

COURSE SYLLABUS

Semester: IV

4.3 -Minor Stream

Course Title	Business Entrepreneurship
Course Credits	4
Course Outcomes	After going through the course, learners will be able to • Identify sources of inspiration for entrepreneurial ventures • Recognize the significance of a well-prepared business plan in securing investments. • Develop strategies for building and managing high-performing teams. • Analyze how group dynamics impact decision-making, motivation, and team effectiveness. • Prepare budgeting and financial planning strategies for a start-up.
Module 1 (Credit 1)	Idea Generation
Learning Outcomes	After learning the module, learners will be able to • Assess potential business opportunities using feasibility analysis. • Understand the importance of market research in business planning.
Content Outline	1.1 Techniques of generating Business idea 1.2 Identifying and evaluating opportunities 1.3 Market Research 1.4 Components of Business Plan 1.5 Vision, Mission, Goal setting 1.6 SWOT Analysis
Module 2 (Credit 1)	Leadership and Team Management
Learning Outcomes	After learning the module, learners will be able to • Assess the advantages and challenges of different team types in start-ups. • Identify the most effective leadership styles for different business situations.
Content Outline	2.1 Types of teams 2.2 Leadership styles 2.3 Leadership and Team building in start-ups 2.4 Conflict resolution in start-ups 2.5 Group Dynamics. Stages
Module 3 (Credit 1)	Project Feasibility
Learning Outcomes	After learning the module, learners will be able to

	• Interpret and analyze financial statements to assess business performance. • Conduct break-even analysis to determine cost and revenue projections.
Content Outline	3.1 Developing Business Plan 3.2 Financial Analysis 3.3 Market Analysis 3.4 Techno-Economical Analysis 3.5 Network Analysis 3.6 Break-Even Analysis
Module 4 (Credit 1) Marketing Strategies for Start-Up	
Learning Outcomes	After learning the module, learners will be able to
	• Apply market segmentation techniques to position a start-up effectively. • Build a strong brand identity and establish brand loyalty.
Content Outline	4.1 Understanding target audience and market segmentation 4.2 Digital marketing and branding strategies 4.3 Pricing strategies and customer acquisition 4.4 Sales techniques and networking

Activities towards Comprehensive Continuous Evaluation (CCE)

Internal – 50 Marks

Sr. No	Activities	Marks
1	Project Report on Project Feasibility	15
2	Group Discussion/ Seminars/ Workshops/ Any other innovative methods: Marketing Strategies for Start-Up	15
3	Presentations/ Case Study: Leadership and Team Management	10
4	Quiz/ Debate: Idea Generation	10
	Total 50 Marks	50

External – 50 Marks

Reference Books:

- Gupta, C. B., & Srinivasan, N. P. (2010). *Entrepreneurship development*. Sultan Chand & Sons.
- Khanka, S. S. (2016). *Entrepreneurial development*. S. Chand & Co.
- Kotler, P., & Keller, K. L. (2015). *Marketing management*. Pearson.
- Ries, A. (2010). *Entrepreneurship development*. Penguin Books.
- Shepherd, D. A., Peters, M. P., & Hirsch, R. D. (2015). *Entrepreneurship*. McGraw-Hill.