

## Open Elective (Department of Accountancy)

### Introduction to Entrepreneurship

COURSE CODE :U24AF2E01

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

#### Course Objectives:

- The course provides an opportunity to develop an understanding of the concept of entrepreneurship and management disciplines to budding students.
- To develop entrepreneurs & to prepare students to take the responsibility of the full line of management function of a company and understand, entrepreneurial process, entrepreneur mindset, opportunity identification and innovation.
- Learners will gain an understanding of entrepreneurial finance and venture creation.

**Course Outcome:** After completion of this course students will be able to:-

- To identify the importance and significance of growth of entrepreneurial activities and understanding the various theories of entrepreneurship.
- To identify the mechanisms available to evaluate and analyze the external environment which affects entrepreneurship and also gain an understanding of entrepreneurial process, entrepreneur mindset, opportunity identification and innovation.
- The learners will be able to understand venture capital, its sources and problems faced during raising funds.

Sr. No	Syllabus	No. of lectures
1	<b>Foundations of Entrepreneurship Development:</b> Concept and Need of Entrepreneurship Development Definition of Entrepreneur, Entrepreneurship, Importance and significance of growth of entrepreneurial activities Characteristics and qualities of entrepreneur • Theories of Entrepreneurship: Innovation Theory by Schumpeter & Imitating Theory of High Achievement by McClelland X-Efficiency Theory by Leibenstein Theory of Profit by Knight Theory of Social change by Everett Hagen • External Influences on Entrepreneurship Development: Socio-Cultural, Political, Economical, Personal. Role of Entrepreneurial culture in Entrepreneurship Development.	10
2	<b>Entrepreneur Project Development</b> Innovation, Invention, Creativity, Business Idea, Opportunities through change. • Idea generation– Sources-Development of product /idea, • Environmental scanning and SWOT analysis • Creating Entrepreneurial Venture-Entrepreneurship Development Cycle •	10
3	<b>Venture Development</b> Steps involved in starting of Venture • Institutional support to an Entrepreneur • Venture funding, requirements of Capital (Fixed and working) Sources of finance, problem of Venture set-up and prospects	10



**References:**

1. Dynamics of Entrepreneurial Development Management - Vasant Desai, Himalaya Publishing House.
2. Entrepreneurial Development - S.S. Khanna
3. Entrepreneurship & Small Business Management - CL Bansal, Haranand Publication
4. Entrepreneurial Development in India - Sami Uddin, Mittal Publication
5. Entrepreneur Vs Entrepreneurship- Human Diagno



## SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 20 marks
- Semester end examination 60% i.e. 30marks

### (A) Internal Assessment 20 marks

Description	Marks
Internal tests of 10 marks each	10
Q.1 Multiple choice Questions/True or False - 5 Marks	
Q.2. Attempt 1 Question out of 2 Questions 5 Marks	
One Project and Viva voce/Presentation/Case studies/Assignments	10
Total	20

### B) Semester end examination 30 marks

#### PAPER PATTERN

Duration : 1 Hour	
Total Marks: 30	
Q.1 10 Marks OR 10 Marks	10
Q.2 10 Marks OR 10 Marks	10
Q.3 10 Marks OR 10 Marks	10
Total	30
Note: 10 marks question may be divided into sub questions of 5 Marks each if required.	

#### Passing criteria:

Minimum 40% in Internal (8 out of 20) and 40% (12 out of 30) in semester end examination.

