

ENTREPRENEURSHIP

Course Structure

Units	Topics	Marks
1	Entrepreneurship, What, Why and How	15
2	An Entrepreneur	
3	Entrepreneurial Journey	20
4	Entrepreneurship as Innovation and Problem Solving	
5	Understanding the Market	15
6	Business Arithmetic	20
7	Resource Mobilization	
	Project Work	30
Total		100

Course Syllabus

Unit 1: Entrepreneurship: What, Why and How

- Entrepreneurship:
 - Concept
 - Functions
 - Need
 - Importance
- Myths about Entrepreneurship
- Pros and Cons of Entrepreneurship
- Process of Entrepreneurship.

Unit 2: An Entrepreneur

- Types of Entrepreneurs
- Competencies and Characteristics
 - Ethical Entrepreneurship
- Entrepreneurial Value:
 - Values
 - Attitudes
 - Motivation
- Mindset of an Employee and an Entrepreneur - Difference
- Intrapreneur:
 - Importance in Any Organization

Unit 3: Entrepreneurship Journey

- Self-Assessment of:
 - Qualities
 - Skills
 - Resources
 - Dreams
- Generation of Ideas
- Feasibility Study
- Opportunity Assessment
- Business Plan Preparation
- Execution of Business Plan
- Role of Society and Family in the growth of an entrepreneur
- Challenges faced by women in Entrepreneurship

Unit 4: Entrepreneurship as Innovation and Problem Solving

- Entrepreneurs - as problem solvers

- Innovations and Entrepreneurial Ventures
- Social Entrepreneurship
 - Concept
 - Importance
- Risk Taking:
 - Concept
 - Types of business risks
- The role of technology/ social media in creating new forms of:
 - Firms
 - Organizations
 - Networks
 - cooperative clusters
- Barriers to Entrepreneurship
- Support structure for promoting entrepreneurship:
 - Various government schemes

Unit 5: Understanding the Market

- Market:
 - Traditional
 - E-commerce
 - Concept and Role of Market
- Types of Business:
 - Manufacturing
 - Trading
 - Services
- Market Forces:
 - Sellers
 - Consumers
 - Competitors
- Expanding Markets:

- Local to global
- Strategies needed
- Marketing Mix:
 - Concept
 - Elements
- Pricing and Factors affecting pricing
- Market Survey:
 - Concept
 - Importance
 - Process

Unit 6: Business Arithmetic

- Simplified Cash Register and Record Keeping
- Unit of Sale:
 - Unit Price and Unit Cost - for single product or service
- Types of Costs:
 - Start up
 - Variable
 - Fixed
- Income Statement
- Cash flow Projections
- Break Even Analysis - for single product or service
- Taxes

Unit 7: Resource Mobilization

- Types of Resources:
 - Human
 - Capital
 - Other Resources

- Selection and utilization of human resources and professionals like:
 - Accountants
 - Lawyers
 - Auditors
 - Board Members, etc.
- Role and Importance of a Mentor
- Estimating Financial Resources required
- Methods of meeting the financial requirements
- Size and capital based classification of business enterprises
- Various sources of Information

Project Work (Any Three)

- a) Visit and report of DIC
- b) Case Study
- c) Field Visit
- d) Learn to earn