

## Entrepreneurship Development & Business Models

<b>Course Code</b>	21BA3T2	<b>Year</b>	II	<b>Semester</b>	I
<b>Course Category</b>	Core	<b>Branch</b>	Business Administration	<b>Course Type</b>	Theory
<b>Credits</b>	4	<b>L-T-P</b>	4-0-0	<b>Prerequisites</b>	Nil
<b>Continuous Internal Evaluation</b>	30	<b>Semester End Evaluation</b>	70	<b>Total Marks</b>	100

### Course Outcomes

Upon successful completion of the course, the student will be able to:

<b>CO1</b>	<b>Discover</b> the importance & Challenges of entrepreneurship and opportunities available in the society for the entrepreneur.	<b>L4</b>
<b>CO2</b>	<b>Identify</b> the various sources of finance for entrepreneurship and to prepare better business plan.	<b>L3</b>
<b>CO3</b>	<b>Examine</b> business models; the integration of strategic perspectives related to marketing, financial, organizational and operational aspects and business excellence frameworks.	<b>L4</b>
<b>CO4</b>	<b>Analyze</b> and evaluate various methods for planning and execution of business models.	<b>L4</b>
<b>CO5</b>	<b>Develop</b> new models which are suitable to get excellence in their businesses and also maintaining core values	<b>L4</b>

### Contribution of Course Outcomes towards achievement of Program Outcomes & Strength of correlations (3-High, 2-Medium, 1-Low)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2
<b>CO1</b>	3	-	3	3	3	-	-	3	3	-	-	3	-
<b>CO2</b>	3	-	3	3	3	-	-	3	3	-	-	3	-
<b>CO3</b>	3	-	3	3	3	-	-	3	3	-	-	3	-
<b>CO4</b>	3	-	3	3	3	-	-	3	3	-	-	3	-
<b>CO5</b>	3	-	3	3	3	-	-	3	3	-	-	3	-

### SYLLABUS

<b>Unit No.</b>	<b>Contents</b>	<b>Mapped CO</b>
<b>I</b>	<b>Entrepreneur:</b> Evolution, Characteristics, Types, Functions of Entrepreneur - Factors influencing entrepreneurship- Barriers to entrepreneurship- Growth of Entrepreneurship in India- women entrepreneurship in India- Role of Entrepreneurship in Economic Development.	<b>CO1</b>
<b>II</b>	<b>Financing of Enterprises:</b> Need for Financial Planning- Sources of finance, Capital Structure, Term-loan, - Sources of Short-Term Finance, Capitalization, Venture capital, Export Finance,- Institutional Finance to Entrepreneurs, - Preparation of Business Plans	<b>CO1 CO2</b>
<b>III</b>	<b>Business Model:</b> Definition – Generating a business model – Nine building blocks of a canvas (Value Propositions; Key Activities; Key Partners; Key Resources; Customer Relationships; Customer Segments; Channels; Cost Structure and Revenue Streams)	<b>CO1 CO3</b>

<b>IV</b>	<b>Planning and Execution:</b> Profitability potential of resources (VRISA analysis) – Cost drivers (Industry; Resource; Activity; Position) - Sources of competitive advantage (Seven C’s model) – Model for execution (BS2PE framework).	<b>CO3 CO4</b>
<b>V</b>	<b>Business Excellence Models:</b> Core values and concepts – Business Excellence frameworks of USA (MBNQA); Europe (EFQM) and CII-EXIM Model of India.	<b>CO1 CO5</b>
<b>Case Study Compulsory.</b> Relevant cases have to be discussed in each unit.		

<b>Learning Resources</b>	
<b>Text Books:</b>	
<ol style="list-style-type: none"> <li>1. E. Gordon &amp; K. Natarajan (2015), “Entrepreneurship Development” Himalaya Publishing House, Mumbai.</li> <li>2. Osterwalder, Alexander and Yves Pigneur; “Business Model Generation”, John Wiley &amp; Sons, New Jersey.</li> </ol>	
<b>Reference Books:</b>	
<ol style="list-style-type: none"> <li>1. T.N.Chhabra (2019), “Entrepreneurship Development” Sun India Publications.</li> <li>2. Roy Rajeev (2008), “Entrepreneurship “ Oxford Latest Edition.</li> <li>3. Afuah, Allan (2004), “Business Models: A Strategic Management Approach”, McGraw-Hill, New York.</li> <li>4. Mary.A. Coulter (2002), “Entrepreneurship in Action”, PHI, 2<sup>nd</sup> Edition.</li> <li>5. Haim Kilov (2002), “Business Models: A Guide for Business and IT”, Prentice Hall.</li> <li>6. Johnson, Mark W. (2010), “Seizing the White Space: Business Model Innovation for Growth and Renewal”, Harvard Business School Press, Boston.</li> </ol>	
<b>e- Resources &amp; other digital material:</b>	
<ol style="list-style-type: none"> <li>1. <a href="https://nptel.ac.in/courses/110/106/110106141/">https://nptel.ac.in/courses/110/106/110106141/</a></li> <li>2. <a href="https://nptel.ac.in/courses/110/107/110107094/">https://nptel.ac.in/courses/110/107/110107094/</a></li> </ol>	