

BBA.LL.B (HONS.) – IV-SEMESTER

ENTREPRENEURSHIP DEVELOPMENT

COURSE CODE:

Course Objectives: The objective of the course is to make students understand the concept, process, types and promotion of entrepreneurship. In addition, this course will develop skills of students in the area of conducting feasibility studies, analysis of opportunities and strategies, exploration of new start-up businesses and to acquaint the students about various issues of entrepreneurship.

Course Outcomes:

1. Understand concepts, process and types of entrepreneurship
2. To hone their abilities in building their own start-ups systematically.
3. Identify various Legal and Financial aspects of the Entrepreneurship.
4. Able to develop skills in the area of conducting feasibility studies, analysis of opportunities and strategies and promotion of entrepreneurship.
5. Examine the contribution of MSME towards the country's economy.

UNIT – I: Nature and Forms of Entrepreneurship: Entrepreneurship Concept, Entrepreneurial motivation, Ethics in entrepreneur, Characteristics, Essential features, functions of entrepreneur, kinds of entrepreneurs, corporate entrepreneurship, Intrapreneurs - Introduction to Edupreneurship, Agripreneurship, Tourism entrepreneurship, Social entrepreneurship, Ecological entrepreneurship, Technopreneurship

UNIT – II: Start-ups: Concept, need, factors, life cycle, Introduction to innovation and disruptive innovation, sources of start-up ideas and evaluation criteria, Technology based start-ups, characteristics of Tech start-up, new start-up model, key factors for success and reasons for failure, Central government support to start-ups.

UNIT – III: Legal and Financial aspects of the Entrepreneurship: statutory requirements for start-ups, Entrepreneurs and legal regulatory systems, patents and trademarks, Intellectual Property Rights, Financing by Commercial Banks, Bank Loans, specific type of finance like Angel investors Venture capital, funds from Mudra Bank, Government Grants and Subsidies

UNIT – IV: Business Planning, and Feasibility Studies: The Concept of Business planning and modeling, Importance and contents of business plan, Internal and External Environment Analysis, Technological Competitiveness, Feasibility, SWOT Analysis, Product and Process Development, Major steps in product development.

UNIT – V: MSME and Entrepreneurship Development: Role of DIC, SIDBI, SIDO, NISIET, SISI and PMEGP in promoting Entrepreneurship. Industrial sickness – Reasons for sickness and Revival measures.

Text Books:

1. H. Nandan, Fundamentals of Entrepreneurship, 1st Edition, PHI, New Delhi, 2007.
2. P. Naryana Reddy, Entrepreneurship – Test and Cases, 3rd Edition, Cengage Learning, New Delhi, 2011
3. Charles E. Bamford, Garry D. Bruton Entrepreneurship: a small business approach, 1st Edition, McGraw-Hill, New Delhi, 2010.