

Semester:04	Course No.: 405	Course Code: AEC219-2C
Credits:02	Course Title: Entrepreneurship	Course Category: AEC

Course Outcomes:

CO#	Cognitive Abilities	Course Outcomes
CO1	Remembering	Recall definitions, traits, and classifications of entrepreneurs, and identify key functions and characteristics.
CO2	Understanding	Understand the entrepreneurial ecosystem, ethics, social responsibility, and differences between entrepreneur, intrapreneur, and manager.
CO3	Applying	Apply idea generation techniques, business planning processes, and new venture creation models.
CO4	Analyzing	Analyze financial and marketing controls, funding options, and institutional support systems.
CO5	Evaluating	Evaluate expansion strategies, joint ventures, franchising models, and support systems for women entrepreneurs.

Course Syllabus:

Unit No.	Unit Contents	Sessions Allotted
1	Introduction to Entrepreneurship <ul style="list-style-type: none"> • Meaning, Definitions, and Characteristics • Entrepreneur vs. Manager and Intrapreneur • Entrepreneurial Decision Process • Role in Economic Development • Ethics and Social Responsibility • Women Entrepreneurs 	7
2	Creating and Starting the Venture <ul style="list-style-type: none"> • Sources and Methods of Idea Generation • Creative Problem Solving and Opportunity Identification 	8

	<ul style="list-style-type: none"> • Product Planning and Development Process 	
3	<p>The Business Plan</p> <ul style="list-style-type: none"> • Nature, Types, and Evaluation of Business Plans • Writing and Implementing a Business Plan • Marketing, Financial, and Organizational Plans 	7
4	<p>Financing and Managing the New Venture</p> <ul style="list-style-type: none"> • Sources of Finance • Record Keeping and Recruitment • Financial and Marketing Controls • E-Commerce and Online Advertising • Institutional Support to Entrepreneurship (DIC, IDC, SFCs, SSIDCs, KVIC, NSIC, SIDBI, Banks) 	8

Suggested Textbooks:

1. Faculty Notes
2. Entrepreneurship – Robert D. Hisrich, Michael Peters, Dean Shepherd

Suggested Reference Books:

1. Entrepreneurship: Successfully Launching New Ventures – Bruce Barringer
2. The Lean Startup – Eric Ries
3. Business Model Generation – Alexander Osterwalder & Yves Pigneur