

Major
Title of the Course: Developments in Entrepreneurship

Semester: II	Credits: 4	Subject Code: CMAJBE223110	Lectures: 60
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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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Unit 4: Franchising	15
<ul style="list-style-type: none"> 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 Activity: Case Studies on Franchising 	

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



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Chairperson (HoD)	Business Studies	Dr. Rama Venkat	

Board of Studies	Name	Signature
Chairperson (HoD)	Dr. Rama Venkatachalam	<i>Rama Venkat</i> 27/5/23
Faculty	Asst. Prof. Jyoti Chintan	<i>Jyoti Chintan</i> 27/5/23
Faculty	Asst. Prof. Rajni Singh	<i>Rajni Singh</i> 27/5/23
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Subject Expert (Outside SPPU)	Dr. Sumita Joshi	<i>Sumita Joshi</i> 27/5/23
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Alumni	Ms. Anushka Sachdev	<i>Anushka Sachdev</i> 27/5/2023



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