## ENTREPRENEURSHIP AND SMALL ENTERPRISE MANAGEMENT III SEMESTER

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| **EE 301** | **INDIAN MODELS IN ENTREPRENEURSHIP** | **100** | **4** | **0** | **0** | **3** |

**UNIT-I : Introduction** : Concept and Characteristics of Entrepreneurship. Theories of Entrepreneurship. Process of Entrepreneurship. Entrepreneurship Environment. Barriers to Entrepreneurship. Entrepreneurship and Innovation-Innovation and Creativity- Innovation in Current Environment – Types of Innovation- Entrepreneurship and Economic Development. Corporate Entrepreneurship – Concept and Types.

**UNIT-II : Entrepreneur** : Concept, Characteristics Types, Roles and Functions of Entrepreneurs. Qualities of a Successful Entrepreneur, Ethical and Social Responsibilities of Entrepreneurs. Entrepreneur Vs. Manager. Entrepreneur Vs. Entrepreneurship. Entrepreneurial Mobility. Entrepreneurial Culture. Entrepreneurial Motivation.

**UNIT-III : Entrepreneurship Development Programmes (EDP) :** Need for and Significance of EDP. Objectives of EDP. Phases of EDP. Course Contents of and Curriculum for EDP. EDP at International Levels. EDP Programmes in India. Small and Medium Enterprises – Government Policies for Micro, Small and Medium Enterprises (MSMEs), Institutional Support System for MSMEs in India. Role of DICs, SFCs, SIDBI, EDI etc. Women Entrepreneurship-Rural Entrepreneurship.

**UNIT-IV : New Venture Promotion :** Identification of Business Opportunities- Choice of Appropriate Form of Business Organization. Step by step approach for starting a new venture- Determining the Size of Operation. Plant Location Decision- Choice of Technology- Sources of Raising Capital.

**UNIT-V : Project Management** : Concept, Characteristics, Components and Significance of Project Management-Role of Project Managers - Stages of Project Management- Components of Project Management. Project Life Cycle. Project Identification and Selection. Project Formulation and Appraisal.

### References:

1. David H. Holt : Entrepreneurship – New Venture Creation (Prentice Hall of India, New Delhi)
2. Marc. J. Dollinger : Entrepreneurship – Strategies & Resources (Pearson Education, New Delhi)
3. Peter F. Drucker : Innovation and Entrepreneurship (William Heinemann Ltd., Landon)
4. M.B. Shukla : Entrepreneurship and Small Business Management (Kitab Mahal, Allahabad)
5. S.S. Khanaka : Entrepreneurial Development (S. Chand & Company Ltd., New Delhi)
6. Vasant Desai : Dynamics of Entrepreneurial Development & Management (Himalaya Publishing House, Bombay)
7. B.K. Singh : Entrepreneurship (Wisdom Books)

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| **EE 301** | **SOCIAL ENTREPRENEURSHIP** | **100** | **4** | **0** | **0** | **3** |

UNIT I

Need and importance of Third Sector in development. Typologies of third sector - Voluntary, NGO, NPO, CBO, CSO, Growth of third sector in India – Performance and environment of third sector. Third sector relationship to state and civil society

UNIT II

Concept, Definition, Importance – Role of a social entrepreneurship –History of Social Entrepreneurship- Social entrepreneurship Vs business entrepreneurship –Shift to Social Entrepreneurship- social entrepreneurs and social change –qualities and traits of social entrepreneurs.

UNIT III

Concept, Definition, Importance of social enterprises – Social Business-Principles and Social Innovation-similarities and differences between social enterprises and non profits – types of social enterprises – concept of Triple Bottom Line, Bottom of the Pyramid, Sustainopreneurship

* Corporate Social Responsibility– Boundaries of Social Entrepreneurship. Select case studies of Indian Social Enterprises.

UNIT IV

Global & National environment to promote social enterprises and social entrepreneurship. Financial Management of social enterprises – venture capital for social enterprises – Corporate, Community and government support for social enterprises

UNIT V

Application of marketing principles in welfare and development field – social marketing. Marketing of Social Services – Case studies related to Social and service marketing in the field of Health, Education, Environment protection, Energy consumption and Human rights.

