SEMESTER S7

ENTREPRENEURSHIP

Course Code	**PEMRT743**	**CIE Marks**	40
Teaching Hours/Week (L: T:P: R)	3:0:0:0	**ESE Marks**	60
Credits	3	**Exam Hours**	2 Hrs. 30 Min.
Prerequisites (if any)	None	**Course Type**	Theory

Course Objectives:

1. To equip students with comprehensive knowledge of entrepreneurship, including different types of entrepreneurs, forms of business, and the role of entrepreneurship in economic development, while fostering an understanding of ethical and social responsibilities.
2. To develop practical skills in entrepreneurial ideation, business planning, financial management, and the operation of MSMEs, with a focus on leveraging government schemes and understanding contemporary challenges and opportunities in both Indian and global contexts.

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SYLLABUS

Module No.	Syllabus Description	Contact Hours
1	Introduction to Entrepreneurship-Types of entrepreneurs, Forms of business, Entrepreneurial Traits and competencies, Entrepreneur vs. Manager, Entrepreneur vs. Intrapreneur. Role of Entrepreneurship in Economic Development, Ethics and Social responsibility of Entrepreneurs. Opportunities for Entrepreneurs in India and abroad. Start-up India, Stand up India, National Skill Development Program, PMEGP, Mudra Yojana, and KVIC schemes.	9
2	The Entrepreneurial ideation and decision process. Incubation procedures and processes, Business plan preparation, DPR preparation. Managing Finance and Growth- Sources of capital, Venture capitalists, Angel Investors, Crowd Funding, Institutional financial assistance- Role of Financial Institutions and Commercial Banks for loans and financial controls. Features and evaluation of joint ventures, acquisitions, mergers, franchising, public issues, rights issues, bonus issues and stock splits..	9

3	Micro, Small and Medium Enterprises - Importance, Evolution, Organisational Structure, Decision Making, Starting an MSME unit-phases, training requirements Extension Training Institute, Legal frameworks, Registration procedures, concessions and reliefs by Government. Production in MSME, Optimum Size of plant, Factors affecting production process, Production planning.	**9**
4	Monitoring and evaluation of enterprise, Reasons for failures, Sickness in Small Scale Industries. Rehabilitation of sick units, Effective management of the enterprise. E-commerce and Entrepreneurship. Rural entrepreneurship, Social entrepreneurship. Challenges in entrepreneurship. Successful Entrepreneurs from the contemporary Indian business world- Success stories of great Indian Tycoons who have contributed to build the nation.	**9**

Course Assessment Method
(CIE: 40 marks, ESE: 60 marks)

Continuous Internal Evaluation Marks (CIE):

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Attendance	Assignment/ Mieroproject	Internal Examination-1 (Written)	Internal Examination- 2 (Written)	Total
5	**15**	**10**	**10**	**40**

End Semester Examination Marks (ESE)

In Part A, all questions need to be answered and in Part B, each student can choose any one full question out of two questions

Part A	Part B	Total
• 2 Questions from each module. • Total of 8 Questions, each carrying 3 marks **(8x3 =24marks)**	• Each question carries 9 marks. • Two questions will be given from each module, out of which 1 question should be answered. • Each question can have a maximum of 3 sub divisions. **(4x9 = 36 marks)**	**60**

Course Outcomes (COs)

At the end of the course students should be able to:

Course Outcome		Bloom's Knowledge Level (KL)
CO1	Imbibe the spirit, roles, functions and fundamentals of entrepreneurship in a developing economy.	**K2**
CO2	Develop Proficiency in business plan preparation and detailed project report (DPR) preparation and ensure all round development of them	**K3**
CO3	Familiarize with the ground realities of starting MSME units and opportunities available in the country	**K2**
CO4	Analyze the operation and management of MSME units and develop motivation and entrepreneurial competency to start and run an enterprise successfully.	**K3**
CO5	Evaluate the scope of e-commerce and the challenges in entrepreneurship	**K3**

Note*: K1- Remember, K2- Understand, K3- Apply, K4- Analyse, K5- Evaluate, K6- Create*

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CO-PO Mapping Table (Mapping of Course Outcomes to Program Outcomes)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1		2	1	1								2
CO2		3		1			1					2
CO3		3	3	1								2
CO4			2	1	2	2						2
CO5		2		2								1

Note: *1: Slight (Low), 2: Moderate (Medium), 3: Substantial (High), -: No Correlation*

Text Books				
Sl. No	**Title of the Book**	**Name of the Author/s**	**Name of the Publisher**	**Edition and Year**
1	Entrepreneurial Development.	Khanka SS	S. Chand & Company Pvt.Ltd	Revised edition, 2012
2	Entrepreneurship	Robert D.Hisrich, Mathew J Manimala, Michael P. Peters and Dean A. Shephered:	McGraw Hill Education India (P) Ltd, Chennai,	9e (2014

Reference Books				
Sl. No	**Title of the Book**	**Name of the Author/s**	**Name of the Publisher**	**Edition and Year**
1	Competing through Innovation	Bellon Whittington	Prentice Hall	2006
2	The Origin and Evolution of New Business	Bhide, Amar V	Oxford University Press	2000
3	Entrepreneurship development small business enterprises	Charanthimath	Pearson Education	2008
4	Entrepreneurship strategies and resources	Dollinger M J	Pearson Education,New Delhi	2006

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