

As Per NEP 2020

University of Mumbai



Syllabus for Basket of OE	
Board of Studies in Commerce	
UG First Year Programme	
Semester	I
Title of Paper	Credits 2
1) Entrepreneurship Management	Credits 2
2)	
From the Academic Year	2024-25

OE Sem 1
ENTREPRENEURSHIP MANAGEMENT

PROGRAM	B.COM
SEMESTER	I
COURSE TITLE	ENTREPRENEURSHIP MANAGEMENT
VERTICLE /CATEGORY	OE
COURSE LEVEL	4.5
COURSE CODE	
COURSE CREDIT	2
HOURS PER WEEK THEORY	2
HOURS PER WEEK PRACTICAL/TUTORIAL	NA

COURSE OBJECTIVE
This course provides an overview of the business, understanding and significance of the business in economy.
COURSE OUTCOME
CO1: Learners will recognize the fundamental components of the business
CO2: Evaluate the impact of traditional and modern business activities
CO3: Learners will be able to apply theoretical knowledge to real world scenarios within the business sector.
CO4: To create comprehensive understanding of the risks and challenges associated with business world

ORGANISATION OF THE COURSE		
UNIT NO	COURSE UNITS AT A GLANCE	TOTAL HOURS
1	Introduction to Entrepreneurship	15
2	Entrepreneurship Management	15
TOTAL HOURS		30

COURSE DESIGN

Unit 1 : Introduction to Entrepreneurship (15)

- Introduction: Concept and importance of entrepreneurship, factors Contributing to Growth of Entrepreneurship, Entrepreneur and Manager, Entrepreneur and Intrapreneur, Types of Entrepreneurs
- Competencies of an Entrepreneur, Entrepreneurship Training and Development centers in India. Incentives to Entrepreneurs in India. Options available to entrepreneurs- franchising and outsourcing. Cases on takeover, mergers and acquisitions in India and at global level. Women Entrepreneurs: Problems and Promotion. Social Entrepreneurship-Definition, importance

PEDAGOGICAL APPROACH: Lecture Method. Case studies, assignment

Unit 2: ENTREPRENEURSHIP MANAGEMENT (15)

- Idea generation – sources and methods Identification and classification of ideas. Environmental Scanning and SWOT analysis Preparation of project plan – Components of an ideal business plan – market plan, financial plans, operational plan, and HR plan. Project formulation – project report significance and content
- Meaning and definition (evolution) Role and importance, Policies governing SMEs Organizational structure Steps in setting up a small unit,

PEDAGOGICAL APPROACH: Lecture Method, Assignments and Visits

REFERENCES:-

1. Small scale industries and entrepreneurship, Dr. Vasant Desai, Himalayan Publishing House
2. Management of small scale industries, Dr. Vasant Desai, Himalayan Publishing House
3. Management of small scale industries, J.C. Saboo Megha Biyani, Himalayan Publishing House
4. Dynamics of entrepreneurial development and Management, Dr. Vasant Desai, Himalayan Publishing
5. Entrepreneurship development, Moharanas and Dash C.R., RBSA Publishing, Jaipur
6. Beyond entrepreneurship, Collins and Lazier W, Prentice Hall, New Jersey, 1992
7. Entrepreneurship, Hisrich Peters Shephard, Tata McGraw Hill
8. Fundamentals of entrepreneurship, S.K. Mohanty, Prentice Hall of India
9. A Guide to Entrepreneurship, David Oates, Jaico Publishing House, Mumbai, Edn 2009

Total 50 Marks: with 2 Credits
30 Marks External and 20 Marks Internal

30 Marks External

DURATION: 1 Hour

MARKS: 30

Any 2 out of 3

Q. 1 Answer the following (15 Marks)

- a.
- b.

Q. 2 Answer the following (15 Marks)

- a.
- b.

Q. 3 Answer the following (15 Marks)

- a.
- b.

20 Marks Internal

- | | |
|---------------------|------------|
| 1) Class Test | (05 Marks) |
| 2) Assignment | (05 Marks) |
| 3) Presentation | (05 Marks) |
| 4) Group Discussion | (05 Marks) |
| 5) Quiz | (05 Marks) |
| 6) Case Study | (05 Marks) |

Note: 1) Any Four out of the above can be taken for the internal Assessment.

2) The internal Assessment shall be conducted throughout the Semester.

**Sign of the BOS
Chairperson
Prof. Dr. Kishori
Bhagat
BOS in Commerce**

**Sign of the
Offg. Associate Dean
Dr. Ravikant
Balkrishna Sangurde
Faculty of Commerce
& Management**

**Sign of the
Offg. Associate Dean
Prof. Dr. Kishori
Bhagat
Faculty of Commerce
& Management**

**Sign of the
Offg. Dean
Prof. Kavita Laghate
Faculty of
Commerce &
Management**