

GANPAT UNIVERSITY																
FACULTY OF MANAGEMENT STUDIES																
Programme		Bachelor of Business Administration				Branch / Spec.		General								
Semester		IV				Version		1.0.0.0								
Effective from Academic Year				2025-26		Effective for the Batch Admitted in				July 2024						
Subject Code		BGEN206		Subject Name		Entrepreneurship Management										
Teaching Scheme						Examination Scheme (Marks)										
(Per week)		Lecture (DT)		Practical (Lab.)		Total				CE		SEE		Total		
		L	TU	P	TW											
Credit		04	00	00	00	04		Theory		50		50		100		
Hours		04	00	00	00	04		Practical		00		00		00		
Pre-requisite:																
Basic acquaintance with English Language, Business Management Concepts and critical thinking																
Objective:																
To acquaint the concept of entrepreneurship development through key theories, business planning, funding, social entrepreneurship, and institutional support.																
Learning Outcomes/Course Outcome																
On successful completion of the course, the students will be able to: CO1- Demonstrate their knowledge on basics of entrepreneur. CO2- Get acquainted with business idea and plan development. CO3- Conceptual clarity for Entrepreneurship Funding and Social Entrepreneurship. CO4- To understand the role of institutional infrastructure in promoting entrepreneurship and business growth.																
Mapping of PO-CO and PSO-CO:																
Course Outcome (CO) No.		PO-CO Mapping								PSO-CO Mapping						
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	
		CO1	3	2	2	2	1	3	2	2	3	2	2	1	2	3
		CO2	2	3	2	3	1	3	2	2	3	3	2	2	2	3
		CO3	2	2	3	3	2	3	2	2	2	2	3	3	3	2
		CO4	2	2	1	3	2	3	3	3	3	2	2	2	3	3
Theory Syllabus																
Unit	Content														Hrs.	
1	<b>Introduction</b> Concept of Entrepreneur, Intrapreneur, Entrepreneurship and Manager. Difference between Entrepreneur, Intrapreneur, Entrepreneurship, Attributes and Characteristics of successful entrepreneur, Developing entrepreneurial culture, Qualities of a successful entrepreneur, The evolution of the concept of entrepreneurship, John Kao's Model on Entrepreneurship, Role of Entrepreneur in Indian Economy (developing economy with reference to self-employment) development, Barriers of Entrepreneurship, (Case Study discussion)														15	
2	<b>Business Idea and Plan</b> Source of New Ideas, Methods of Generating New Ideas, Creative Problem Solving: Brain Storming, Reverse Brain Storming, Brain Writing, Check list, Free Association; Opportunity Recognition; Product planning and development process; Business Plan-Objectives; Advantages; Cost of preparing a Business Plan; Elements, Critical Assessment. Project Management- Purpose, Project selection, Project planning, Project Manger														15	
3	<b>Entrepreneurship Funding and Social Entrepreneurship</b> Sources of Finance, Venture capital, Venture capital process- Business angles, Commercial banks, Government Grants and Schemes Social Entrepreneurship: Introduction to Social Entrepreneurship, Characteristics and Role of Social Entrepreneurs, Innovation and Entrepreneurship in a Social Context, Start-Up														15	
4	<b>Institutional infrastructure for Entrepreneurship</b> Institutional Support to Entrepreneurs: Importance, Incentives and facilities, Role of Directorate of Industries, Entrepreneurship Development Institute of India (EDI), NSIC, Small Industries Development Organization (SIDO), National Institute for Entrepreneurship and Small Business Development (NIESBUD), Key features														15	

	of National Policy on Skill Development and Entrepreneurship, District Industries, Centers (DICs)	
	Exam: Theory 100%	
<b>Text Book:</b>		
	Scarborough, N. M., & Cornwall, J. R. (2011). <i>Essentials of entrepreneurship and small business management</i> . London: Pearson.	
<b>Reference Books:</b>		
	Drucker, P. (2014). <i>Innovation and entrepreneurship</i> . Routledge. Hodgetts, R. M. (2006). <i>Entrepreneurship: theory, process, practice</i> . Thomson South Western. Hisrich, R. D. (2005). <i>Entrepreneurship</i> . McGraw-Hill. Gupta. C.B and Srinivasan NP. (2010), <i>Entrepreneurial Development</i> . Sultan Chand & Sons, New Delhi. Hisrich, R. D., Peters, M. P., & Shepherd, D. A. (2023). <i>Entrepreneurship</i> (12th Edition). McGraw-Hill. Khanka, S. S. (2020). <i>Entrepreneurial Development</i> . S. Chand Publishing.	
<b>Online Resource:</b>		
	<a href="https://ecestudy.files.wordpress.com/2015/02/entrepreneurship-an-introduction.pdf">https://ecestudy.files.wordpress.com/2015/02/entrepreneurship-an-introduction.pdf</a> <a href="https://swayam.gov.in/nd1_noc20_ge08/preview(Entrepreneurship Essentials By Prof. Manoj Kumar Mondal )">https://swayam.gov.in/nd1_noc20_ge08/preview(Entrepreneurship Essentials By Prof. Manoj Kumar Mondal )</a> <a href="https://swayam.gov.in/nd1_noc20_mg35/preview(Entrepreneurship-By Prof. C Bhaktavatsala Rao )">https://swayam.gov.in/nd1_noc20_mg35/preview(Entrepreneurship-By Prof. C Bhaktavatsala Rao )</a> <a href="https://archive.nptel.ac.in/courses/110/106/110106141/">https://archive.nptel.ac.in/courses/110/106/110106141/</a>	