

AC –  
Item No. –

# **As Per NEP 2020**

## **Tolani College of Commerce (Autonomous)**



**Title of the Course: Business Planning & Entrepreneurial Management**

**Programme: Bachelor of Commerce (Management Studies)**

**Semester -III**

**Syllabus for 4 credits**

**From the academic year- A.Y. 2024 - 2025**

**Name of the Course: Business Planning & Entrepreneurial Management**

<b>Sr. No.</b>	<b>Heading</b>	<b>Particulars</b>
<b>1</b>	<b>Description the course:</b>	This course introduces the student to starting a venture to help understand the value of ideas and creativity. The course highlights the various types of innovation in driving the development of an enterprise and the importance of strategy, core business competencies, and assisting students to identify opportunities and to creatively solve problems. This course takes an action-step approach to developing powerful, functional business plans and sharpening students' business focus for future entrepreneurial business success.
<b>2</b>	<b>Vertical:</b>	Major
<b>3</b>	<b>Type:</b>	Theory
<b>4</b>	<b>Credit:</b>	4 credits
<b>5</b>	<b>Hours Allotted:</b>	60 Hours
<b>6</b>	<b>Marks Allotted:</b>	100 Marks Continuous Evaluation 40 Marks Semester End Examination 60 Marks
<b>7</b>	<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To explain concepts of entrepreneurship and build an understanding about business situations in which entrepreneurs act.</li> <li>2. To qualify students to analyse the various aspects, scope and challenges under an entrepreneurial venture.</li> <li>3. To explain classification and types of entrepreneurs and the process of entrepreneurial project development.</li> <li>4. To discuss the steps in venture development and new trends in entrepreneurship.</li> </ol>	

8	<p><b>Course Outcomes:</b></p> <ol style="list-style-type: none"> <li>1. Learners will understand about Foundation of Entrepreneurship Development and its theories.</li> <li>2. Learners will explore entrepreneurial skills and management function of a company with special reference to SME sector.</li> <li>3. Learners will identify the type of entrepreneur and the steps involved in an entrepreneurial venture.</li> <li>4. Learners will understand various steps involved in starting a venture and to explore marketing methods &amp; new trends in entrepreneurship.</li> </ol>
---	--

9	<b>Modules</b>
	<b>Module 1: Foundations of Entrepreneurship Development (15 Hours)</b>
	<ul style="list-style-type: none"> <li>· <b>Foundations of Entrepreneurship Development:</b> Concept and Need of Entrepreneurship Development.</li> <li>· <b>Theories of Entrepreneurship:</b> Innovation Theory by Schumpeter &amp; Imitating Theory of High Achievement by McClelland X-Efficiency Theory by Leibenstein, Theory of Profit by Knight, Theory of Social change by Everett Hagen.</li> <li>· Qualities of Entrepreneurship: Characteristics, Qualities of entrepreneur and Role of Entrepreneurial culture in Entrepreneurship Development.</li> <li>· <b>External Influences on Entrepreneurship Development:</b> Socio-Cultural, Political, economical and Personal factors.</li> </ul>
	<b>Module 2: Types &amp; Classification Of Entrepreneurs (15 Hours)</b>
	<ul style="list-style-type: none"> <li>· <b>Intrapreneur:</b> Concept and Development of Intrapreneurship.</li> <li>· <b>Women Entrepreneur:</b> Concept, development and problems faced by Women Entrepreneurs, Development of Women Entrepreneurs with reference to Self Help Group.</li> <li>· <b>Social entrepreneurship:</b> Concept, development of Social entrepreneurship in India. Importance and Social responsibility of NGO's.</li> <li>· <b>Entrepreneurial development Program (EDP)</b> – concept, factor influencing EDP, Option available to Entrepreneurs. (Ancillarisation, BPO, Franchise, Merger &amp; Acquisition).</li> </ul>
	<b>Module 3: Entrepreneur Project Development &amp; Business Plan (15 Hours)</b>

- **Generation of Ideas:** Innovation, Invention, Creativity, Business Idea and Opportunities through change. Idea generation.
- **Kinds of Business Analysis:** Concept of Environmental scanning and SWOT analysis.
- **Business Planning Process:** The business plan as an Entrepreneurial tool, scope and value of Business plan.
- **Fundamental Elements of Business:** Plan, Objectives, Market and Feasibility Analysis, Marketing, Finance, Organisation & Management and Ownership.

