

Effective from A.Y: 2018-19

Learning objective: To enable a student to become an entrepreneur.

Course Methodology:

Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning

Syllabus:

UNIT 1: The Fundamentals of Entrepreneurship	12 Hours
The nature and importance of Entrepreneurs, the entrepreneurial and intrapreneurial mind, Functions and skills, International entrepreneurship opportunities in tourism industry, Women entrepreneurs, Legal issues for the Entrepreneur, Funding options, Institutional and Financial Support, Incubation Centre	
UNIT 2: Entrepreneurship Process	12 Hours
New Business idea, Creativity and Innovation, The Business plan, Process of new venture creation, the marketing plan, the technical plan, the financial plan, organizational plan. Challenges in Implementation, Sustaining the business.	

Suggested Readings:

1. Vasant Desai. 'Dynamics of Entrepreneurial Development & Management', (Latest edition), Himalaya Publishing, Mumbai.
2. Mahesh.V.Joshi. 'Towards Success the Basic Elements of Entrepreneurship', (Latest edition), Adyayan Publishers & Distributors, New Delhi.
3. Jain, P.C. 'Handbook for New Entrepreneurs', (Latest edition), Entrepreneurship Development Institute of India, Ahmedabad.
4. Batra, G.S. 'Development of Entrepreneurship', (Latest edition), Deep & Deep Publications, New Delhi.

Learning outcomes:

The learner will be able to:

1. Understand the basics of entrepreneurship
2. Identify the source of funds to start a new venture
3. Understand the entrepreneurship process