

Course Code	MCO 204
Course Name	Entrepreneurship Skill Development
Credits Equivalent	2 Credits: (One credit is equivalent to 10 hours of lectures / organized classroom activity/contact hours; 15 hours of class lectures/fieldwork / Tutorial / teacher-led activity and 05 hours of other workloads such as independent individual/ group assignments, presentations, panel discussion, quizzes, local survey, etc.)
Course Objectives	<p>The course is designed to:</p> <ul style="list-style-type: none"> • Develop entrepreneurial skills among students to take up the role of an entrepreneur. • Enable the students to prepare business plan, successfully launch and subsequently manage their enterprises. • Make students familiar with different policy initiatives of the government and financial institutions which support entrepreneurship development.
Course Outcome (Cos)	<p>CO1: Understand the issues of entrepreneurship development CO2: Develop the skills to establish and manage the resulting enterprise CO3: Application of entrepreneurial concepts in real time situations CO4: Formulate the business plan to establish the venture</p>
Attendance	Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in the examination.
Evaluation Criteria	<ol style="list-style-type: none"> 1. Mid Term Examination: 20% 2. End Term Examination: 60% 3. Continuous Internal Assessment: 20% <ol style="list-style-type: none"> a. Class participation = 5 <p>(Note: Below 75%=0, 75-80%=1, Above 80- 85%=2, Above 85-90%=3, Above 90-95%=4, Above 95%=5)</p> <ol style="list-style-type: none"> b. Business plan development = 15

Course Articulation Matrix of MCO204 (Entrepreneurship Skill Development)

Program Outcomes/Program Specific Outcomes

CO	PO₁	PO₂	PO₃	PO₄	PO₅	PO₆	PO₇	PO₈	PSO₁	PSO₂	PSO₃	PSO₄	PSO₅	PSO₆
CO ₁	3	1	2	2	-	-	3	-	3	2	3	2	-	-
CO ₂	1	1	1	3	-	2	-	-	2	2	-	2	-	-
CO ₃	1	1	3	1	-	-	2	-	1	3	-	1	-	-
CO ₄	2	1	1	2	-	-	2	-	3	2	-	3	-	-

Unit	Course Contents	Hours
I	<p>World of Entrepreneurship</p> <ul style="list-style-type: none"> • Concept of Entrepreneur and Entrepreneurship • Entrepreneur Versus Manager • Relevance of Entrepreneurship • Theories of Entrepreneurship • Classification of Entrepreneurs/Entrepreneurship • Practical: <i>Survey of Entrepreneurs</i> 	05
II	<p>Requisites of Entrepreneurial Development</p> <ul style="list-style-type: none"> • Factors Influencing Entrepreneurial Development & Models of Entrepreneurship • Entrepreneurship Development Programmes (EDPs) • Entrepreneurial Competencies: Mapping & Interventions • Skill Requirements for Entrepreneurship • Case Study: <i>Kakinada Experiment</i> 	04
III	<p>Entrepreneurial Support & Support Institutions</p> <ul style="list-style-type: none"> • MSME Development Act, Entrepreneurial Policies in India • Startup India Initiative, Incubation Centers (AICs) • Institutional Support to Entrepreneurs • Cluster Development Approach for Entrepreneurs • Virtual Visit: <i>AICs & MSMEs</i> 	03
IV	<p>Entrepreneurial Skill Development</p> <ul style="list-style-type: none"> • Creativity and Business Idea Development. • Intellectual Property Rights (IPRs); Types, Issues, and Benefits • Feasibility Analysis of Business Idea • Developing the Business Plan • Case Studies: <i>Small-yet-unique IPRs</i> 	04
V	<p>Entrepreneurship Management</p> <ul style="list-style-type: none"> • Selection of types of ownership • Strategies for the Growth of entrepreneurship • Entrepreneurial Sickness & Rehabilitation • Case Study 	04
	<p>Prescribed Text Books:</p> <ol style="list-style-type: none"> 1. Hisrich, R.D., Peters, M.P. & Shepherd, D.A., (2008), Entrepreneurship, Sixth Edition, Tata McGraw-Hill, New Delhi. 2. Khanka, S.S., (2012), Entrepreneurial Development, First Edition(Revised). S. Chand & Company Ltd., New Delhi. 3. Roy, Rajiv., (2011), Entrepreneurship, Second Edition, Oxford University Press. 4. Charantimath P.M., (2008), Entrepreneurship Development & Small Business Enterprise, Third 	

Edition, Pearson Education, New Delhi.

Suggested Extra Readings

1. Zimmerer, W., Thomas, Scarborough, M., Norman, (2009), Essentials of Entrepreneurship and Small Business Management, Fifth Edition, PHI Learning Private Ltd, New Delhi.
2. Barringer, R., Bruce, Ireland, Duane, R., (2011), Entrepreneurship: Successfully Launching New Ventures, Third Edition, Pearson Education, New Delhi.
3. Timmons, A., Jeffry, Spinelli, Stephen, (2009), New Venture Creation: Entrepreneurship for the 21st Century, Seventh Edition, Tata McGraw-Hill, New Delhi.
4. Morse, A., Eric, Mitchell, K., Ronald, (2009), Cases in Entrepreneurship: The Venture Creation Process, Fourth Printing, SAGE Publications Inc., New Delhi.
5. Desai, Vasant, (2012), Entrepreneurial Development and Management of Small and Medium Enterprises, Second Edition Edition, Himalaya Publishing House, Mumbai.
6. Sinha, S K (2010), Small Business Management, Centrum Press, New Delhi.
7. Desai, Vasant, (2011), Entrepreneurial Development, Sixth Edition, Himalaya Publishing House, Mumbai.