

# **SHYAMA PRASAD MUKHERJI COLLEGE FOR WOMEN**

## **TEACHING PLAN**

**Course and Year: B.COM (H)**

**Semester: V**

**Sections: A+B**

**Taught individually or shared: Shared**

**Paper: Entrepreneurship Development**

**Faculty: 1. Ms. Mandeep Kaur**

**2. Mr. Mukul Khanna**

**No. of Classes (per week)**

<b>Faculty Name</b>	<b>Section</b>	<b>Lectures</b>	<b>Tutorial</b>
Ms. Mandeep Kaur	A+B	2	
Mr. Mukul Khanna	A+B	3	2

**Duration: 3Hrs.**

**Marks: 100 Credit: 6**

### **Programme Learning Outcome**

B.Com (Hons.) Programme aims to equip students with the knowledge, skills and attitude to meet the challenges of the modern-day business organizations. The curriculum of B.Com. (Hons.) degree provides a carefully selected subject combination of Accounting, Economics, Finance, Management, Tax, Marketing and Law etc. The programme aims to nurture the students in intellectual, personal, interpersonal and social skills with a focus on Holistic Education and development to make informed and ethical decisions and equips graduates with the skills required to lead management position. This programme brings out reflective and scientific thinking in the students which makes them inquisitive and curious to get deep insights of the business world and tackle the complex situations with much knowledge and wisdom.

### **Course Learning Outcomes**

**After completing the course, the student shall be able to:**

**CO1: Understand the concept of entrepreneurship in the context of Indian economic scenario.**

**CO2: Link the individual's capability and strength as a guiding factor towards entrepreneurial orientation.**

**CO3: Understand social support system for gaining strength towards entrepreneurial preferences.**

**CO4: Understand entrepreneurial process for initiating new venture creation.**

**CO5: Understand various dimensions of managing a business enterprise once it is formed.:**

## **Course Contents**

### **Unit I: Introduction**

Entrepreneurship: concept, functions, need and importance; Entrepreneurial history in Indian Society; Determinants of entrepreneurship, creative responses to social challenges; Dimensions of entrepreneurship: intrapreneurship, technopreneurship, netpreneurship, ecopreneurship, social entrepreneurship.

## **Unit II: Individual and Entrepreneurship**

Entrepreneurial myth, motivation for entrepreneurship, Entrepreneurial skills and competencies, entrepreneurial values and attitude; Entrepreneurial risk propensity and ability to cope; Entrepreneurship in Indian scenario - Entrepreneurial mindset in the contemporary business scenario, family business and entrepreneurship vis-à-vis first-generation entrepreneurs (Nascent Entrepreneurship).

## **Unit III: Entrepreneurial Sustainability**

Social support system for entrepreneurship, public and private system of stimulation; Availability of finance, marketing, technological and managerial support systems; Role of industries association; Entrepreneurs' self-help group, trade and industry associations; Existence of business incubators; Availability of venture capital and angel investors support system; Private equity funds; Startup Action Plan; Make in India initiative.

## **Unit IV: Entrepreneurial Process**

Opportunity sensing and identification process (cases to be discussed on how business ideas are perceived); Generation of business ideas, feasibility analysis of business ideas, preparation of a business plan (practical work on devising of a plan is to be assigned to the students) in the form of a project report on specific business proposal; Project appraisal and its techniques.

## **Unit V: Managerial Aspects of Business**

Managing finance, understanding of capital-mix; Management of human resources of a new enterprise; Adopting a marketing strategy for sustaining new venture; Managing assets (cash management), relationship management; Managing family business; Understanding cost management.

## **References**

- Brandt, S. C. **Entrepreneurship: The Ten Commandments for Building a Growth Company.** MacMillan Business Books.
- Dollinger, M. J. **Entrepreneurship: Strategies and Resources.** Illinois: Irwin.
- Holt, D. H. **Entrepreneurship: New Venture Creation.** New Delhi: Prentice Hall of India.
- Panda, S. C. **Entrepreneurship Development.** New Delhi: Anmol Publications.
- Roy, R. (2011). **Entrepreneurship.** Oxford University Press.
- Taneja, S., & Gupta, S. L. **Entrepreneurship Development-New Venture creation.** New Delhi: Galgotia Publishing House.
- Vasper, K. H. **New Venture Strategies.** New Jersey: Prentice-Hall.

**Note:** Latest edition of readings may be used

## **Suggested Readings**

1. Taxmann's **Entrepreneurship Development** by CA (Dr.) Abha Mathur.
2. S Chand's **Entrepreneurship Development** by S.S. Khanka.
3. New Age International Publisher's **Entrepreneurship Development** by S.A. Kumar et.al.
4. Sultan Chand and Son's **Entrepreneurship Development** by C.B. Gupta
5. **Entrepreneurship Development** by Dr Mintu Gogoi et.al.

