

Branch Name:	M.Sc. (Artificial Intelligence & Data Science)
Program Code:	ET214
Course Title:	Entrepreneurship Development
Course Code:	1ET2140106
Pre-requisite Course:	Basic understanding of reading, writing, and communication skills.

Course Objectives:

1. To familiarize the students, and make them understand with key concepts and processes in entrepreneurship and business communication.
2. To provide context to the processes in the form of differences between small and large firms, and the economic environment.
3. To introduce key debates around entrepreneurship and small businesses.
4. To impart skills required for entrepreneurship development among the students for self-employment.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Marks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
2	-	-	2	50	50	-	-	100

Course Contents:

Unit No	Topic	Total Hours	Weightage (%)
1	Introduction to Entrepreneurship Meaning and importance of Entrepreneurship, Characteristics of entrepreneurs, Entrepreneurship and Micro, Small and Medium Enterprises, Assessment of entrepreneurship skills, identifying potential entrepreneurs	5	15%
2	Entrepreneurship development Concept of entrepreneurship, Process of entrepreneurship development, importance of planning, monitoring and follow-up, managing competition, entrepreneurship development programmes.	6	20%
3	SWOT analysis Concept and technique, generation, incubation and commercialization of ideas and innovations, Supply chain management, Time management and Total quality management	7	20%
4	Communication Skills Communication – Meaning and process of communication, Advertisement- Meaning, types, forms, functions, Written communication, Verbal communication, Investigating and analyzing, Planning and Organizing, Negotiating and persuading, Cooperative (Team work), Leadership and Numeracy	8	15%
5	Entrepreneurship development skills Types of Entrepreneurships, meaning of Entrepreneurship Skill-Types-Business management skills, Teamwork and leadership skills, Communication and listening Skills, Customer service skills, financial skills, Analytical and problem-solving skills, Critical thinking skills,	10	20%

	Strategic thinking and planning skills, technical skills, Time management and organizational skills, Branding, marketing, and networking skills, Skill development mechanism in India.		
6	Student Activity Module Case studies of successful micro entrepreneurs, Analysis of local micro enterprises, Group discussion and role play (entrepreneur–customer, entrepreneur–bank), Market survey and field visit (where possible)	4	10%

Text Books:

1. Vasant Desai – *Entrepreneurial Development*, Himalaya Publishing House.
2. Peter F. Drucker – *Innovation and Entrepreneurship: Practice and Principles*, Harper Business.
3. Bovee, Thill & Chaturvedi – *Business Communication Today*, Pearson Education.

Reference Books:

1. Robert D. Hisrich, Michael P. Peters & Dean A. Shepherd – *Entrepreneurship*, McGraw-Hill Education.
2. Donald F. Kuratko – *Entrepreneurship: Theory, Process and Practice*, Cengage Learning.
3. Lesikar, Flatley & Rentz – *Business Communication: Making Connections in a Digital World*, McGraw-Hill.
4. Stephen P. Robbins & Mary Coulter – *Management*, Pearson (for communication and managerial context).
5. H. Koontz & H. Weihrich – *Essentials of Management*, McGraw-Hill (for entrepreneurship planning & leadership communication).

Course Learning Outcomes (CLO):

CO	Course Learning Outcome Statement	Bloom's Level
CO1	Apply entrepreneurial concepts, characteristics and MSME knowledge to identify business opportunities	L3 – Apply
CO2	Understand and apply entrepreneurship development processes, planning and competition management for venture creation	L2 – Understand / L3 – Apply
CO3	Analyze SWOT, innovation incubation, supply chain and quality management for successful enterprise growth	L4 – Analyze
CO4	Demonstrate effective communication, teamwork, leadership and negotiation skills in entrepreneurial contexts	L3 – Apply / L4 – Analyze
CO5	Evaluate entrepreneurial cases and develop practical business strategies through field studies and activities	L5 – Evaluate

Mapping of CLO with PO and PSO

Course	Program Outcomes (POs)												Program Specific Outcomes (PSOs)			
Learning Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
CLO1	M	M	M	–	L	H	M	H	M	H	H	H	L	M	L	H
CLO2	M	H	H	M	M	M	M	M	M	H	H	H	M	M	L	H
CLO3	M	H	H	M	M	H	M	H	H	H	H	H	M	M	M	H
CLO4	–	M	M	M	M	H	M	H	H	H	M	H	L	M	L	H
CLO5	M	H	H	H	M	H	M	H	H	H	H	H	M	M	M	H

H:High, M:Medium, L:Low