



Paper Code: MSAI 304 (AIDS & AIML) / MSAR 303 (AR & IIOT)	L	T/P	Credits
Subject: Entrepreneurship Mindset	2	0	2
Marking Scheme: Teachers Continuous Evaluation: As per university examination norms in NUES mode from time to time. End Term Theory Examination: As per university examination norms in NUES mode from time to time.			
INSTRUCTIONS TO PAPER SETTERS: Maximum Marks : As per University norms			
<div>➤ There should be 9 questions in the end term examination question paper</div> <div>➤ Question No. 1 should be compulsory and cover the entire syllabus. This question should have objective or short answer type questions.</div> <div>➤ Apart from Question No. 1, the rest of the paper shall consist of four units as per the syllabus. Every unit should have two questions. However, students may be asked to attempt only 1 question from each unit.</div> <div>➤ The questions are to be framed keeping in view the learning outcomes of course/paper. The standard/ level of the questions to be asked should be at the level of the prescribed textbooks.</div> <div>➤ The requirement of (scientific) calculators/ log-tables/ data-tables may be specified if required</div>			
Course Content			No. of Lectures
Unit I Introduction: The Entrepreneur: Theories of Entrepreneurship; Characteristics of successful entrepreneurs, myths of entrepreneurship: entrepreneurial mindset- creativity (steps to generate creative ideas, developing creativity) and innovation (types of Innovation)			[6]
Unit II Promotion of a Venture and Writing a business plan: Opportunity Analysis; External Environment Analysis Economic, Social and Technological Analysis. Business plan- What is business plan, parts of a business plan. Writing a Business Plan.			[6]
Unit III Entrepreneurship Support: Entrepreneurial Development Programmes (EDP): EDP. Role of Government in Organizing EDPs. Institutions supporting small business enterprises: central level, state level, other agencies, industry associations.			[6]
Unit IV Practicals: Presenting a business plan Project on Startup India or any other government policy on entrepreneurship Discussion on why Startup fails, role of MSME etc. Discussion on role of entrepreneur in economic growth Discussion on technology park Case study discussion on successful Indian entrepreneurs.			[6]
Reference Books: [R1] Charantimath Entrepreneurship Development and Small Business Enterprise, Pearson [R2] Bamford C.E-Entrepreneurship: A Small Business Approach, McGraw Hill Education.			



- [R3] Hisrich et al-Entrepreneurship. McGraw Hill Education
- [R4] Balaraju, Theduri- Entrepreneurship Development: An Analytical Study. Akansha Publishing House.
- [R5] David, Otis- A Guide to Entrepreneurship, Jaico Books Publishing House, Delhi.
- [R6] Kaulgud, Aruna- Entrepreneurship Management. Vikas Publishing.