



Model Institute of Engineering
& Technology (Autonomous)
Course Handout

Kot Bhalwal, Jammu

COURSE HANDOUT

ENTREPRENEURSHIP AND BUSINESS STRATEGIES (BBALLB- 405)

BBA(LLB) - 4th SEMESTER

ACADEMIC YEAR (2024-25)

Dr Swati Samnotra

Assistant Professor

School of Management-UG

School of Law

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



SYLLABUS

| Course Code | Course Name | Course Type | Cd | L | T | P | Marks | | |
|-----------------|--|--------------|----|---|---|---|-----------|------------|-------|
| | | | | | | | Sessional | Final Exam | Total |
| BBALLB- 405 | Entrepreneurship and Business Strategies | Generic Core | 3 | 4 | 0 | 0 | 30 | 70 | 100 |
| Faculty Details | swati.mba@mietjammu.in | | | | | | | | |

COURSE OUTCOMES

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| 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 entrepreneurships as well as the players in the ecosystem. |
| CO3 | Understand different types of business organizations. |
| 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. |

Detailed Syllabus

Unit-I: 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.

(7 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.

(6 Hrs)

Unit 3: Legal Forms of Industrial Ownership

Sole Proprietorship, Partnership, Joint Stock Company (Features, Merits and Demerits).

(6 Hrs)

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.

(8 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.

(8 Hrs)

Text Books

| S.No. | Name of the Books | Author | Publisher Name | Edition (Pub. yr.) |
|-------|----------------------------------|-----------------------|---------------------|--------------------|
| 1 | Fundamentals of Entrepreneurship | H. Nandan | Prentice Hall India | 3rd ed., |
| 2 | Business Model Generation | Alexander Osterwalder | Wiley | 1st ed., 2010 |





Reference Books

| S.No. | Name of the Books | Author | Publisher Name | Edition (Pub. Yr.) |
|-------|---------------------------------------|--------------|---------------------------|--------------------|
| 1 | Management of Small- Scale Industries | Vasant Desai | Himalaya Publishing House | 1st ed., 2015 |
| 2 | Entrepreneurial Development | Khanka S.S | S Chand and Company | 1st ed., 2006 |

COURSE PLAN

Unit-I Entrepreneurship

| S.no. | Topics | Recommended Books |
|-------|---|---|
| 1 | Definition and Concept of Entrepreneurship | https://ebooks.inflibnet.ac.in/mgmtp09/chapter/meaning-concept-of-entrepreneur-entrepreneurship-entrepreneurship-development/ |
| 2 | Entrepreneurial Traits, Characteristics and Skills | https://online.hbs.edu/blog/post/characteristics-of-successful-entrepreneurs |
| 3 | Factors influencing Entrepreneurship and Role of Innovation in Entrepreneurship | https://ebooks.inflibnet.ac.in/mgmtp09/chapter/factors-affecting-entrepreneurship- |
| 4 | Types of Entrepreneurs | https://ecestudy.wordpress.com/wp-content/uploads/2015/02/entrepreneur-types-and-functions.pdf |
| 5 | Entrepreneurship and Economic Development, | https://www.nexford.edu/insights/role-of-entrepreneurship-in-economic-growth |
| 6 | Myths and realities of entrepreneurship | https://bebs.org/12-frequent-myths-about-entrepreneurs-debunked/ |

Unit-II Entrepreneurship and Intrapreneurship

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| 7 | Similarities and variance in Entrepreneurship and Intrapreneurship | https://www.thepowermba.com/en/blog/entrepreneurship-versus-intrapreneurship |
| 8 | India's start up revolution–Trends, Imperatives, Benefits, The players involved in the ecosystem. | https://www.orfonline.org/research/the-indian-startup-ecosystem-drivers-challenges-and-pillars-of-support https://cleartax.in/s/11-benefits-to-startups-by-indian-government |
| 9 | Business Incubators | https://www.bdc.ca/en/articles-tools/entrepreneur-toolkit/templates-business-guides/glossary/business-incubators |
| 10 | Rural entrepreneurship, Social Entrepreneurship, Women Entrepreneurs, | https://ebooks.inflibnet.ac.in/mgmtp09/chapter/rural-entrepreneurship/ https://shiksha.com/online-courses/articles/social- |



