

✓MDC-161: ENTREPRENEURSHIP

(Contact Hour-45, Credit-3)

Course Objective: To provide exposure to the students to the concept and process of entrepreneurship, and industrial growth so as to prepare them to set-up their own small enterprises.

Learning outcome: Students will

- a. Understand the concepts and process of Entrepreneurship
- b. Know the importance of entrepreneurship in different context
- c. Be able to develop and design entrepreneurship development programs

Unit-I: Introduction

Entrepreneurship- Concepts and Definitions

Theories of Entrepreneurship

Entrepreneurial Behavior

Entrepreneurial Culture vs. Administrative Culture

Entrepreneurship vs. Intrapreneurship

Entrepreneurship as an Alternative Career Option

Social Entrepreneurship

Corporate Entrepreneurship Women Entrepreneurship International Entrepreneurship

Unit-II: The Entrepreneur and Entrepreneurship

Types and Classification of entrepreneurs

Functions of Entrepreneurs

Entrepreneurial traits

Entrepreneur distinguished from manager and leader Entrepreneurial functional different stages of enterprise life cycle Cases of successful entrepreneurs

Steps involved in starting a business venture

Unit-III: Entrepreneurship Development

Needs for EDPs

Objectives of EDPs

Designing Comprehensive EDPs

Evaluating an EDP

Startups.

Institutional Supports – Financial (SFCs, NSIC, SIDBI, CBs) and Non-Financial (EDII, IIE, DIC, KVIC)

Suggested Readings (Latest Edition)

- Coulter: Entrepreneurship in Action, Prentice Hall of India, N. Delhi
- Roy, Rajeev: Entrepreneurship, Oxford University Press, New Delhi
- Kuratko, Donald F. & Richard M Hodgetts: Entrepreneurship in the New Millennium, South Western Cengage learning
- Desai, Vasant: Entrepreneurial Development, Vol. I, Himalaya Publications, N. Delhi.
- Drucker, Peter: Innovation and Entrepreneurship, Heineman.
- Hisrich, RD & Peter, MP: Entrepreneurship, Tata Mc Graw Hill.