



Model Institute of Engineering
& Technology (Autonomous)
Course Handout

Kot, Bhalwal, Jammu

COURSE HANDOUT

ENTREPRENEURSHIP & BUSINESS STRATEGIES (HSMC-401)

ECE-4th SEMESTER

ACADEMIC YEAR (2024-25)

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Department of Electronics and Communication Engineering

Model Institute of Engineering & Technology (Autonomous)

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Dr. Arun K. Gupta Teaching-Learning Centre

Version 1.1

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Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
							Sessional	Final Exam	Total
HSMC-401	Entrepreneurship & Business Strategies	HSMC	3	2	1	0	50	100	150

COURSE OUTCOMES

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 eco system
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.

Section-A

Unit 1: 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. (6 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 (5 Hrs)

Unit 3: Legal Forms of Industrial Ownership: Sole Proprietorship, Partnership, Joint Stock company (Features, Merits and Demerits) (5 Hrs)

Section-B

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. (7 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. (7 Hrs)



Textbooks

S.No	Name of the Books	Name of the Author	Publisher Name	Edition (Pub.Yr.)
1	Small scale industries and Entrepreneurship	Vasant Desai	Himalaya Publishing House	9th (2017)
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	Management of Small- Scale Industries Vasant	Vasant Desai	Himalaya Publishing House	1 st (2015)

COURSE PLAN

Unit-I Entrepreneurship

S.No	Topics	Recommended Books
1	Entrepreneurship: Definition & Concept	Book 1, Ch.5
2	Entrepreneurial Traits	Book 1, Ch.5
3	Entrepreneurial Characteristics and Skills	Book 1, Ch.5
4	Role of Innovation in Entrepreneurship	Book 1, Ch.5
5	Types of Entrepreneurs	Book 1, Ch.5
6	Entrepreneurship and Economic Development	Book 1, Ch.5
7	Factors influencing Entrepreneurship	Book 1, Ch.5
8	Myths and realities of entrepreneurship	Book 1, Ch.5
Unit-II Entrepreneurship and Intrapreneurship:		
9	Similarities and variance	Book 1, Ch.2
10	India's start up revolution-Trends	Book 1, Ch.2
11	Imperatives, benefits	Book 1, Ch.2
12	the players involved in the ecosystem	Book 1, Ch.2
13	Business Incubators	Book 1, Ch.2
14	Rural entrepreneurship	Book 1, Ch.2
16	Social Entrepreneurship	Book 1, Ch.2
17	Women Entrepreneurs	Book 1, Ch.2
18	Entrepreneurial success stories.	Book 1, Ch.2
Unit-III Legal Forms of Industrial Ownership		
19	Sole Proprietorship	Book 2, Ch.1
20	Partnership	Book 2, Ch.1
21	Joint Stock company (Features, Merits and Demerits)	Book 2, Ch.1
Unit-IV Project Proposal		
22	Project Identification	Book 1, Ch.15
23	Developing Business Idea	Book 1, Ch.15
24	Preparing Feasibility Report	Book 1, Ch.15



25	Project Formulation Feasibility Analysis Techno-Economic Analysis	Book 1, Ch.15
26	Financial Analysis	Book 1, Ch.15
27	Profitability Analysis	Book 1, Ch.15
28	Social Cost Benefit Meaning	Book 1, Ch.15
29	Significance of a business plan	Book 1, Ch.10
30	components of a business plan, Business Excellence Model	Book 1, Ch.15
Unit-V Small Scale Industries and policies for entrepreneurship development		
31	Definition of small-scale industries objectives	Book 1, Ch.14
32	Role of SSI in economic Development of India	Book 1, Ch.14
33	SSI registration	Book 1, Ch.14
34	NOC from Pollution Board	Book 1, Ch.14
35	Schemes and Policies for entrepreneurship development	Book 1, Ch.14

ADDITIONAL WEB RESOURCES

1.	MOOC: Entrepreneurship Strategy: From Ideation to Exit https://www.my-mooc.com/en/mooc/entrepreneurship-strategy
2.	NPTEL: Financial Management for Managers https://archive.nptel.ac.in/courses/127/105/127105007/

GRADING AND ASSESSMENT

- **Sessional Test:** 10 marks
- **Sessional Test:** 10 marks
- **Assignment:** 20 marks
- **Attendance:** 10 marks
- **Final Examination:** 100 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 (12:55 PM - 1:05 PM)
Friday (12:55 PM - 1:05 PM)
- **Contact Information**
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