



Code	Subject Title	Cr. Hrs	Semester
BBA-211	Entrepreneurship	3	III
Year	Discipline		
2	English		

Course Contents:

Introduction: The concept of entrepreneurship, The economist view of entrepreneurship, The sociologist view, Behavioural approach, Entrepreneurship and Management

The Practice of Entrepreneurship: The process of entrepreneurship, Entrepreneurial Management, The entrepreneurial business, Entrepreneurship in service institutions, The new venture

Entrepreneurship and Innovation: The innovation concepts, Importance of innovation for entrepreneurship, Sources of innovative opportunities, The innovation process, Risks involved in innovation

Developing Entrepreneur: Entrepreneurial profile, Trait approach to understanding entrepreneurship, Factors influencing entrepreneurship, The environment, Socio cultural factors, Support systems

Entrepreneurship Organization: Team work, Networking organization, Motivation and compensation, Value system

Entrepreneurship and SMES: Defining SMEs, Scope of SMEs, Entrepreneurial managers of SME, Financial and marketing problems of SMEs

Entrepreneurial Marketing: Framework for developing entrepreneurial marketing, Devising entrepreneurial marketing plan, Entrepreneurial marketing strategies, Product quality and design

Entrepreneurship and Economic Development: Role of entrepreneur in the economic development generation of services, Employment creation and training, Ideas, knowledge and skill development, The Japanese experience

Case Studies of Successful Entrepreneurs

Recommended Books

- Paul Burns and Jim Dew Hurst: Small Business and Entrepreneurship
- P.N. Singh: Entrepreneurship for Economic Growth
- Peter F. Drucker: Innovation and Entrepreneurship Peter F. Drucker
- John B. Miner: Entrepreneurial Success