

**IV SEMESTER
OPEN ELECTIVE
ECAOE/EC SOE 07 : ENTREPRENURIAL ECONOMICS**

Total Teaching Hours Per Semester: 45
Number of Credits: 3

Number of Teaching Hours Per Week: 3

COURSE OUTCOMES:

- To develop and equip students with the necessary knowledge, skill for pursuing Entrepreneurship.
- To impart the skill of developing a business plan

MODULE I: ENTREPRENEURSHIP (10 Hours)

Concepts Entrepreneurship-definition, essential qualities of an entrepreneur, role of entrepreneurship in economic development.

Entrepreneurial mind set, skills required in entrepreneurship- creativity and innovation.

Assignment: Case study on select entrepreneurs.

MODULE II: DEVELOPING A BUSINESS PLAN (15 Hours)

Developing business plan- Meaning and Components of a business plan. Elements of marketing mix- product, price, promotion and place.

MODULE III: FINANCING OF A BUSINESS (10 Hours)

Sources of New – bootstrapping, venture capital funding. angel investors, Private Equity, Public Equity, and Banks.

Basic Financial Concepts--book keeping, financial accounting, cost in decision making

MODULE IV: SOCIAL ENTREPRENEURSHIP, GOVERNMENT & ENTREPRENURSHIP (10 Hours)

Ethics and social responsibility of entrepreneurs. Social entrepreneurship – meaning, examples.

Role of Govt. Agencies in Promoting Entrepreneurship.

Self-study: Small Industries Services Institutes, SIDBI, MUDRA scheme, Startup India

References

1. Hirsch. D Peters, Peters P Michael, and Shepherd A Dean, Entrepreneurship, Tata McGraw-Hill , Delhi.
2. Thomas W. Zimmerer, Norman M. Scarborough Essentials of Entrepreneurship and Small Business Management, [Pearson Education](#).