

Centre for Study of Social Inclusion
Maulana Azad National Urdu University

Elective Paper UG

| Course Code | Course Title | | Semester |
|-----------------------|--|----------------------------------|--------------------------|
| | Entrepreneurship: Concepts, Tools & Practice | | 3 |
| Scheme of Instruction | | Scheme of Examination | |
| Total Duration | : | 30 Hrs | Maximum Marks : 50 |
| Periods / Week | : | 2 | Internal Evaluation : 15 |
| Credits | : | 2 | End Semester : 35 |
| Instruction Mode | : | Lectures, Seminars and Tutorials | Exam Duration : 2 Hrs |

Objectives:

1 To provide a theoretical foundation of entrepreneurship, innovation, and venture creation in Indian and global contexts.

2 To familiarize students with contemporary entrepreneurial tools, start-up frameworks, policies, and ecosystem support systems & to equip students with practical skills for designing, validating, and managing sustainable ventures.

Course Outcome:

After completing this course, students will be able to: Analyse entrepreneurial opportunities and market dynamics using appropriate tools and frameworks. Design and implement context-specific business models and start-up plans using practical methods and will be able to evaluate the feasibility, financial sustainability, and social impact of entrepreneurial ventures through evidence-based approaches.

| Unit | Course Content | Instruction Hours |
|------|--|-------------------|
| I | <p>Entrepreneurial Foundations & Venture Design</p> <ul style="list-style-type: none"> • Meaning, nature, and importance of entrepreneurship • Types of entrepreneurship - start-up, small business, social enterprise, women entrepreneurship • Entrepreneurial mindset and characteristics • Opportunity recognition and idea generation techniques • Business Model Canvas - 9 building blocks • Value proposition and customer segments • Basics of market research and customer discovery • Lean Start-up approach - Minimum Viable Product (MVP) • Introduction to Intellectual Property Rights (Patents, Trademarks) <p>Practical Component:</p> <ul style="list-style-type: none"> • Idea generation exercise • Preparation of Business Model Canvas • Short customer survey/interview | 15 |
| II | <p>Start-up Planning, Finance & Ecosystem</p> <ul style="list-style-type: none"> • Basics of business planning • Forms of business organization in India-Sole Proprietorship, Partnership, LLP, Private Limited Company • Introduction to start-up finance-cost, revenue, pricing, profit | 15 |

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| | <ul style="list-style-type: none"> • Basics of business planning • Forms of business organization in India-Sole Proprietorship, Partnership, LLP, Private Limited Company • Introduction to start-up finance-cost, revenue, pricing, profit • Simple cash flow and break-even analysis • Funding sources-bootstrapping, bank loans, angel investors, venture capital, government schemes • Overview of Indian start-up ecosystem-incubators, accelerates, start-up Indian initiative • Marketing basics-branding, digital marketing, customer retention • Ethics and social responsibility in entrepreneurship • Structure of a pitch deck and presentation skills <p>Practical Component:</p> <ul style="list-style-type: none"> • Preparation of simple financial projection • Drafting of short business plan • Final group pitch presentation | |
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Suggested Readings

Aulet, B. (2013). *Disciplined entrepreneurship: 24 steps to a successful start-up*. MIT Press.

Blank, S., & Dorf, B. (2012). *The start-up owner's manual: The step-by-step guide for building a great company*. K&S Ranch.

Byers, T. H., Dorf, R. C., & Nelson, A. J. (2020). *Technology ventures: From idea to enterprise* (4th ed.). McGraw-Hill Education.

Drucker, P. F. (1985). *Innovation and entrepreneurship*. Harper & Row.

Hisrich, R. D., Peters, M. P., & Shepherd, D. A. (2017). *Entrepreneurship* (10th ed.). McGraw-Hill Education.

Khanka, S. S. (2014). *Entrepreneurship development*. S. Chand Publishing.

Osterwalder, A., & Pigneur, Y. (2010). *Business model generation: A handbook for visionaries, game changers, and challengers*. John Wiley & Sons.

Ries, E. (2011). *The lean start-up: How today's entrepreneurs use continuous innovation to create radically successful businesses*. Crown Business.

Thiel, P., & Masters, B. (2014). *Zero to one: Notes on start-ups, or how to build the future*. Crown Business.

Timmons, J. A., & Spinelli, S. (2009). *New venture creation: Entrepreneurship for the 21st century* (8th ed.). McGraw-Hill Education.



DIRECTOR

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