

NIRMA UNIVERSITY
Institute of Commerce
Bachelor of Commerce (Hons.)
[B.Com. (Hons.)]
Semester – VI

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Course Code	CC 13
Course Title	ENTREPRENEURSHIP

Course Learning Outcomes (CLO):

At the end of the course, students will be able to:

- Illustrate the entrepreneurial ecosystem and support system.
- Explain the role of entrepreneurship in the development of a nation.
- Examine the relationship between innovation and entrepreneurship.
- Develop a business plan.

Syllabus

Teaching Hours

<p>Unit I: Introduction:</p> <ul style="list-style-type: none"> • Importance of entrepreneurship to economy, various terms and definitions • Concepts of entrepreneurship and innovation • Myths and approaches to entrepreneurship • The Entrepreneurial perspective • Entrepreneurship in India and prospects 	10
<p>Unit II: The perspective of Innovation in Entrepreneurship</p> <ul style="list-style-type: none"> • Importance of innovation • The innovation process • Cases of innovation • Engineering an innovative product • Initial idea conceptualization • Creativity & Business Ideas • Creativity: Concept & Features of creative people 	10
<p>Unit III: Role of ecosystems, human resource, leadership and marketing in entrepreneurship</p> <ul style="list-style-type: none"> • Human Resource Management for start-ups • Entrepreneurial Leadership • Environment for doing business • Women Entrepreneurship Development - challenges and opportunities 	10
<p>Unit IV: Entrepreneurial finance and government funding</p> <ul style="list-style-type: none"> • Financing a new venture • Role of Government funding 	10

Unit V: Start-ups in India <ul style="list-style-type: none"> • Startup India and other government policies and programs • Case studies of entrepreneurial successes 	5
Unit VI: Business plan development <ul style="list-style-type: none"> • Sources and Techniques of New Ideas • Sample Business plan knowhow • Development of B-Plan 	15

Suggested Readings:

Holt, D. *Entrepreneurship, New venture creation*, Pearson, New Delhi.

Arya Kumar, *Entrepreneurship creating and leading an entrepreneurial organization*, Pearson, New Delhi.

Hisrich Robert D. & Peters Michael P., *Entrepreneurship*, Tata McGraw-Hill, New Delhi.

Desai, V., *The Dynamics of Entrepreneurial Development and Management*, Himalaya Publishing House, Mumbai.

Kuratko, D. & Rao, T. V., *Entrepreneurship –A South Asian Perspective*, Cengage India, New Delhi.

w.e.f. Academic Year 2018-19 and onwards