



**Gyanmanjari**  
Innovative University

Course Syllabus  
Gyanmanjari Institute of Management Studies  
Semester-1 (BBA)

**Subject:** Entrepreneurship and Business Management - BBAIE11301

**Type of course:** Major (Core)

**Prerequisite:**

Any student who has studied and passed 12th Standard Examination in Science or General stream with English as one of the subjects from any recognized Board can join BBA Program.

**Rationale:**

The aim of the course is to build knowledge and understanding about Entrepreneurship and Business Management among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Entrepreneurship and Business Management among the student.

**Teaching and Examination Scheme:**

Teaching Scheme			Credits	Examination Marks			Total Marks
CI	T	P		C	Theory Marks		
			SEE		MSE	ALA	
4	0	0	4	100	30	70	200

*Legends: CI-Class Room Instructions; T – Tutorial; P - Practical; C – Credit; SEE - Semester End Evaluation; MSE- Mid Semester Examination; V – Viva; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.*

4 Credits \* 25 Marks = 100 Marks (each credit carries 25 Marks)

SEE 100 Marks will be converted in to 50 Marks

CCE 100 Marks will be converted in to 50 Marks

It is compulsory to pass in each individual component.



**Continuous Assessment:**

(For each activity maximum-minimum range is 10 to 5 marks)

Sr. No	Active Learning Activities	Marks
1	<b>Quiz</b> MCQ Test will be conducted on Moodle (10 MCQs from each module).	10
2	<b>Presentation</b> Faculty will assign topics related to subject and students have to make presentation in group of three	10
3	<b>Poster Making</b> Faculty will provide a topic on which students are required to prepare posters in a Group of Five	10
4	<b>Pros and Cons</b> Faculty will provide a topic that lends itself to the idea of making lists of pros and Cons / advantages and disadvantages for some issue. Student can analyze, evaluate and submit the list on either side	10
5	<b>Case Study</b> Faculty will provide a topic and Idea related to case study. Students will prepare the solutions on the given case / situation in a group of three and Upload it to Moodle	10
6	<b>Attendance</b>	10
7	<b>Student's Preference</b>	10
<b>Total</b>		<b>70</b>

**Course Content:**

Sr. No	Course content	Hrs	% Weightage
1	<b>Entrepreneurship:</b> <ul style="list-style-type: none"> <li>• Meaning and Importance –</li> <li>• Factors influencing entrepreneurship - Personality factors - Socio-Economic factors Political factors-Economic Factors (Land Labour Capital etc.) - Environmental factors</li> <li>• Characteristics of an entrepreneur</li> <li>• Entrepreneur and Intrapreneure</li> <li>• Difference between Entrepreneur and Manager</li> <li>• Types of entrepreneur - According to Type of Business - According to Use of Technology - According to Motivation - According to Growth - According to Stages</li> <li>• New generations of entrepreneurship viz. Edupreneurship, Health entrepreneurship, Tourism entrepreneurship, Women entrepreneurship - Barriers to entrepreneurship</li> </ul>	15	25



2	<p><b>Basics of Business Enterprise</b></p> <ul style="list-style-type: none"> <li>• Small Business – Definition – Features – Reasons for Establishing Small Business</li> <li>• Quality of Small Businessmen</li> <li>• Advantages and Disadvantages of Small Business</li> <li>• Reasons for Failures of Small Business</li> <li>• Characteristics of Successful Small Businessmen</li> <li>• Steps in Setting up a Small Business</li> </ul>	15	25
3	<p><b>Dynamics of Business</b></p> <ul style="list-style-type: none"> <li>• Concepts and Definitions of Small Scale Industries (SSIs)</li> <li>• Role of SSIs – Government Policy and Development of SSIs</li> <li>• Role of SSIs in Economic Development</li> <li>• Problems of SSI</li> <li>• Sickness of SSI: Causes, Symptoms and Cures</li> </ul>	15	25
4	<p><b>Institutions Supporting Small Business</b></p> <ul style="list-style-type: none"> <li>• Central, State and Other Institutional Support for SSI</li> <li>• Technological Upgradation and Institutional facility for SSI</li> <li>• Incentives and Subsidies for SSI.</li> </ul>	15	25

**Suggested Specification table with Marks (Theory):100**

Distribution of Theory Marks (Revised Bloom’s Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	10%	40%	30 %	10 %	10%	

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.

**Course Outcome:**

After learning the course the students should be able to:	
CO1	Develop an understanding of the concepts of Entrepreneurship and Business Management and its importance in the organization.
CO2	To understand the role and importance of Entrepreneurship and Business Management for economic development
CO3	Developing personal creativity and entrepreneurial initiative
CO4	Adaptation of the key steps in the elaboration of Business Idea and Understand the relationship between innovation and business.
CO5	To understand the stages of the entrepreneurial process and the resources needed for the successful development of entrepreneurial ventures.



### **Instructional Method:**

The course delivery method will depend upon the requirement of content and need of students. The teacher in addition to conventional teaching method by black board, may also use any of tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction.

Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses, Virtual Laboratory

The internal evaluation will be done on the basis of Active Learning Assignment

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in laboratory.

### **Reference Books:**

1. Scarborough, N, *Essentials of Entrepreneurship and Small Business Management* , Global Edition Paperback
2. Spinelli, S., *New Venture Creation: Entrepreneurship for the 21st Century* - 10th edition, Richard D. Irwin, Inc.
3. Zaware, N., *Entrepreneurship Development and Start up Management* Educreation Publishing
4. Hatten, T., - Latest edition *Small Business Management: Entrepreneurship and Beyond* , Cengage Learning

