

Course Title:				Entrepreneurship Management				
Course Code:				BUMMD202				
Course Coordinator				Dr. Deepak Jain				
Credits				3-0-2				
Evaluation Scheme Total 100 Marks								
Quiz (Total 20 Marks)				Assignment/Project (Total 20 marks) (Minimum Two Assignments or one Project)		Mid-Term	Major Examination	Total
Quiz I (5 marks)	Quiz II (5 marks)	Quiz III (5 marks)	Quiz IV (5 marks)	10	10	20 marks) (1 ½ Hour Duration)	(40 marks) (3 Hour Duration)	100 Marks
WEEKS		TOPICS TO BE COVERED						
Week 1		Entrepreneurship and entrepreneurship Management; Evolution & theories of entrepreneurship; entrepreneurship development; socio-political & economic environment of entrepreneurship development;						
Week 2		entrepreneur v/s Intrapreneur. entrepreneur vs. manager. Role of Entrepreneurship in Economic Development and factors affecting entrepreneurship.						
Week 3		Entrepreneurial culture, Role of Government in promoting entrepreneurship. Sources of financial support, MSME policies in India,						
Week 4		Agencies for policy formulation and implementation including SIDBI, Commercial Banks, SFCs.						
Week 5		Forms of financial support, New Schemes for entrepreneurship development including Start-up India						
Week 6		E-entrepreneurship; venture capital financing, and franchising; etc., Entrepreneurship and small business units, ancillary units, etc.						
Week 7		Role and strategies of Government for the promotion of MSMEs. Contribution of training development programmes.						
Week 8		Role of MSME sector in economic development of India Industrial policy of the states and country.						
Week 9		Forms of business ownership, Steps involved in setting up a Business – identifying, selecting a good business opportunity, market survey and research.						
Week 10		Techno-economic feasibility assessment; planning business process. Business plan formulation.						
Week 11 (17 th -21 st March, 2025)		Mid-Term						
2 nd May, 2025		Showing of Mid-Term Answer Sheets						
Week 13		Issues in project management, project identification and design, project evaluation, planning & appraisal.						
Week 14		Preparation of preliminary project reports, specimen of a project report. Emerging issues in the field of entrepreneurship management.						
Week 15		Business Plan Presentation						
Week 16		Business Plan Presentation						
Week 17 (5 th -9 th May, 2025)		Revision Week						
Week 18 (13 th – 22 nd May, 2025)		Major Examinations						
29 th May, 2025		Showing of Major Exams Answer Sheets						

Course Outcomes:

After successful completion of this course, students shall be able to;

CLO1: Exposed to distinct entrepreneurial abilities, traits and capacity in an entrepreneurship portfolio.

CLO2: Exposed to the entrepreneurial environment prevailing in the world in general and India in particular.

CLO3: Exposed to the process to select and screen business ideas and transcribe viable business plans.

CLO4: Exposed to the importance of innovation in the creation of sustainable competitive advantage.

Recommended Books:

- Charantimath P.M., 'Entrepreneurship Development in Small Business Enterprises', Pearson
- Singh B.N.P., 'Industrial Development under Structural adjustment Programme', D.D. Publication
- David H. Holt, 'Entrepreneurship: New Venture Creation', Prentice – Hall of India Private Ltd., New Delhi.
- Drucker, P.F., 'Innovation and Entrepreneurship, Heinemann', London.
- Geoffrey G. Meredith, Robert E. Nelson, and Philip A. Neck, 'The Practice of Entrepreneurship', Sultan Chand & Sons, New Delhi.

Calendar of Quizzes/Assignment etc. to be provided as per below details and exact dates to be fixed in consultation with other course coordinators to avoid overlap of Quizzes of different courses.

Component	Date
Quiz-I	10-3-2025
Quiz-II	12-3-2025
Assignment-I	14-3-2025
Mid-Term	17-21 st March, 2025
Assignment-II	9-5-2025
Quiz-III	5-5-2025
Quiz-IV	7-5-2025
Major Exam	13 th – 22 nd May, 2025

Note:

1. One surprise Quiz may be fixed out of Quiz-II, Quiz-III or Quiz-IV.
2. In case of any deviation in evaluation methodology for courses such as AEC/VAC/SEC shall be mentioned accordingly. Thus, same shall be approved by the next BOS of school if not done earlier.
3. Five Lab Exercises in the field of Idea generation, business plan formulation, business model canvas formulation, Techno-economic feasibility assessment will be conducted and assessment of Lab component will be on the basis of Lab File, viva voce and Lab hand on assessments
4. Each student will work individually or in groups (as per instruction of the concerned faculty members) over the Semester towards applying the concepts being taught in the course to their business plans. The case studies and role plays over the semester would help the students to prepare a professional and readily implementable business plan. The last 4-5 sessions would be devoted towards presenting and discussing their business plans to improve upon and add the finishing touches to their plans

Signature of Course Coordinator :

Dr Deepali Kumar Jain