

Chanakya National Law University, Patna
B.B.A., LL.B. (H) 2022-23; SEMESTER- III

Course Title: Entrepreneurship

Course Overview

The curriculum is designed with the following objectives

- To develop Entrepreneurial mindset among graduates.
- To encourage to opt for self-employment as a viable option for earning dignified means of living.
- To enable to appreciate the dynamic changes happening in the economy.
- To acquaint the role of Entrepreneurship in the growth and economic development of the nation.
- To promote Entrepreneurship as life-skills to improve quality of life, skills of creation and management of entrepreneurial pursuits.

Module one deals with the basic of Entrepreneurship and important factors in Entrepreneurship development.

Module two focuses on the role of Entrepreneurship in the growth and economic development of the nation.

Module three deals with idea generation to idea commercialization.

Module four covers with crucial Factors for Setting Up the Small Business

Module five cover assessment of resources.

Module six deals with financial implication in small business.

Module seven covers business plan.

Module Eight focuses on credit system available.

Learning Outcomes

The course aims to develop Entrepreneurial mindset among graduates

On completion of the course, students will be able to:

1. Understand the basic of Entrepreneurship.
2. Analyse how to become an entrepreneur.
3. Critically analyse factors for setting up a small business enterprise
4. Apply the knowledge in financial management of small business

List of Topics/ Modules

Topic/ Module	Contents/ Concepts	Sessions / Lectures
Module I:	<ul style="list-style-type: none">• Meaning and Importance, Evolution of term 'Entrepreneurship,• Factors influencing entrepreneurship;• Psychological factors,• Social factors,• Economic factor,• Environmental factors.• Characteristics of an entrepreneur.• Entrepreneur and Intrapreneur,	1-5
Module II:	<ul style="list-style-type: none">• Types of entrepreneur : According to Type of Business,• According to Use of Technology,• According to Motivation,• According to Growth,• According to Stages.	6-14

	<ul style="list-style-type: none"> • New generations of entrepreneurship viz. • social entrepreneurship, • Edupreneurship, • Health entrepreneurship, • Tourism entrepreneurship, • Women entrepreneurship etc. • Barriers to entrepreneurship • Case Study. 	
Module III:	<ul style="list-style-type: none"> • Introduction, Entrepreneurship as a Person, • Traits and Characteristics of Entrepreneurs, • Delicate. Uniqueness of Entrepreneurs, • Opportunities in Self-employment, Idea Generation; • Selecting an Idea, Generation of Idea, Recalling Your Selected Ideas 	15-21
Module IV:	<ul style="list-style-type: none"> • Business Opportunities, • Identifying My Business Choice – • SWOT, • Crucial Factors for Setting Up the Small Business, • Preliminaries in Setting Up a Business or Trade, • Product - Specific Formalities, Business 	22-29

	<p>Blueprint,</p> <ul style="list-style-type: none"> • . Case Study. 	
Module V:	<ul style="list-style-type: none"> • Introduction, • Steps in Setting Up a Small Business Enterprise; • Collect Information, • Organize Information, • Upgrading Vocational Skills, • Financial Implications 	29-35
Module VI:	<ul style="list-style-type: none"> • Market Trends, • Crisis Management, • Small Business Analysis Skills; • Planning, • Organizing • Manpower, Assistance • Case Study. 	36-43
Module VII:	<ul style="list-style-type: none"> • Introduction, • Need for a Business Plan, • Preparing Business Plan, • Working Capital and Project Cost Assessment, • Appraising the Business Plan; • Technical Appraisal, • Marketing Appraisal, • Financial Appraisal, • Sensitivity Analysis, Break Even Point. 	44-51
Module VIII:	<ul style="list-style-type: none"> • Debt Service Coverage Ratio, • The Formal Credit System, • The Government Sponsored Schemes, • Alternative Credit Delivery System, • Maintenance of Records 	52-60

	and Accounts, • Case Study.	
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Recommended/Reference Text Books and Resources:

Text Books

1. Barringer, R.B., & Ireland, D. R. (2016). Entrepreneurship--- Successfully launching new ventures. Essex, England: Pearson Education Limited
2. Entrepreneurship: Creating and Leading an Entrepreneurial Organization, Arya Kumar, Pearson
3. Handbook on Entrepreneurship Development, BS Rathore and JS Saini, Aapga Publications Panchkula
4. Women Entrepreneurs : Opportunities, Performance, Problems, SK Dhameja, Deep and Deep Publications, Jaipur

References

- Bansal, R. (2015). Arise, Awake. New Delhi, India: Westland Limited.
- Screwvala, R. (2016). Dream with your eyes open: An entrepreneurial journey. New Delhi, India: Roopa Publications

Web Resources

Approaches to Entrepreneurship Development: The Indian Experience, Dinesh Awasthi
https://www.researchgate.net/publication/265572417_Approaches_to_Entrepreneurship_Development_The_Indian_Experience
<https://www.entrepreneur.com/in>
<https://www.cmu.edu/swartz---center---for---entrepreneurship/education---and---resources/project---olympus/pdf/entrepreneurship---101.pdf>
https://www.researchgate.net/publication/301659818_Introduction_to_Entrepreneurship
<https://www.uv.es/bcjauveg/docs/LibroCuervoRibeiroRoigIntroduction.pdf>
<http://download.nos.org/srsec319new/319EL9.pdf>
<https://vtechworks.lib.vt.edu/bitstream/handle/10919/70961/Chapter%206%20Entrepreneurs%20---%20Starting%20a%20Business.pdf>

Instructor Details

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