20successful%20business.
8	Roles and Responsibilities of Entrepreneurs	Book 1, Ch1 https://venturiz.co/academy/the-roles-and-responsibilities-of-an-entrepreneur https://www.taxmann.com/post/blog/entrepreneurship-concept-functions-need-and-its-relevance-in-indian-society



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



	entrepreneurial culture	
25	Symbiotic relationship between entrepreneurship and economic development	https://emeritus.org/blog/entrepreneurship-role-of-entrepreneurship-in-economic-development/
26	Developing Business Idea	Book 3, Ch 5 https://www.infoentrepreneurs.org/en/developing-your-ideas/ https://www.skillsyouneed.com/lead/developing-business.html
27	Business Plan Formulation	Book 3, Ch 5 https://corporatefinanceinstitute.com/resources/commercial-lending/business-plan/
28	Significance of a business plan,	https://www.wallstreetmojo.com/business-plan/
29	Preparing Feasibility Report	Book 3, Ch 7 https://www.wallstreetmojo.com/feasibility-study/
30	Project Formulation Feasibility Analysis	Book 3, Ch 7 https://www.simplilearn.com/feasibility-study-article
31	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/
32	Social Cost Benefit Meaning	https://staragile.com/blog/social-cost-benefit-analysis
Unit-V		
33	Start Up Revolution in India	https://www.nicmar.ac.in/news/article/indian-startup-revolution https://www.india.gov.in/spotlight/startup-india-starting-startup-revolution#tab=tab-1 https://visualisesolutions.co.uk/transforming-india-the-startup-revolution/ 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
34	Benefits, Corporate Social Responsibility (CSR) and Ethical Business Practices,	Book 1, Ch 20
35	Principles of Sustainable Entrepreneurship	https://sigmaearth.com/what-is-sustainable-entrepreneurship-and-its-principles/ https://nbs.net/five-principles-of-a-sustainable-business-model/ https://www.insightssuccess.in/sustainable-entrepreneurship-balancing-profit-and-purpose/
36	Gig economy and freelance entrepreneurship	https://www.investopedia.com/terms/g/gig-economy.asp



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

ADDITIONAL WEB RESOURCES

1	Nptel: Innovation, Business Models and Entrepreneurship https://archive.nptel.ac.in/courses/110/107/110107094/
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GRADING AND ASSESSMENT

- **Sessional Test:** 20 marks
- **Assignment:** 10 marks
- **Attendance:** 10 marks
- **Final Examination:** 60 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