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| | | entrepreneurs-in-india-blogId-156519 https://ccsuniversity.ac.in/bridge-library/pdf/DHA-MHA-403_Unit3.pdf |
| 11 | Entrepreneurial success stories | https://admeducation.com/blog/indian-entrepreneurs-success-story/ |
| Unit-III Legal Forms of Industrial Ownership | | |
| 12 | Sole Proprietorship (Features, merits and demerits) | https://www.setindiabiz.com/learning/merits-and-demerits-of-proprietorship https://www.toppr.com/guides/business-studies/forms-of-business-organisations/sole-proprietorship/ https://vakilsearch.com/blog/sole-proprietorship-features-merits-and-demerits/ |
| 13 | Partnership (Features, merits and demerits) | https://byjus.com/commerce/what-is-partnership/ https://www.geeksforgeeks.org/partnership-meaning-and-features-of-partnership/ |
| 14 | Joint Stock Company (Features, merits and demerits) | https://www.toppr.com/guides/business-studies/forms-of-business-organisations/joint-stock-company/ https://www.shiksha.com/online-courses/articles/understanding-joint-stock-company/ https://www.geeksforgeeks.org/advantages-and-disadvantages-of-a-joint-stock-company/ |
| 15 | Comparison between different forms of business | https://www.bizfile.gov.sg/ngbbizfileinternet/structurechart/BusinessEntityComparisonTable.pdf https://timespro.com/blog/what-are-the-different-forms-of-business-organisations |
| Unit-IV Project Proposal | | |
| 16 | Project Identification, Developing Business Idea | https://ebooks.inflibnet.ac.in/mgmt09/chapter/project-identification/#:~:text=Project%20identification%20is%20concerned%20with,which%20are%20feasible%20and%20promising. |
| 17 | Preparing Feasibility Report, Project Formulation Feasibility Analysis | https://www.studocu.com/in/docu |



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| | | ment/pangasinan-state-university/business-administration/project-formulation-feasibility-study/33099158 https://www.projectmanager.com/training/how-to-conduct-a-feasibility-study |
| 18 | Techno-Economic Analysis | https://www.energy.gov/sites/default/files/2022-01/2022-01-19%20-%20Intro%20to%20TEA%20-%20Slides%20and%20Transcript compliant_1_0.pdf |
| 19 | Financial Analysis, Profitability Analysis, | https://www.datarails.com/finance-glossary/profitability-analysis/ |
| 20 | Social Cost Benefit Meaning, | https://epgp.inflibnet.ac.in/epgpdata/uploads/epgp_content/business_economics/16._project_appraisal_and_impact_analysis/22._social_cost_benefit_analysis_meaning_and_rationale/et/6691_et_22_et.pdf |
| 21 | Significance of a business plan, components of a business plan, | https://www.indeed.com/career-advice/career-development/parts-to-a-business-plan#:~:text=Business%20plans%20are%20important%20for,needs%20to%20grow%20and%20prosper. |
| 22 | Business Excellence model | https://www.apo-tokyo.org/wp-content/uploads/2021/05/Understanding-Business-Excellence.pdf |
| Unit-V Small Scale Industries and policies for entrepreneurship development | | |
| 23 | Definition of small-scale industries and Objectives | https://cleartax.in/s/small-scale-industries-ssi https://www.geeksforgeeks.org/small-scale-industries-characteristics-objectives-and-role/ |
| 24 | Role of SSI in economic Development of India | https://usic.uok.edu.in/Files/66ec1908-5fe0-4cbe-86cf-cd7cfced0534/Custom/Small%20Scale%20Industry.pdf |
| 25 | SSI registration, NOC from Pollution Board, | https://www.bizadvisors.io/pollution-control-board-noc |
| | Machinery and equipment selection | https://examnightslive.wordpress.com/2017/05/06/machinery-and-equipment-selection/ https://www.businessgrowthhub.com/media/1067898/equipment-selection.pdf |



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| Schemes and Policies for entrepreneurship development | https://www.theofficepass.com/toppings/best-government-schemes-for-promoting-entrepreneurship-in-india.html |
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ADDITIONAL WEB RESOURCES

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| 1. | MOOC: Entrepreneurship https://www.coursera.org/programs/mba-faculty-learning-program-2024-u9ud1/specializations/business-entrepreneurship?source=search |
| 2. | NPTEL: Entrepreneurship https://onlinecourses.nptel.ac.in/noc20_ge08/preview |

GRADING AND ASSESSMENT

- **Sessional Test:** 15 marks
- **Assignment:** 10 marks
- **Attendance:** 05 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 (12:05 PM-12.55 PM)
Friday (12:05 PM-12.55 PM)
- **Contact Information**
swati.mba@mietjammu.in