

COURSE HANDOUT

ENTREPRENEURSHIP & SMALL BUSINESS MANAGEMENT

(UGSEC-204 C)

BBA(H) – 2ND SEMESTER

ACADEMIC YEAR (2024-25)

Dr Ankita Nanda

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School of Management



School of Management

Model Institute of Engineering & Technology (Autonomous)

Kot Bhalwal, Jammu - 181122

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Kot Bhalwal, Jammu

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)



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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)



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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://venturz.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-



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		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		



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/
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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