REFERENCES

1. Alex Nicholls, (2006), Social Entrepreneurship: New Models of Sustainable Social Change, New York: Oxford University Press.
2. David Bornstein, (2007). How to Change the World: Social Entrepreneurs and the Power of New Ideas, New York: Oxford University Press.
3. Fred Setterberg, Kary Schulman (1985), Beyond Profit: Complete Guide to Managing the Non Profit Organizations, New York: Harper & Row.
4. Gregory Dees, Jed Emerson, Peter Economy (2002), Enterprising Non Profits – A Toolkit for Social Entrepreneurs, New York: John Wiley and Sons.
5. Peter Drucker (1990), Managing the Non Profits Organizations: Practices and Principles, New York: HarperCollins.

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| **EE 303** | **Business Plan Preparation for Small Business** | **100** | **4** | **0** | **0** | **3** |

OBJECTIVE: To explain relevance of business plans while taking business decisions for small business.

UNIT - I

Business Plan - Meaning- The why of business plan - Basic parameters - Timing of decision undertaken Project parameters - the common considerations - Factors of successful business - capital management- financial control -anticipating change and adaptability.

UNIT – II

Business plan process - sources of information - Internet, government sources and statistics - offline research resources - library - SBDC'S -Trade and industries associations - sources of market research - evaluating data- benefits of market study -coverage of market study - information sources.

UNIT - III

Business plan components - The Executive summary - company description - Industry analysis and trends - Target market - Competition - strategic position and risk assessment - Marketing plan and sales strategy - operations - Technology plan -management and organization.

UNIT – IV

Starting the Venture - Generating business idea – Source of new ideas - Methods of generating ideas - Steps in setting up a small business enterprise,

UNIT V:

Concept of Project Appraisal - Environmental scanning - Competitor and industry analysis - Feasibility study – Market feasibility, Technical / operational feasibility - Financial Feasibility - Managerial competence. Functional plans - Marketing plan – Financial plan.

## Suggested Readings:

1. Entrepreneurship (6th Edition) – Robert D Hisrich, Tata McGraw Hill
2. Entrepreneurship: A Contemporary Approach – Kuratko, Thomson Learning Books
3. Small Scale Industries and Entrepreneurship (2003) – Vasant Desai, Himalaya Publishing House
4. Entrepreneurial Development – S.S. Khanka, S. Chand & Co

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| **EE 304** | **Entrepreneurial Marketing** | **100** | **4** | **0** | **0** | **3** |

OBJECTIVE:

To explain start-ups, early growth stage and more mature companies have used entrepreneurial marketing as an essential competitive weapon to grow their business.

UNIT – I

Entrepreneurial marketing and Venture Opportunities: Introduction – Definitions - Methods, Channel of Marketing - Marketing Institutions and Assistance for Entrepreneurs - Customer and competitor analysis.

UNIT – II

New Tools of Entrepreneurial Marketing: Introduction - Demand-based Pricing - Entrepreneurial market opportunity analysis - Entrepreneurial marketing strategies - The entrepreneurial marketing plan – Objectives and importance of entrepreneurial marketing plan.

UNIT - III

Entrepreneurial pricing and distribution – Pricing strategies for distribution companies in India - Entrepreneurial promotion - Entrepreneurial products and services development

UNIT – IV

Entrepreneurial Tools to establish a Competitive Advantage: Branding, Pricing, Positioning, and Targeting – Entrepreneurial Advertising – Entrepreneurial sales promotion

UNIT V:

Entrepreneurial social marketing- Meaning – Application - Advantages and limitations – Experimental Marketing - Sales growth strategies.

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1. Entrepreneurship (6th Edition) – Robert D Hisrich, Tata McGraw Hill
2. Entrepreneurship: A Contemporary Approach – Kuratko, Thomson Learning Books
3. Small Scale Industries and Entrepreneurship (2003) – Vasant Desai, Himalaya Publishing House
4. Entrepreneurial Development – S.S. Khanka, S. Chand & Co