

Dept. of Commerce
OEC: Entrepreneurship Skills

Course Title: Entrepreneurship Skills	Course code: 21BCOMOECO
Total Contact Hours: 42	Course Credits: 3
Internal Assessment Marks: 40	Duration of SEE: 3 hours
Semester End Examination Marks: 60	

Pedagogy: Classroom Lectures, Tutorials, Group Discussion, Seminar, Case Studies, Field Work etc.

Course Outcomes: On successful completion of the course, the Students will be able to -

- Discover their (students) strengths and weaknesses in developing the entrepreneurial mind-set.
- Identify the different Government Institutions/Schemes available for promoting Entrepreneurs.
- State the steps to set-up enterprises.
- Master the mechanism of monitoring and maintaining enterprises.
- Analyse successful/unsuccessful entrepreneurs through case studies.

Unit	Description	Hours
1	Introduction: Meaning and definition of entrepreneur and entrepreneurship, qualities of an entrepreneur- Business management skills, Teamwork and leadership skills, Customer service skills, Analytical and problem-solving skills, need of becoming entrepreneur- ways to become a good entrepreneur-Enabling environment available to become an entrepreneur. Self-discovery, Idea Generation- Idea Evaluation - Feasibility analysis- Finding team,	10
2	Entrepreneurship Skill Development institutions in India - An overview: Introduction, meaning of Entrepreneurship Skill Development institutions- Entrepreneurship and Skill Development Programmes (ESDP) of Ministry of Micro, Small and Medium Enterprises (MSME) Govt of India, Indian Institute of Entrepreneurship (IIE) The National Institute for Entrepreneurship and Small Business Development (NIESBUD), National Skill Training Institute for Women (NSTIW)	8
3	Promoting Entrepreneur: Introduction - Different Government institutions/ schemes promoting entrepreneurs: Gramin banks, PMMY-MUDRA Loan, DIC, SIDA, SISI, NSIC, and SIDO, incentives and challenges for startup, Different Government Schemes supporting physically challenged and women entrepreneur.	8
4	Enterprise Set-up and monitoring: Introduction – Ways to set up an enterprise and different aspects involved: legal compliances, marketing aspect, budgeting etc. day to day monitoring of production, sales, finance, marketing and strategies of competitors.	8
5	Caselets Discussion: Preparation of Business Models, Examples of successful and unsuccessful entrepreneurship of MUDRA Loan, Gramin banks, SISI and NSIC etc.	8

Skill Developments Activities:

1. List out the discovery and evaluation of viable business ideas for new venture creation.
2. Practice critical talents and traits required for entrepreneurs such as problem solving, creativity, communication, business math, sales, and negotiation.
3. List out practical issues in setting-up of different enterprises.
4. Analyze the impact of various Government schemes in promotion of entrepreneurs.

5. Discuss the stories of successful stories entrepreneur and entrepreneurs
6. Any other activities, which are relevant to the course.

References

1. Rameshwari Pandya. Skill Development and Entrepreneurship in India, New Century Publications, New Delhi.
2. Sushil Kumar. Entrepreneurship Development in India. Avishkar Publishers, Jaipur.
3. Michael Tefula. Graduate Entrepreneurship. McMillan Education
4. Entrepreneurship - Starting, Developing, and Management a new Enterprise – Hisrich and –Peters-Irwin
5. Fayolle A. Entrepreneurship and new value creation. Cambridge, Cambridge University Press

Reference Books

1. Hougard S. The business idea. Berlin, Springer.
2. Lowe R & S Mariott. Enterprise: Entrepreneurship & Innovation. Burlington, ButterworthHeinemann
3. Bruce R Barringer and R Duane Ireland. Entrepreneurship – Successfully Launching New Ventures. Pearson

Note: Latest edition of text books may be used.