

Revised

BFSI- 401: Entrepreneurship

Max. Marks: 100

Theory: 80

Practical: 20

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of four short answer questions. All questions shall carry equal marks.

Course Contents:

Entrepreneur: Concept, ecosystem, functions of Entrepreneur, entrepreneur & Entrepreneurship, Classification of entrepreneurs, Distinction between Entrepreneur and Manager, Intrapreneur and Entrepreneur, Theories of Entrepreneurship: Schumpeter, McLelland and Drucker.

Stages in entrepreneurial process, Micro, Small and Medium Business: Definition, Role in the economy and significance, Factors affecting success of a new Business. Environment assessment (PESTEL): political, economic, social, Technological, ecological and legal environment.

Developing an effective business plan: components and procedure to prepare a business plan. Entrepreneurial Venture Initiation: Assessment of business opportunities. Business creation: Methods and Procedures to start and expand one's own business

Role of government and various institutions in developing entrepreneurship in India; women entrepreneurship.

Suggested Readings:

1. Kumar, Arya (2012); Entrepreneurship, Pearson, New Delhi.
2. Greene, Cynthia L (2006), Entrepreneurship, Cengage Learning, New Delhi
3. Timmons, Jeffry A and Spinelli, Stephen (2007), New Venture Creation, McGrawHill, seventh edition, New Delhi
4. Wickham, Phillip A (1998); Strategic Entrepreneurship, Pitman, UK.
5. Shukla, MB, (2011), Entrepreneurship and Small Business Management, Kitab Mahal, Allahabad
6. Zenas Block and Ian C Macmillan, Corporate Venturing, Harvard Business School Press, Boston

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