**20ME32MC-ENTREPRENEURSHIP**

**(MANDATORY COURSE)**

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| **Course Category:** | Mandatory Course | **Credits:** | 0 |
| **Course Type:** | Theory | **Lecture - Tutorial - Practical:** | 2 -0- 0 |
| **Prerequisite:** | General Business awareness | **Sessional Evaluation :**  **External Exam Evaluation:**  **Total Marks:**  **External Exam Duration:** | 40  60  100  3 hrs |

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| **Course Objectives** | The students develop and can systematically apply an entrepreneurial way of thinking that will allow them to identify and createbusiness opportunities that may be commercialized successfully. | |
| **Course Outcomes** |  | Upon successful completion of the course , the students will able to: |
| CO1 | Understand/ Overview of Entrepreneurship |
| CO2 | Know the methods of generating ideas |
| CO3 | Understand the concept of Business planning |
| CO4 | Understand managing the new venture |
| CO5 | Know the production and marketing management |
| CO6 | Know the financial assistance to Enterprise |
| **Course Content** | **UNIT – I**  **Introduction to Entrepreneurship**: Definition of Entrepreneur, Entrepreneurial Traits, Entrepreneur vs. Manager, Entrepreneur vs Intrapreneur, Opportunities for Entrepreneurs in India and abroad, Woman as Entrepreneur, Role of Entrepreneurship in economic development.  **UNIT – II**  **Creating the Ideas and Starting the Venture**:Sources of new Ideas, Methods of generating ideas, creating problem solving.Features and evaluation of joint ventures, acquisitions, merges, franchising, Public issues, rights issues, and bonus issue sand stock splits.  **UNIT – III**  **Business planning process:** Meaning of business plan, Business plan process- Writing ,evaluation and implementation of business plan , advantages of business planning , Business model canvas  **UNIT – IV**  **Managing the new venture**: Sources of capital, venture capital, Record keeping, recruitment, motivating and leading teams,  **UNIT – V**  **Production &Marketing management**: Thrust of production management, selection of production techniques, Marketing functions, market segmentation, market research.  **UNIT – VI**  **Organization Assistance:** Industrial Park (Meaning, features, & examples),Special Economic Zone (Meaning, features & examples), Financial assistance by different agencies (SIDBI, DIC , NSTEDB, APPC etc.), MSME Act Small Scale Industries, | |
| **Assignment** | **All students (Maximum batch size 5) need to submit a business plan on any entity as per the norms of any financial agency** | |
| **TEXT BOOKS:** | 1. Entrepreneurship : Robert Hisrich, & Michael Peters, 5th ed., TMH., 1986    2. Entrepreneurship : Dollinger, Pearson, 4th ed., 2004. | |
| **REFERENCES:** | 1. Dynamics of Entrepreneurial Development and Management, Vasant, 2009. 2. Harvard Business Review on Entrepreneurship. HBR Paper Back, 1999. 3. Entrepreneurial Management, Robert J.Calvin, TMH, 2004. 4. Essential of Entrepreneurship and small business management, Thomas W. Zimmerer& Norman M. Scarborough, 4th ed., PHI, 2005 5. Industrial Relations &Labour Laws, Srivastava, Vikas, 2005. | |
| **E-Resources** | **1.https://nptel.ac.in/courses**  **2.https://freevideolectures.com/university/iitm** | |