

Major
Title of the Course: Fundamentals of Business Entrepreneurship

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| Semester: I | Credits: 4 | Subject Code: CMAJBE123110 | Lectures: 60 |
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| Course Outcomes: |
| At the end of the course, the learner will be able to: <ul style="list-style-type: none"> ● CO1- Relate to the fundamentals of entrepreneurship & its role in economy ● CO2- Identify and explain the types and functions of entrepreneurs ● CO3- Illustrate and analyze the entrepreneurial mindset and its enablers ● CO4- Describe the stages of entrepreneurial development |

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| Unit 1: Introduction to Entrepreneurship | 15 |
| <ul style="list-style-type: none"> ● Entrepreneurship: Concept, Importance and characteristics of Entrepreneurship, Theories of Entrepreneurship, Types of Entrepreneurships, Factors influencing entrepreneurship, Problems of Entrepreneurship, Entrepreneurship and Economic Development, Support system to Entrepreneurship, Choice of Entrepreneurship as a Career ● Assignment: Case studies on Entrepreneurs | |

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| Unit 2: Concept of Entrepreneurs | 15 |
| <ul style="list-style-type: none"> ● Entrepreneur: Concept, Characteristics of an Entrepreneur, Functions of an Entrepreneur, Types of Entrepreneurs, motivating factors to become an Entrepreneur, Entrepreneurial Competencies, Myths of an Entrepreneur ● Assignment: Case Studies on successful and failed Entrepreneurs | |

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| Unit 3: Entrepreneurial Mindset | 15 |
| <ul style="list-style-type: none"> ● Entrepreneurial Mindset: Concept, Importance of Mindset, Key Drivers of Mindset, Characteristics of Mindset, Entrepreneurial Mindset in Employees, Impact of Entrepreneurial Mindset, Entrepreneurial Mindset Enablers ● Activity; Success Stories of Entrepreneurs | |

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| Unit 4: Entrepreneurial Development and Training | 15 |
| <ul style="list-style-type: none"> ● Entrepreneurial Development: Concept, Stages of Entrepreneurial Development ● Entrepreneurial Development Programme: Objectives, Features ● Phases of Entrepreneurial Development Programme: Pre-training Phase, Training Phase, Post Training Phase | |



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| Chairperson (HoD) | Business Studies | Dr. Rama Venkat | |

- Entrepreneurial Training methods: Lecture Method, Participative Method
- Assignment: Case study on Entrepreneurial Training

Recommended Text Books:

- Dr. Vinit V. Rokade , Dr. Ganesh R. Patare, *Business Environment and Entrepreneurship*, NiraliPrakashan, Maharashtra; 2022.

Reference Books:

- Poornima Charantimath, *Entrepreneurship Development and Small Business Enterprises*, Pearson Indian Education Services Ltd: New Delhi; 2021.
- Dr. Kamini Bishst and Dr. Seema Nebaria, *Entrepreneurial Development and Business Communication*, Department of Extension Education JNKVV: Jabalpur; 2021
- Bansal Rashmi; *Arise Awake*, Bushfire Publication: Ahmedabad; 2019.
- E. Jordan, K. Natarajan, *Entrepreneurship Development*, Himalaya Publishing House: Mumbai; 2018.
- Desai. Vasant; *The Dynamics of Entrepreneurial Development and Management*, Himalaya Publishing House: Mumbai; 2014.
- Shankar. Raj; *Entrepreneurship Theory and Practice*, Vijay Nicole Imprints Private Limited: Chennai; 2012.

Journal Articles:

- Suresh Bhagavatula, Ram Mudambi, and Johann Peter Murmann (2019), *Innovation and Entrepreneurship in India: An Overview*, Indian Institute of Management, Vol.15, Iss.3

Websites:

- https://ddceutkal.ac.in/Syllabus/MCOM/Entrepreneurship_Development.pdf



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| Chairperson (HoD) | Dr. Rama Venkatachalam | <i>Rama Venkat</i> 27/5/23 |
| Faculty | Asst. Prof. Jyoti Chintan | <i>Jyoti</i> 27/5/2023 |
| Faculty | Asst. Prof. Rajni Singh | <i>Rajni S</i> 27/5/2023 |
| Faculty | Asst. Prof. Shanthi Fernandes | <i>Shanthi</i> 27/5/2023 |
| Subject Expert (Outside SPPU) | Dr. K. Rajagopal | <i>K. Rajagopal</i> 27/5/2023 |
| Subject Expert (Outside SPPU) | Dr. Sumita Joshi | <i>Sumita</i> 27/5/2023 |
| VC Nominee (SPPU) | Dr. Varsha Deshpande | <i>Varsha</i> 27/5/2023 |
| Industry Expert | Mr. Sitesh Thadhani | <i>Sitesh</i> 27/5/2023 |
| Alumni | Ms. Anushka Sachdev | <i>Anushka</i> 27/5/2023 |



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| Chairperson (HoD) | Business Studies | Dr. Rama Venkat | <i>Rama Venkat</i> |