#### **Module 4: Venture Development (15 Hours)**

- **Introduction of Venture Capital:** Concept and Steps involved in starting of Venture.
- **Backing of fund:** Venture funding, requirements of Capital (Fixed and working) Sources of finance, problem of Venture set-up and prospects.
- **Marketing Systems:** Methods, Channel of Marketing, Marketing Institutions and Assistance.
- **21st Century Entrepreneurship:** The Rise of Entrepreneurship, Tools for the 21st Century Entrepreneur and **New Forecasts.**

10	<b>References:</b> · Bansal, CL. Entrepreneurship & Small Business Management. Haranand Publication. · Desai, Vasant. Dynamics of Entrepreneurial Development Management. Himalaya Publishing House. · Hodgetts, Kutatko. Entrepreneurship in the New Millennium. · Uddin, Sami. Entrepreneurial Development in India. Mittal Publication														
11	<b>Internal Continuous Assessment: 40%</b>	<b>Semester End Examination: 60%</b>													
12	<b>Continuous Evaluation through: (40 Marks)</b> <table border="1"><thead><tr><th>Component</th><th>Total Marks</th></tr></thead><tbody><tr><td>1)Assignment/Case Studies</td><td>15 Marks</td></tr><tr><td>2)Presentation/ /Project</td><td>15 Marks</td></tr><tr><td>3)Objective Questions</td><td>10 Marks</td></tr><tr><td><b>Total</b></td><td><b>40 Marks</b></td></tr></tbody></table> <b>Note: Learner must be Present in all the three exam components of Continuous Evaluation.</b>			Component	Total Marks	1)Assignment/Case Studies	15 Marks	2)Presentation/ /Project	15 Marks	3)Objective Questions	10 Marks	<b>Total</b>	<b>40 Marks</b>		
Component	Total Marks														
1)Assignment/Case Studies	15 Marks														
2)Presentation/ /Project	15 Marks														
3)Objective Questions	10 Marks														
<b>Total</b>	<b>40 Marks</b>														
13	<b>Format of Question Paper:</b> for the final examination  <b>Question Paper Pattern for Semester End Examination (SEE)</b> <b>Maximum Marks: 60 Duration:2 Hour</b> <table border="1"><thead><tr><th>Q. No.</th><th>Particular</th><th>Marks</th></tr></thead><tbody><tr><td>Q-1</td><td><b>Attempt any TWO the following:</b> (Module 1) A. Full Length Question B. Full Length Question C. Full Length Question</td><td><b>15 Marks</b></td></tr><tr><td>Q-2</td><td><b>Attempt any TWO the following:</b> (Module 2) A. Full Length Question B. Full Length Question C. Full Length Question</td><td><b>15 Marks</b></td></tr><tr><td>Q-3</td><td><b>Attempt any TWO the following:</b> (Module 3) A. Full Length Question B. Full Length Question C. Full Length Question</td><td><b>15 Marks</b></td></tr></tbody></table>			Q. No.	Particular	Marks	Q-1	<b>Attempt any TWO the following:</b> (Module 1) A. Full Length Question B. Full Length Question C. Full Length Question	<b>15 Marks</b>	Q-2	<b>Attempt any TWO the following:</b> (Module 2) A. Full Length Question B. Full Length Question C. Full Length Question	<b>15 Marks</b>	Q-3	<b>Attempt any TWO the following:</b> (Module 3) A. Full Length Question B. Full Length Question C. Full Length Question	<b>15 Marks</b>
Q. No.	Particular	Marks													
Q-1	<b>Attempt any TWO the following:</b> (Module 1) A. Full Length Question B. Full Length Question C. Full Length Question	<b>15 Marks</b>													
Q-2	<b>Attempt any TWO the following:</b> (Module 2) A. Full Length Question B. Full Length Question C. Full Length Question	<b>15 Marks</b>													
Q-3	<b>Attempt any TWO the following:</b> (Module 3) A. Full Length Question B. Full Length Question C. Full Length Question	<b>15 Marks</b>													

	<b>Q-4</b>	<b>Attempt any TWO the following:</b> (Module 4) A. Full Length Question B. Full Length Question C. Full Length Question	<b>15 Marks</b>
--	------------	---	---------------------

Note: Any of the full length question of 7.5 Marks can be a case study.

### Signatures of Team Members

Sr. No	Name	Signature
1.	Ms. Reshma Rajput	
2.	Ms. Shalini Clayton	
3.	Mr. Vedant Kajbaje	
4.		
5.		