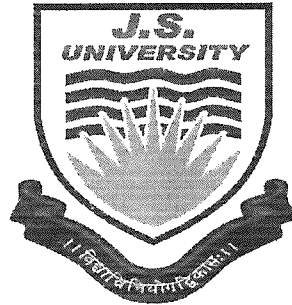


J.S. University, Shikohabad

Established by UP Govt. Act No. 07 of 2015

Recognized by U.G.C. under section 2 (f) of Act-1956



Value Added Course

Entrepreneurship

VAC-192

FACULTY OF COMMERCE



J.S. University, Shikohabad
Faculty of commerce

Value Added Course

AY: 2019-20

Entrepreneurship

Duration: 30 Hours.

Course Objectives:

- To provide the Knowledge of Entrepreneurship
- To learn how to develop a business plan and marketing a product or service
- To develop the skills of Business idea and leadership
- To aware the issues Setting up the Organization
- To make students to understand the different dimensions of entrepreneurship.

Course Outcome: Upon completion of the course, the student will be able to demonstrate knowledge of the following topics:

- Understanding the dynamic role of entrepreneurship and small businesses
- Organizing and Managing a Small Business
- Financial Planning and Control
- Forms of Ownership for Small Business
- Strategic Marketing Planning
- New Product or Service Development
- Business Idea Creation

1. Module-1

Nature and Importance of Entrepreneurship

- Nature and Development of Entrepreneurship (Early period, Middle period, Industrial period)
- Definition of Entrepreneur Today
- Entrepreneurial Decision Process
- Role of Entrepreneurship in Economic Development
- Intrapreneurship, Entrepreneurship, Entrepreneurial Careers and Education
- The Future of Entrepreneurship
- Entrepreneurship Concept and Industrial Backdrop.

2. Module-2

The Entrepreneurial and Intrapreneurial Mind

- The Entrepreneurial Process
- Identify and Evaluate the Opportunity
- Develop a Business Plan
- Determine the Resources Required
- Manage the Enterprise, Managerial versus Entrepreneurial Decision Making
- Causes for Interest in Entrepreneurship
- Corporate versus Entrepreneurial Culture
- Climate for entrepreneurship
- Leadership Characteristics
- Establishing the Organization
- Factors affecting entrepreneurship — qualities of successful entrepreneurship.

3. Module-3


Starting The Business – Business Idea & Innovation

- Business idea,
- Product Planning and Development Process,
- Establishing Evaluation Criteria, Idea Stage, Concept Stage Product Stage, Test Marketing Stage
- Creativity, Innovation and entrepreneurship,
- Barriers to creativity, techniques for improving the creative process
- Corporate entrepreneurship, causes, climate,
- Intrapreneurial leadership characteristics, Establishing intrapreneurship in the organization

Module-4

Legal Issues for The Entrepreneur

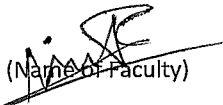
- Various forms of organization,
- Legal Issues in Setting up the Organization,
- The various statutory registrations and clearances required

	J.S. University, Shikohabad Faculty of commerce	Value Added Course
		AY: 2019-20

References:-

Text Book:

1. Robert D Hirich & Peters Irwin – Entrepreneurship - McGraw Hill
1. Vasant Desai :- Dynamics of Entrepreneurial Development and Management, HPH
2. Mohanty – Fundamentals of Entrepreneurship, Prentice Hall of India
3. S Anil Kumar & Others – Entrepreneurship Development – New Age Publication
4. Nicholas Siropolis – Entrepreneurship & Small Business Management – All India Publication
5. Harvard Business Review on Entrepreneurship – Tata McGraw Hill


(Name of Faculty)

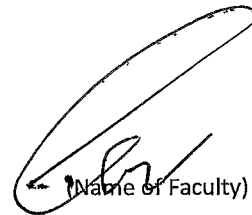
Course Coordinator

Dr. Gurmeet
Singh


(Name of Faculty)

Dean Academics

Dr. A. K. Mishra


(Name of Faculty)

Director/Principle/Dean of
Faculty/Department

Dr. Gaurav
Gadate