



Kot Bhalwal, Jammu



Model Institute of Engineering
& Technology (Autonomous)
Course Handout

COURSE HANDOUT

ENTREPRENEURSHIP & SMALL BUSINESS MANAGEMENT

(UGSEC-204 C)

BCom – 2ND SEMESTER

ACADEMIC YEAR (2024-25)

Dr Ankita Nanda

Associate 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

Please Do Not Print Unless Necessary





Kot Bhalwal, Jammu



Model Institute of Engineering & Technology (Autonomous) Course Handout

SYLLABUS

Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
							Sessional	Final Exam	Total
UGSEC-204(C)	Entrepreneurship and Small Business Management	Core	2	2	0	0	50	-	50

Detailed Syllabus

Section A

Unit I: Introduction: Meaning & Definition of Entrepreneur and Entrepreneurship, Functions of Entrepreneur, Characteristics & Types of entrepreneurs; Factors influencing entrepreneurship; Barriers to entrepreneurship, Entrepreneur vs. manager; Entrepreneurship competencies; Entrepreneurship as a catalyst to economic development. **(05 Hrs)**

Unit II: Developing Entrepreneurial Mind-set: Entrepreneurial process: Idea Generation, Screening and Project Identification, Creative Performance, Feasibility Analysis, Economic, Marketing, Financial and Technical; Project Planning, Evaluation, Monitoring and Control segmentation; Project Feasibility and Project Appraisal; Challenges of New Venture Start-Up, Reasons for failure of New Venture. **(05 Hrs)**

Unit III: Small Business Setup and Management: Steps, Factors Influencing the Establishment of Small-Scale Industries; Planning and Management Techniques: Business planning essentials (vision, mission, goals), Financial planning and budgeting, Human resource management and team building, Operations management. **(05 Hrs)**

Section B

Unit IV: Entrepreneurship Development Programs and Support Systems: Entrepreneurship development programs (EDPs): objectives, types and benefits; Government initiatives and policies supporting entrepreneurship (Key provisions): Start-up India, Stand-up India, MUDRA scheme, Atal Innovation Mission, National Entrepreneurship Awards (NEA); Institutional support: role of universities, incubators, accelerators. **(05 Hrs)**

Unit V: Entrepreneurship in the Digital Age: Digital entrepreneurship: meaning, characteristics and challenges; Reasons for entrepreneurs to turn into Digital Entrepreneurs; Entrepreneurship and Digital entrepreneurship – Difference and pillars of Digital Entrepreneurship; Reducing Barriers to Entrepreneurship in the digital era and the New entrepreneurial challenges in the digital era. **(04 Hrs)**

Textbooks

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1.	Entrepreneurship: Theory, Process, and Practice	Donald F. Kuratko and Richard M. Hodgetts	Cengage Learning	10 th (2020)
2.	New Venture Creation: Entrepreneurship for the 21st Century	Jeffrey A. Timmons and Stephen Spinelli Jr.	McGraw-Hill	10 th (2019)



Dr. Arun K. Gupta Teaching-Learning Centre

Version 1.1



Please Do Not Print Unless Necessary



Kot Bhalwal, Jammu



Model Institute of Engineering & Technology (Autonomous) Course Handout

Reference Books

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1.	Entrepreneurship and Small Business Management	Steve Mariotti and Caroline Glackin	Pearson	3rd (2021)



