

**Major**  
**Title of the Course: Developments in Entrepreneurship**

<b>Semester: II</b>	<b>Credits: 4</b>	<b>Subject Code: CMAJBE223110</b>	<b>Lectures: 60</b>
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**Course Outcomes:**

At the end of the course, the learner will be able to:

- CO1- Recognize and summarise concepts, benefits and challenges of Rural Entrepreneurship
- CO2- Explain the classification of Social Entrepreneurship
- CO3- Identify and explain the Characteristics of Social Enterprise
- CO4- Describe the concept of Corporate Entrepreneurship
- CO5- Analyze the Challenges of Corporate Entrepreneurship
- CO6- Understand and summarise the process of Franchising

**Unit 1: Rural Entrepreneurship**

**15**

- Concept: Need for Rural Entrepreneurship, Benefits of Rural Entrepreneurship
- Types of Rural Entrepreneurship: Agro based industries, Forest based industries, Mineral based industry, Textile industry, Engineering and services
- Government and Rural Entrepreneurship, Rural Entrepreneurship Opportunities, Challenges of Rural Entrepreneurship
- Activity: Case Studies on Rural Entrepreneurship

**Unit 2: Social Entrepreneurship**

**15**

- Social Entrepreneurship: Concept of Social Enterprise, Need for Social Enterprise
- Types of Social Enterprises: Communities Social Entrepreneur. Non - Profit Social Entrepreneur, Self Help Groups, Transformation Social Entrepreneur, Global Social Entrepreneur
- Characteristics of a Social Enterprise, Measures of an Ideal Social Enterprise, Benefits of Social Enterprise, Limitations of Social Enterprises
- Assignment: Case Studies on Social Entrepreneurship

**Unit 3: Corporate Entrepreneurship/Intrapreneurship**

**15**

- Corporate Entrepreneurship: Concept, Need for Corporate Entrepreneurship, Corporate and Entrepreneurship, Successful Intrapreneurship, Ideal Intrapreneurs, Benefits of Intrapreneurship, Challenges of Corporate Entrepreneurship
- Activity: Case Studies on Corporate Entrepreneurs



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<b>Unit 4: Franchising</b>	<b>15</b>
<ul style="list-style-type: none"> <li>● Franchising: Concept, how does a Franchise Work, Setting Up a Franchise System, Franchising as a Tool for Growth, buying a Franchise, Steps in Purchasing a Franchise, Benefits and Challenges in Buying a Franchisee, Common misconceptions of Franchising</li> <li>● Activity: Case Studies on Franchising</li> </ul>	

**Recommended Text Books:**

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

**Reference Books:**

- PoornimaCharantimath, *Entrepreneurship Development and Small Business Enterprises*, Pearson Indian Education Services Ltd, New Delhi; 2021.
- Dr. KaminiBishst and Dr. SeemaNebaria, *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:**

- Mr. Mayuresh G. Ghare, Dr. Nehru S. Umarani (2021), "Entrepreneurship Development in India- A Review", Sambhodi, Vol-44, No.-1(III)

**Websites:**

- [https://ddceutkal.ac.in/Syllabus/MCOM/Entrepreneurship\\_Development.pdf](https://ddceutkal.ac.in/Syllabus/MCOM/Entrepreneurship_Development.pdf)



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