

Business Entrepreneurship Fundamentals of Entrepreneurship [General Elective]

Semester: I Credits: 3 Subject Code: AC12009 Lectures: 48

Course Outcomes:

At the end of this course, the learner will be able to:

- Discuss the concept, evolution and growth of Entrepreneurship
- Identify and relate the qualities, functions and the challenges of an Entrepreneur
- Compare the traditional and modern Theories of Entrepreneurship
- Elaborate the importance and impact of developing an Entrepreneurial Mindset

Unit 1: Evolution and Growth of Entrepreneurship	16
Concept, Meaning and Definitions	
 Study of Entrepreneurship as a Subject 	
 Entrepreneurship as an Alternative career option 	
Entrepreneurship Categories	9
Entrepreneurial India:	
 India's Trials over Centuries 	
 The Mindset in Post-Independence India 	
 Impact of Liberalization 	
 Information Technology in Entrepreneurship 	
o The Phoenix-like Avatar	
Entrepreneurial Challenges	
Impact of Entrepreneurship:	
 Entrepreneurship and Socio-economic Development 	
o Impact on Larger Firms	

Unit 2: Introducing the Entrepreneur	12
Meaning and Definition	
Myths about Entrepreneur	
Characteristics of an Entrepreneur	
Qualities of a successful Entrepreneur	
• Functions of an Entrepreneur	
Difference between Enterprise and Entrepreneurship	
Difference between Entrepreneur and Intrapreneur	
Types of Entrepreneurs	
Challenges Faced by Entrepreneurs	
Common Mistakes Made	
o Case Studies	
Unit 3: Theories of Entrepreneurship	10

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- · Schumpeter's Theory of Innovation
- McClelland's Theory of Achievement
- Leibenstein's X-Efficiency Theory
- Prof. Knight's Theory of Risk Bearing
- Peter Drucker's Theory of Opportunity
- Max Weber's Theory of Entrepreneurial Growth
- Economic Theory of Entrepreneurship

Unit 4: Entrepreneurial Mindset	
Concept and Meaning	
The importance of Mindset	
Key Drives of Mindset	
Characteristics of Mindset	
Entrepreneurial Mindset in Employees	
Impact of Entrepreneurial Mindset	
 Entrepreneurial Mindset Enablers Success Stories of Entrepreneurs 	

#12 contact hours for Assignments, Visits, Research, Field Studies, etc.

Recommended Basic Reading:

- Dr. Rokade, Vinit V. and Dr. Patare Ganesh R. Business Environment and Entrepreneurship. Nirali Prakashan: Pune; 2019.
- Tripathi Nistha. *No Shortcuts: Rare Insights from 15 Successful Start-Up Founders*. Sage Publication India Private Limited: New Delhi; 2018.
- Lawrence M.D., Dr. Shaikh Anwar A., Dr. Dashputre Sharad, Dr. Lokhandwala Abbas. *Business Entrepreneurship*. Nirali Prakashan: Pune; 2018.

Recommended Reference Books:

- 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.
- Desai Vasant. Theories of Entrepreneurship. Himalaya Publishing House: Mumbai; 2012.
- Stephen Roper. *Entrepreneurship A Global Perspective*. Routledge, Taylor and Francis Group: New York; 2013.
- Bansal Rashmi. Arise Awake. Bushfire Publication: New Delhi; 2019.

Websites:

- https://www.jstor.org/stable/pdf/10.34053/artivate.3.1.0003.pdf
- https://onlinelibrary.wiley.com/doi/full/10.1111/ejed.12293

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Business Entrepreneurship Entrepreneurial Development [General Elective]

Semester: II Credits: 3 Subject Code: AC22009 Lectures: 48

Course Outcomes:

At the end of this course, the learner will be able to:

- Recognize and describe the concept of Rural Entrepreneurship and its relevance today
- Identify the relationship between Self-Help Groups and women empowerment
- Explain concepts of corporate entrepreneurship and social entrepreneurship and its role in society
- Elaborate the emergence and roles of Online Entrepreneurship

Unit 1: Rural Entrepreneurship and Self-Help Groups in India		16
• Rural	Entrepreneurship	
0	Meaning and Need of Rural Entrepreneurship	0
0	Features of Rural Entrepreneurship	
0	Problems in Rural Entrepreneurship	
0	Challenges to Rural Entrepreneurship	
0	Government and Rural Entrepreneurship	
0	Rural Entrepreneurship and Opportunities	
0	Benefits of Rural Entrepreneurship	
• Self-H	lelp Groups:	
0	Need and Importance	
0	Characteristics of Self-Help Groups	
0	Functions of Self-Help Groups	- 11
0	Challenges of Self-Help Groups	
0	Marketing Strategy of Self-Help Groups	
0	Empowerment of Women through Self-Help Groups	
• Case S	Studies	

Unit 2: Intrapreneurship or Corporate Entrepreneurship	
 Meaning and Need of Corporate Entrepreneurship Characteristics of Corporate Entrepreneurship Hurdles in Corporate Entrepreneurship Success in Corporate Entrepreneurship Benefits of Entrepreneurship Case Studies 	

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Un	Unit 3: Social Entrepreneurship		10
•	Social	Entrepreneurship	
	0	Meaning and Need for Social Enterprise	
	0	Characteristics of a Social Enterprise	
	0	Importance of Social Entrepreneurship	
	0	Benefits of Social Enterprise	
	0	Types of Social Enterprise	
	0	Measures of Success in a Social Enterprise	
	0	Pitfalls in Social Enterprise	
•	Case S	Studies	

Unit 4: Online Entrepreneurship	10
 Online Entrepreneurship: Meaning and Need for Online Entrepreneurs Characteristics of Online Entrepreneurs Functions of Online Entrepreneurs Benefits of Online Entrepreneurs Pitfalls in Online Entrepreneurs Case Studies 	

#12 contact hours for Assignments, Visits, Research, Field Studies, etc.

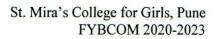
Recommended Basic Reading:

- Dr. Rokade, Vinit V. and Dr. Patare Ganesh R. *Business Environment and Entrepreneurship*. Nirali Prakashan: Pune; 2019.
- Tripathi Nistha. No Shortcuts: Rare Insights from 15 Successful Start-Up Founders. Sage Publication India Private Limited: New Delhi; 2018.
- Lawrence M.D., Dr. Shaikh Anwar A., Dr. Dashputre Sharad, Dr. Lokhandwala Abbas. *Business Entrepreneurship*. Nirali Prakashan: Pune; 2018.

Recommended Reference Books:

- Abdul Raheem A. Women Empowerment through Self-Help Groups (Shgs). Ingram short title: New Delhi; 2011.
- Robert Hisrich, Claudine Kearney. *Corporate Entrepreneurship: How to Create a Thriving Entrepreneurial*. McGraw Hill Professional: Copyright; 2011.
- David Bornstein and Davis Susan. Social Entrepreneurship What Everyone Needs to Know. Oxford University Press: 2010.
- Matthew Paulson. Online Business from Scratch. Create-space Independent Pub.: 2016.
- Bansal Rashmi. Take Me Home. Westland Ltd: New Delhi; 2014.

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Websites:

- https://journals.sagepub.com/doi/full/10.1177/2158244018821757 https://www.sciencedirect.com/science/article/pii/S0007681313001353

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