

## SEMESTER II

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### MINOR FROM VOCATIONAL STUDIES / DISCIPLINE-2 (MN 2A)

(Credits: Theory-04)

Marks: 25 (5 Attd. + 20 SIE: 1Hr) + 75 (ESE: 3Hrs) = 100

Pass Marks: Th (SIE + ESE) = 40

#### *Instruction to Question Setter for*

#### *Semester Internal Examination (SIE 20+5=25 marks):*

There will be **two** group of questions. **Question No.1** will be **very short answer type in Group A** consisting of five questions of 1 mark each. **Question No.2** will be **short answer type** of 5 marks. **Group B** will contain **descriptive type** two questions of ten marks each, out of which any one to answer.

The Semester Internal Examination shall have two components. (a) One Semester Internal Assessment Test (SIA) of 10 Marks, (b) Class Attendance Score (CAS) of 5 marks. Conversion of Attendance into score may be as follows: (Attendance Upto 45%, 1mark; 45<Attd.<55, 2 marks; 55<Attd.<65, 3 marks; 65<Attd.<75, 4 marks; 75<Attd, 5 marks)

#### *End Semester Examination (ESE 75 marks):*

There will be **two** groups of questions. **Group A is compulsory** which will contain three questions. **Question No.1** will be **very short answer type** consisting of five questions of 1 marks each. **Question No.2 & 3** will be **short answer type** of 5 marks each. **Group B** will contain **descriptive type** six questions of fifteen marks each, out of which any four are to answer.

**Note:** There may be subdivisions in each question asked in Theory Examinations.

### Entrepreneurial Economics

Theory: 60 Lectures

#### **Course Objectives:**

1. This course aims to familiarize students with the importance of entrepreneurship in an emerging economy.
2. It also aims to provide the students with the necessary exposure to the entrepreneurial culture so as to prepare them for an entrepreneurial journey.
3. It will enable them to understand real world entrepreneurial activities, its ecosystem and its opportunities.

### **Course Learning Outcomes:**

After the successful completion of the course, the student will be able to;

CO1.Start own business as Entrepreneur

CO2. Find career opportunities in business.

CO3. Be enabled to gain knowledge and skills needed to run a business successfully.

### **Course Content:**

#### **UNIT- I Entrepreneur and Entrepreneurship**

**(25 Lectures)**

1. Entrepreneur and Entrepreneurship – Meaning, Definitions, Evolution, types- Characteristics, qualities, functions of entrepreneur- Distinction between entrepreneur and manager, Distinction between entrepreneur and intrapreneur.
2. Role and importance of Entrepreneurship in economic development: Role and importance- Factors influencing entrepreneurship’- Psychological, social, Economic and Environmental.
3. New generations of entrepreneurship viz. social, Health, Tourism and Women entrepreneurship; Barriers to entrepreneurship.

#### **UNIT - II: Launching Entrepreneurial Ventures**

**(35 Lectures)**

1. Generation of ideas: Methods and process - sources of ideas - screening process- Assessing Opportunities-Challenges, pitfalls and critical factors of new venture;
2. Business Plan- New Ventures: Steps involved in setting up a Business – identifying, selecting a Good Business opportunity, Market Survey and Research, Techno-Economic Feasibility Assessment.
3. Role of Innovation & Creativity: Innovation- Meaning and importance of innovation; Types of innovation; Sources of innovation; Conditions for effective innovation at Organization level.
4. Creativity: Concept and process of creativity; role and importance of creativity; concepts of branding, trademarks, patents, copyrights, and registered design protection

### **Suggested Readings**

1. Donald F Kuratko, “Entrepreneurship – Theory, Process and Practice”, 9th Edition, Cengage Learning, 2014.
2. Khanka. S.S., “Entrepreneurial Development” S. Chand & Co. Ltd., Ram Nagar, New Delhi, 2013.
3. Kuratko and Rao, Entrepreneurship: A South Asian Perspective; Ferrell, Fraedrich, Farrell, Business Ethics, Cengage Learning.
4. Entrepreneurship, R. Saibaba, Kalyani Publishers, New Delhi.
5. Entrepreneurship Development and Business Ethics, Sanjeet Sharma – V.K. Global Pvt. Ltd.,

New Delhi.

6. SS Khanka, Entrepreneurial Development, S. Chand & Co, Delhi.
7. Schumpeter, J. (1934). The theory of economic development. Cambridge, MA: Harvard University Press
8. Shane, S. (2003). A general theory of entrepreneurship. Cheltenham: Edward Elgar
9. Barney, J. (1991). Firm resources and sustained competitive advantage. *Journal of Management*, 17(1), 99–120.
10. Gartner, W. (2001). Is there an elephant in entrepreneurship? Blind assumptions in theory development. *Entrepreneurship: Theory and Practice*, 25(4), 27–39.
11. Kirzner, I. (1973). Competition and entrepreneurship. Chicago, IL: University of Chicago Press.
12. Busenitz, L, & Barney, J. (1997). Differences between entrepreneurs and managers in large organizations: Biases and heuristics in strategic decision-making. *Journal of Business Venturing*, 12(1), 9–30
13. Low, M, & MacMillan, I. (1988). Entrepreneurship: Past research and future challenges. *Journal of Management*, 14(2), 139–161
14. Miller, D. (1983). The correlates of entrepreneurship in three types of firms. *Management Science*, 29(7), 770–791

