



Gyanmanjari
Innovative University

Course Syllabus
Gyanmanjari Institute of Commerce
Semester-4(B.COM)

Subject: Entrepreneurship Development BCOXX14315

Type of course: Major (Core)

Prerequisite: A basic understanding foundational knowledge in business management, finance, marketing, and economics.

Rationale: Entrepreneurship development fosters innovation, economic growth, and job creation by equipping individuals with the skills, knowledge, and resources to successfully start and manage businesses.

Teaching and Examination Scheme:

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

Legends: CI-Classroom 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 into 50 Marks

CCE 100 Marks will be converted into 50 Marks

It is compulsory to pass in each individual component



Course Content:

Sr. No	Course content	Hrs.	% Weightage
1	<p>Introduction to Entrepreneur.</p> <ul style="list-style-type: none"> • Evolution of the word Entrepreneur • Meaning of Entrepreneur. • Definition of Entrepreneur. • Internal and External factors of Entrepreneur. • Characteristics of an Entrepreneur. • Manager versus leaders • Functions of an Entrepreneur. • Types of Entrepreneur. • Relationship between entrepreneur and entrepreneurship. 	15	25
2	<p>Entrepreneurial Development</p> <ul style="list-style-type: none"> • Meaning of Entrepreneurial Development • Environmental factors • Socio-economic environment in the emergence of entrepreneurship • Meaning of EDPs Definition of EDPs • Objectives of EDPs • Need of EDPs • Evaluation of EDPs • Problems in the conduct of EDPs 	15	25
3	<p>Introduction to business ideas</p> <ul style="list-style-type: none"> • Techniques for generating new ideas. • Meaning of Project • Project classification • Project identification <ul style="list-style-type: none"> ○ Meaning and Significance of Project Report ○ Contents of Project Report ○ Formulation of project report ○ Planning Commission Guidelines ○ Project Appraisal 	15	25



4	<p>Constitution of small scale business</p> <ul style="list-style-type: none"> • Meaning and definition of small scale industries • Characteristics of SSI • Rationale of small scale industry • Objective of SSI • Scope of SSI • Role of SSI in economic development • Impact of globalization and liberalization on SSI. • Impact of WTO/GATT on SSI • Social responsibility of business 	15	25
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Continuous Assessment:

Sr. No	Active Learning Activities	Marks
1	<p>Business Plan Competition Activity: Faculty will provide different scope of planning Students teams for the create a business plan for a startup idea and after competition winner and participated students will up lord them of the business startup ideas on GMIU web portal</p>	10
2	<p>Role-Playing Scenarios Activity: Faculty will provides role play activity Students will create script for role play to understand actual scenario of entrepreneurs facing various challenges and upload role playing script on GMIU portal</p>	10
3	<p>Entrepreneurship Simulation Games Activity: Student will be select entrepreneurship game activities students. student team will playing games by creating entrepreneurship modal and interconnectivity with each modals. Soft copy of business models will be up load by GMIU portal.</p>	10
4	<p>Business Model Advertising pamphlets: Faculty will Provide instructional videos or reading materials on the Business Model. Students Create Business Model Advertising pamphlets. Submit pamphlets GMIU portal.</p>	10
5	<p>Market Research Project: Faculty will be Guide students on formulating survey questions and selecting the right sample. Select a product or service and design a simple market research survey. Submit their market research reports to the GMIU portal.</p>	10
6	<p>Case Studies: Faculty will provide details of case study to the students . students will Analyze successful and failed startup. Anal ayes and create repot by students will up lord GMIU portal to the Students can discuss what worked, what didn't, and how they would approach similar situations.</p>	10
7	<p>Attendance</p>	10



Total	70
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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	40%	30%	20%	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 the above table.

Course Outcome:

After learning the course, the students should be able to:	
CO1	Understand entrepreneurial concepts, processes, and skills necessary to identify opportunities and launch successful ventures.
CO2	Identify opportunities, create business plans, and manage the growth of successful entrepreneurial ventures..
CO3	Identify, evaluate, and develop innovative business concepts for successful entrepreneurship.
CO4	Develop legal and regulatory framework required to establish and operate small-scale enterprises effectively..

Instructional Method:

The course delivery method will depend upon the requirement of content and the needs of students. The teacher, in addition to conventional teaching methods by black board, may also use any 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

Reference Books:

- [1.] Entrepreneurial Development. S S Khanka
- [2.] S. Chand Publishing, 2006
- [3.] Entrepreneurship Theory, Process, Practice Author, Donald F kuratko Kuratko, publisher Engage Learning
- [4.] "Fundamentals of Entrepreneurial Finance" by Marco Da Rin and Thomas Hellmann from several notable academics and entrepreneurs.