Kot Bhalwal, Jammu

Model Institute of Engineering & Technology (Autonomous) Course Handout

COURSE PLAN		
Unit-I		
S.No	Topics	Recommended Books / Links
1	Meaning & Definition of Entrepreneur and Entrepreneurship	Book 1, Ch1 https://www.taxmann.com/post/blog/entrepreneurship-concept-functions-need-and-its-relevance-in-indian-society
2	Functions of Entrepreneur, Characteristics & Types of entrepreneurs	Book 2, Ch2 https://www.betterup.com/blog/entrepreneurship-mindset https://aofund.org/resource/entrepreneurial-mindset-5-characteristics-to-cultivate/
3	Factors influencing entrepreneurship; Barriers to entrepreneurship, Entrepreneur vs. manager	Book 1, Ch1 https://ebooks.inflibnet.ac.in/mgmt09/chapter/entrepreneurial-traits-and-types-the-motivating-factors-theories/
4	Entrepreneurship competencies	Book 1, Ch1 https://www.vistage.com/research-center/business-leadership/20161027-5-characteristics-of-an-entrepreneur/
5	Entrepreneurship as a catalyst to economic development.	Book 1, Ch1 https://www.geeksforgeeks.org/why-does-one-become-an-entrepreneur/ https://www.geeksforgeeks.org/challenges-of-entrepreneurship/
Unit-II		
6	Entrepreneurial process: Idea Generation, Screening and Project Identification	Book 1, Ch1 https://www.geeksforgeeks.org/forms-of-business-organization/?ref=lbp
7	Creative Performance, Feasibility Analysis, Economic, Marketing, Financial and Technical	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	Project Planning, Evaluation, Monitoring and Control segmentation	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	Project Feasibility and Project Appraisal	Book 1, Ch1 https://www.entrepreneursdata.com/factors-affecting-entrepreneurship-individual-



Dr. Arun K. Gupta Teaching-Learning Centre

Version 1.1



Please Do Not Print Unless Necessary



Kot Bhalwal, Jammu

Model Institute of Engineering & Technology (Autonomous)

Course Handout

		economic-social/#google_vignette
10	Challenges of New Venture Start-Up, Reasons for failure of New Venture	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-III		
12	Steps, Factors Influencing the Establishment of Small-Scale Industries	Book 1, Ch16 https://in.indeed.com/career-advice/career-development/business-networking
13	Planning and Management Techniques: Business planning essentials (vision, mission, goals)	https://asana.com/resources/competitive-analysis-example https://www.sba.gov/business-guide/plan-your-business/market-research-competitive-analysis
14	Financial planning and budgeting	Book 3, Ch 8
15	Human resource management and team building	https://www.asiabusinessoutlook.com/news/a-prerequisite-for-a-successful-business-market-research-nwid-1932.html
16	Operations management	https://corporatefinanceinstitute.com/resources/career-map/sell-side/risk-management/business-risk/
Unit-IV		
17	Entrepreneurship development programs (EDPs): objectives, types and benefits	Book 2, Ch 6 https://eqvista.com/types-of-company-funding/types-of-funding/ https://corporatefinanceinstitute.com/resources/accounting/sources-of-funding/
18	Government initiatives and policies supporting entrepreneurship (Key provisions):	Book 2, Ch 6 https://appetiser.com.au/blog/how-to-pitch-to-investors/ https://pitch.com/guides/pitching/how-to-pitch-your-business
19	Start-up India, Stand-up India, MUDRA scheme, Atal Innovation Mission	https://corporatefinanceinstitute.com/resources/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
20	National Entrepreneurship Awards (NEA)	https://www.mageplaza.com/blog/what-are-internal-external-environmental-factors-that-affect-business.html
21	Institutional support: role of universities, incubators, accelerators	https://able.ac/blog/critical-thinking-model/
Unit-V		



Kot Bhalwal, Jammu

Model Institute of Engineering & Technology (Autonomous) Course Handout

22	Digital entrepreneurship: meaning, characteristics and challenges;	https://startuptalky.com/role-business-incubator/
23	Reasons for entrepreneurs to turn into Digital Entrepreneurs	https://emeritus.org/blog/entrepreneurship-role-of-entrepreneurship-in-economic-development/
24	Entrepreneurship and Digital entrepreneurship – Difference and pillars of Digital Entrepreneurship digital era.	Book 3, Ch 5 https://www.infoentrepreneurs.org/en/developing-your-ideas/ https://www.skillsyouneed.com/lead/developing-business.html
25	Reducing Barriers to Entrepreneurship in the digital era and the New entrepreneurial challenges in the digital era	

ADDITIONAL WEB RESOURCES

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

GRADING AND ASSESSMENT

- **MST I:** 10 marks
- **MST II:** 10 marks
- **Assignment:** 20 marks
- **Attendance:** 10 marks
- **Final Examination:** 50 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**

ankita.mba@mietjammu.in



Dr. Arun K. Gupta Teaching-Learning Centre

Version 1.1



Please Do Not Print Unless Necessary