



Course syllabus 2022/2023			
Course name:	Entrepreneurship Development		
Study programme group:	Cycle of studies:	Study type:	
no common subjects	I cycle (bachelor) II cycle (master)	Fulltime- Theory and Practical – Interactive/Participative	
Study programme name:	Erasmus/Mobility		
Specialisation:	Management/ Economics/ Technology/Also open for all study areas to promote Entrepreneurship Development		
Electivity:	Elective course		
Course coordinator:	Prof. Rajesh Pahurkar		
Course code:	Year of studies:	Semester:	Language of instruction:
	n/a	n/a	English
ECTS credits:	6		
Exam / assessment form:	Assessment		
Class type		Total contact hours	
Tutorials		32	
<b>A. Shortened (general) subject description</b>			
<p>This is the well designed course on entrepreneurship development/ Entrepreneurship Motivation Programme (EMP). This course can be delivered to students from all kinds of educational background (It can be suited to all faculties like - Management/ Science/ Arts/Engineering etc.). This module can be used as a stimulus for students to become more venturous in their life by experimenting and taking different kinds of risks. This will lead to think and behave like as an enterprising/venturous person. Every university would like to create such enterprising/venturous students to boost up their nation's economy.</p> <p>Giving Entrepreneurship Motivation training comprise of Innovation, Marketing and Management theories with applications to students would be of great use. Many of our student participants have experienced great value addition after completing this course.</p>			
<b>B. Prerequisites</b>			
Students of all kinds of educational background (It can be suited to all faculties like - Management/ Science/ Arts/Engineering etc.).			
<b>C. Effects of Teaching</b>			
Knowlege			



Entrepreneurship concept with different view point and self entrepreneurial analysis – Self Analysis and Developmet	
How to recognize the business opportunity in the market.	
Developing Creativity and Innovation and self competance analysis.	
Explaining concept and scope for Social Entrepreneurship	
Developing own business plan and business analysis.	
Real life exposure and experiential learning.	
<b>Skills</b>	
Developing Business Skills (Marketing, Operations, Human Resources Etc).	
Developing Entrepreneurial leadership and Intrapreneurship (Qualities/ Mindsets).	
Developing required enterprenurial skills like Analytical, Flexible, Consistant, Hardworking etc	
Developing vision to change the Status quo.	
Change Agent - Identify own potential to lead the change implementation.	
Identifying business opportunities.	
<b>Social competence</b>	
Identifying social problems and solving it entrepreneurially.	
More venturous and innovative - To be more creative in problem solving and managing social resources.	
Behaving more socially responsible, ethical and positive change agent	
<b>D. Course Content</b>	
<b>Tutorials</b>	<b>Total contact hours</b>
Understanding Entrepreneurship Definitions/Concept – Traits/Qualities – Motivations/Barriers – Cases/Real Life Examples Class Activity- Self Evaluation Test and Class Interaction	<b>3</b>

Business Opportunity Identification- Class Activity- Opportunity Identification Exercise and Class Interaction	<b>3</b>
Creativity and Innovation – Theory and Applications Class Activity- 1. Perception Test (APT) 2. Case Study Class Interaction	<b>3</b>
New Product Developmet	<b>3</b>
Social Entrepreneurship and Social Innovation - Theory and Applications Class Activity- Case Study/Analysis Class Interaction	<b>3</b>
Business Plan the strategic tool to success- Designing Class Activity- Instant Business Plan and Investment decision. Class Interaction along with students presentation	<b>7</b>
Business Canvas Analysis and Application	<b>2</b>
Entrepreneurial Learning from real life Stories. Class Activity- Application of learning in practical. Class Interaction along with students presentation	<b>2</b>
Business Game – Games to nurture entrepreneurship through experiential learning (Any two or three during the course or depend upon class time)  Tower Building  Ring Toss  Tower Building/Building Blocks  Boat Mfg  Red & Blue  Square-5+Hallow  Class Interaction	<b>6</b>
<b>This courses can be even extended to more or till 45 hrs with more details and practical/ experiential learning aspects</b>	<b>32</b>
<b>Sum</b>	
<b>E. Methods and Criteria of Assessment</b>	

### Final grade

Attendance is a requirement. Missed classes have to be accounted for (see additional information for details) before the final evaluation. Failure to account for absences leads to failing the course.

The grades for the course will be determined from the following criteria's:

There are various activities to be carried out to make this class interactive. The activities are –

- Presentations and Discussions
- Business Games
- Field work
- Assignments
- Essay

As this is mix of theory and practical class, students will be evaluated based on their active participation during all classes in above mentioned activities.

The final grade will be calculated using the following grading scale:

- [60%, 68%) – satisfactory;
- [68%, 76%) – satisfactory plus;
- [76%, 84%) – good;
- [84%, 92%) – good plus;
- [92%, 100%] – very good;

#### Make-up assessment

The students who marginally failed the course (a score of 50% or more) may attempt a make-up assignment. The students attempting a make-up assignment are expected to execute given academic task as directed by instructor. Based on quality of work, passing marks will be awarded.

Assessment component	Weight in final grade
Project Presentations	50%
Assignment Submission	25%
Class Performance	25%

### F. Bibliography

Any international reference book on entrepreneurship can be referred, as almost all books have same theoretical concepts. E.g. –

- Entrepreneurship by - Donald F. Karatco
- New Venture Creation by – Jeffery Timmons
- Entrepreneurship by - Holt
- Principal of Management and Entrepreneurship Development by – W. Haynes

#### G. Student's Workload in the Course

Form of student activity	Approximate number of hours
HomeWorks and Assgnmets	5 Hrs
Project -Business Plan Preparation	10 Hrs
Filed Work –Survey /Visit/Observations	5 Hrs
Class Participation –Active Participation	30
<b>Sum</b>	<b>50</b>

#### H. Teaching Methods

**Tutorial -**

The integrated teaching methods applied to the course which includes –

1. Lectures and discussions
2. Business Games
3. Case Study
4. Fieldwork and presentation
5. Project work and Assignments

**Resources Required –**

Well equipped (LCD Projector/Computer) classroom with open space in the middle to carryout various movable activities. Some stationary materials like photocopies of some printed materials, art papers, pensile, table, chairs to accommodate 35-40 number of students.

#### I. Additional information

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