

# CENTRAL UNIVERSITY OF HIMACHAL PRADESH

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PO BOX: 21, DHARAMSHALA, DISTRICT KANGRA - 176215 (HP)

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**Course Code:** MGT 394

**Course Name:** Entrepreneurship Development

**Credits Equivalent:** 2 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

**Course Objectives:** The course is designed to

- Develop Entrepreneurial Skills in Students by giving an overview of who the entrepreneurs are and what competencies are needed to become an entrepreneur.
- Make students familiar with different financial institutions which support entrepreneurship development.

**Course Outcome:**

- Enable the students to prepare business plans, successfully launch, and subsequently manage their enterprises.

**Course Contents:**

<b>UNIT – I:</b>	<b>Fundamentals of Entrepreneurship</b>	<b>(4 Hours)</b>
	<ul style="list-style-type: none"><li>• Concept of Entrepreneur and Entrepreneurship</li><li>• Entrepreneur and Intrapreneur</li><li>• Entrepreneur Versus Manager</li><li>• Role of Entrepreneurship</li><li>• Theories of Entrepreneurship</li><li>• Classification of Entrepreneurs/Entrepreneurship</li></ul>	
<b>UNIT – II:</b>	<b>Entrepreneurial Development</b>	<b>(4 Hours)</b>
	<ul style="list-style-type: none"><li>• Factors Influencing Entrepreneurial Development</li><li>• Models of Entrepreneurship</li><li>• Entrepreneurship Development Programme</li><li>• Entrepreneurial Competencies</li><li>• Entrepreneurship: Emerging Areas</li></ul>	
<b>UNIT – III:</b>	<b>Entrepreneurial Support</b>	<b>(4 Hours)</b>
	<ul style="list-style-type: none"><li>• Entrepreneurial Policies in India</li><li>• Institutional Support to Entrepreneurs</li><li>• Clustering</li></ul>	

**UNIT – IV: Creating and Starting the Venture****(4 Hours)**

- Creativity and Business Idea
- Legal Issues for the Entrepreneur
- Feasibility Analysis
- The Business Plan

**UNIT – V: Entrepreneurship Management****(4 Hours)**

- Selection of types of ownership
- Strategies for Growth
- Entrepreneurial Sickness
- Case Study

**Prescribed Text Books:**

1. Hisrich, R.D., Peters, M.P.& Shepherd, D.A., (2008), Entrepreneurship, Sixth Edition, Tata McGraw-Hill, New Delhi.
2. Khanka, S.S., (2012), Entrepreneurial Development, First Edition(Revised). S. Chand & Company Ltd., New Delhi.
3. Roy, Rajiv., (2011), Entrepreneurship, Second Edition, Oxford University Press.
4. Charantimath P.M.,(2008), Entrepreneurship Development & Small Business Enterprise,Third Edition, Pearson Education, New Delhi.

**Suggested ExtraReadings:**

1. Zimmerer, W., Thomas, Scarborough, M., Norman, (2009), Essentials of Entrepreneurship and Small Business Management, Fifth Edition, PHI Learning Private Ltd, New Delhi.
2. Barringer, R., Bruce, Ireland, Duane, R., (2011), Entrepreneurship: Successfully Launching New Ventures, Third Edition, Pearson Education, New Delhi.
3. Timmons, A., Jeffry, Spinelli, Stephen, (2009), New Venture Creation: Entrepreneurship for the 21<sup>st</sup> Century, Seventh Edition, Tata McGraw-Hill, New Delhi.
4. Morse, A., Eric, Mitchell, K., Ronald, (2009), Cases in Entrepreneurship: The Venture Creation Process, Fourth Printing, SAGE Publications Inc., New Delhi.
5. Desai, Vasant, (2012), Entrepreneurial Development and Management of Small and Medium Enterprises,Second Edition Edition, Himalaya Publishing House, Mumbai.
6. Sinha, S K (2010), Small Business Management, Centrum Press, New Delhi.
7. Desai, Vasant, (2011), Entrepreneurial Development,Sixth Edition, Himalaya Publishing House, Mumbai.