

Department of Commerce- Finance (Unaided)

FUNDAMENTALS OF ENTREPRENEURSHIP

Course Code	COM1MN101				
Course Title	FUNDAMENTALS OF ENTREPRENEURSHIP				
Type of Course	Minor				
Semester	I				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3		2	75
Pre-requisites	Having a basic understanding of business concepts and principles can be beneficial. An innate curiosity about how businesses work and a passion for creating something new are good.				
Course Summary	This course aims to develop students with the foundational knowledge				
	and skills needed to start new entrepreneurial ventures. It covers				
	essential concepts, tools, and strategies for identifying business				
	opportunities, developing innovative ideas, and successfully launching and managing a business unit.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Gain a comprehensive understanding of what entrepreneurship entails, including its definition, characteristics, and significance in the business world.	U	C	Examinations Assignment
CO2	Ability to apply entrepreneurial concepts and frameworks to real world scenarios by developing feasible business plans	Ap	P	Project Case analysis
CO3	Learn how to recognize and evaluate potential business opportunities, including market needs, trends, and gaps.	An	P	Examinations Assignment Project
CO4	Developing the skills of appreciation through success stories of entrepreneurs	E	P	Case study

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
 # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P)
 Metacognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Introduction to Entrepreneurship		10
	1	Entrepreneurship – Definition and characteristics of entrepreneurship- Evolution of entrepreneurship- Different Types of Entrepreneurs	3
	2	Entrepreneurial Mind-set and Traits, Developing an Entrepreneurial Mind-set-Traits of successful entrepreneurs	2
	3	Overcoming Common Entrepreneurial Challenges	2
	4	Importance of entrepreneurship in the economy	1
	5	Ethical considerations in entrepreneurship	2
	Entrepreneurial Decision-making Process & Competencies		10
	6	Entrepreneurial decision making process-Steps involved-Opportunity	2
II	Recognition and Idea Generation		
	7	Identifying market needs and trends-Creativity and ideation techniques- Feasibility study	3
	8	Business Planning- Resource mobilisation-Execution and implementation	2
	9	An overview of Entrepreneurial Competencies-Risk-taking and Decision- making, Vision and Goal Setting-Adaptability and Change Management	3
III	Entrepreneurial Support System		13
	10	Entrepreneurial support system in India-Role of various agencies-	3
	11	Incubators and Accelerators- Venture capital firms- Angel Investors- Start-up Hubs and Clusters-Role of education institutions	3
	12	Overview of Kerala's Entrepreneurial Landscape- Role of Government and Private agencies in supporting entrepreneurs	3
	13	Introduction to Kerala Start-up Mission (KSUM) and Other key organizations	2
	14	Role of industries/entrepreneur's associations and self-help Groups	2
IV	Dimensions of Entrepreneurship		12
	15	Definition and Characteristics of Women Entrepreneurship- Significance of women's involvement in entrepreneurship-	2
	16	Challenges faced by women entrepreneurs-Overcoming self-limiting beliefs-Steps taken by the Government to promote women entrepreneurship	3

	17	Definition and Characteristics of Social Entrepreneurship- Significance of Social Entrepreneurship	3
	18	Rural Entrepreneurship-Definition and characteristics-Importance of entrepreneurship in rural development	2
	19	An overview of new forms of entrepreneurship-Digital entrepreneurship- Sustainable and Eco-Entrepreneurship-Health and Wellness Entrepreneurship-Food and Agri-Entrepreneurship	2
	Open Ended Module for Practical Exercises Practical Applications, Case Study and Course Project		30
V	1	Seminar/Group discussions/debate on the topics: 1. Role of Students in Entrepreneurship in economic development 2. Conduct a seminar on new forms of entrepreneurship in Kerala 3. Entrepreneurial Opportunities in Kerala	
	2	Field visit: 1. Arrange field trips or invite successful entrepreneurs to the campus to bridge theory and real-world experiences.	
	3	Group Discussion: 1. Government Initiatives to Promote Entrepreneurship	
	4	Role play /Simulations techniques: 1. Design role-playing exercises that simulate various entrepreneurial scenarios, allowing students to act as founders,	
		investors, or customers. 2. Conduct brainstorming sessions to help students generate creative and viable business ideas. 3. Introduce unexpected challenges or scenarios, requiring students to adapt and solve problems on the spot.	
	5	Case study: 1. Conduct case studies from various industries, encouraging students to propose solutions and strategies. 3. Analyzing successful and failed entrepreneurial ventures in nearby locality	
6	Project work: 1. Visit Kerala Institute for Entrepreneurship Development (KIED) and prepare a Report on their initiatives 2. Prepare a report on the functions of Kerala Start Up Mission		

References

1. Anjan,R.*Managing New Ventures, Concepts and Cases in Entrepreneurship*,
New Delhi,PHIL earning Private limited.

2. Bhide A, *The Origin and Evolution of New Businesses*, New York, Oxford University Press.
 3. Brandt, S.C. (1997). *Entrepreneurship: The 10 Commandments for Building a Growth Company*.
New Delhi: Mc Millan Business Books.
 4. Manjunath, N. (2008). *Entrepreneurship & Management*. Bangalore: Sanguine Technical Publishers.
 5. Khanka S.S. - Entrepreneurial Development - S Chand and Sons.
 6. Desai, Vasant - Small Scale Business and Entrepreneurship - Himalaya Publications.
 7. AP Padnekar, Entrepreneurship, *Himalaya Publishing House, Mumbai*.
 8. Rao, VSP - Business, Entrepreneurship and Management - Vikas Publishing House.
- Pandya, Rameswary -. Skill Development and Entrepreneurship in India ,New Century Publications