## **Number of Lectures required to complete the units and the Teaching Schedule**

### **Unit 1: 12 Lectures**

Entrepreneurship: concept, functions, need and importance	<b>4 Lectures</b>
Entrepreneurial history in Indian Society	<b>2 Lectures</b>
Determinants of entrepreneurship, creative responses to social challenges	<b>3 Lectures</b>
Dimensions of entrepreneurship: intrapreneurship, technopreneurship, netpreneurship, ecopreneurship, social entrepreneurship.	<b>3 Lectures</b>

**It will be covered by Ms. Mandeep Kaur**

**Schedule: Complete the above mentioned unit by last week of August 2022.**

### **Unit II: 12 Lectures**

Entrepreneurial myth, motivation for entrepreneurship	<b>3 Lectures</b>
Entrepreneurial skills and competencies, entrepreneurial values and attitude.	<b>3 lectures</b>
Entrepreneurial risk propensity and ability to cope	<b>2 lectures</b>
Entrepreneurship in Indian scenario - Entrepreneurial mindset in the contemporary business scenario	<b>2 lectures</b>
Family business and entrepreneurship vis-à-vis first-generation entrepreneurs (Nascent Entrepreneurship).	<b>2 lectures</b>

**It will be covered by Ms. Mandeep Kaur**

**Schedule: Complete the above mentioned unit by third week of October 2022.**

### **Unit III: 14 Lectures**

Social support system for entrepreneurship, public and private system of stimulation.	<b>3 lectures</b>
Availability of finance, marketing, technological and managerial support systems;	<b>2 lectures</b>
Role of industries association	<b>3 lectures</b>
Entrepreneurs' self-help groups, trade and industry associations; Existence of business incubators	<b>3 lectures</b>
Availability of venture capital and angel investors support system; Private equity funds; Startup Action Plan; Make in India initiative.	<b>3 lectures</b>

**It will be covered by Mr. Mukul Khanna**

**Schedule: Complete the above mentioned unit by third week of August 2022**

**Unit IV: 16 Lecture**

Opportunity sensing and identification process (cases to be discussed on how business ideas are perceived)	<b>4 lectures</b>
Generation of business ideas, feasibility analysis of business ideas	<b>4 lectures</b>
Preparation of a business plan (practical work on devising of a plan is to be assigned to the students) in the form of a project report on specific business proposal.	<b>5 lectures</b>
Project appraisal and its techniques	<b>3 lectures</b>

**It will be covered by Mr. Mukul Khanna**

**Schedule: Complete the above mentioned unit by second week of October 2022.**

**Unit V: 15 Lectures**

Managing finance, understanding of capital-mix	<b>3 Lectures</b>
Management of human resources of a new enterprise	<b>3 Lectures</b>
Adopting a marketing strategy for sustaining new venture	<b>3 Lectures</b>
Managing assets (cash management), relationship management; Managing family business	<b>3 Lectures</b>
Understanding cost management.	<b>3 Lectures</b>

**It will be covered jointly by Ms. Mandeep Kaur and Mr. Mukul Khanna**

**Schedule: Ms Mandeep Kaur and Mr Mukul Khanna will complete their respective part of this unit by first week of November 2022.**

**Revision and Review will be done in Second week of November 2022**

**Teaching Learning Process**

The teaching-learning processes play a vital role in instilling in the student the curiosity to study the subject of Entrepreneurship Development. The ICT tools used for teaching this subject are E-Notes in the form of PDF, and PowerPoint presentations using Classroom Projectors. Since this subject requires practical knowledge, flipped classroom, role play and case presentation will be used in the teaching-learning process.

**Assessment Methods**

The assessment methods of this course is properly aligned with teaching-learning processes and anticipated learning outcomes. It includes oral and written tests, analytical questions and observation of practical skills through case studies and class projects.

**DISTRIBUTION OF MARKS**

Internal assessment	- 25 Marks
External exam	- 75 Marks (Semester End Exam)
TOTAL	- 100 Marks

## **CRITERIA OF ASSESSMENT**

Criteria of assessment as prescribed by the University –

Written tests (best of 2)- 10 Marks each

Assignment- 10 Marks

(As per guidelines for offline mode)

### **Tentative date of assessments/ assignments (time frame):**

1. **Two tests:** The first test in the last week of August and second test in the last week of September.
2. **Assignments/ Project:** The assignment/ project will be given in the mid-semester break.