

SES's L.S. RAHEJA COLLEGE OF ARTS AND COMMERCE(AUTONOMOUS)



BOARD OF STUDIES: ECONOMICS

PROGRAMME: BACHELOR OF ARTS (BA)

SEMESTER: III

NOMENCLATURE OF THE COURSE: URBAN ENTERPRENURSHIP

NEP Vertical: Vocational Skill Course (VSC)

Credit: 2

(As Per Choice Based Credit System (under NEP 2020) with effect from the academic year 2025-26)



Programme:	BA
Nomenclature of the Course	URBAN ENTREPRENEURSHIP
Total Marks	50
Semester:	III
Academic year	2025-26

LEARNING OBJECTIVES:

- 1) To understand the key concepts and significance of urban entrepreneurship.
- 2) To analyse the entrepreneurial ecosystem and government support mechanisms for urban entrepreneurship.

COURSE OUTCOMES:

- 1) At the end of the course, the learner will be able to identify, evaluate and apply entrepreneurial opportunities in urban areas.
- 2) Learner will be able to demonstrate the role of government policies and institutional support in empowering urban entrepreneurship.

Unit	Course Content	Andragogy	No of Lectures
I	<p>Introduction to Urban Entrepreneurship: Difference between Start-up and Entrepreneurship. Meaning and importance of Entrepreneur, Qualities and Functions of an Entrepreneur Entrepreneurship – concept and role, Women Entrepreneurship and Ecoprenurship. Entrepreneurial Ecosystem in Urban area: Factors, Problems and Challenges, Process of Identification of New Entrepreneurship Opportunities in Urban Areas (Case studies wherever applicable)</p>	<p>ICT Based Andragogy/ Lecture/ Videos followed by discussion/Group work/Case studies/individual and group Assignments etc.</p>	15
II	<p>Empowering Urban Entrepreneurship: Opportunities, Innovations, and Institutional Support New Entrepreneurial Opportunities in Urban Area: Food and Beverages, Sanitary and Health Products, Solid Waste and Scrap Disposal, Tourism and Hospitality Services, Consultancy Services and Event Management. Empowering Urban Entrepreneurship: The Transformative Role of MSMEs Role and relevance of Artificial Intelligence in Urban Entrepreneurship Institutional support and skills for Urban Entrepreneurship, Government Schemes for promotion of Urban Entrepreneurship: Start-up India, Standup India, Make in India: Pradhan</p>	<p>ICT Based Andragogy/ Lecture/ Videos followed by discussion/Group work/Case studies/individual and group Assignments etc.</p>	15

	Mantri Kaushal Vikas Yojna, Production Linked Incentives, Local for Vocal, Atmanirbhar Bharat Abhiyan (Case studies wherever applicable)		
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SUGGESTED READINGS

- 1) Gordona, E and N. Natarajan: Entrepreneurship Development, Himalaya Publishing House Pvt Ltd, Mumbai, 2017.
- 2) Sharma Sudhir, Singh Balraj, Singhal Sandeep, Entrepreneurship Development, Wisdom Publications, Delhi, 2005.
- 3) Drucker, P., Innovation and Entrepreneurship: Practice and Principles, Harper & Row, New York, 1985; revised edn, Butterworth-Heinemann, Oxford, 1999
- 4) Vardhaman Mahavir Open University, Entrepreneurship Development & Small Scale Business, Kota.
- 5) Entrepreneurship Development and Project Management by Neeta Baporikar, Himalaya Publishing House
- 6) Handbook of Entrepreneurship Development by Sabur Khan

QUESTION PAPER PATTERN

SYBA (2 credit courses)

(A) FOR CONTINUOUS EVALUATION

(A-1) RUBRICS FOR CONTINUOUS EVALUATION: (20 Marks)

Assignment/ Viva Voce/Class Test	15 marks
Class Participation	05 marks

B) QUESTION PAPER PATTERN FOR SEMESTER END EXAMINATION

- Q.1. Any 1 question out of 2 on Module 1 (10 marks)
- Q.2. Any 1 question out of 2 on Module 2 (10 marks)
- Q.3. Any 2 questions out of 4 on all modules (10 marks)

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Syllabus for Approval	BoS meeting held on: 27/02/2025	AC meeting held on : 04.04.2025
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Board of Studies : Economics

Sr. No.	Heading	Particulars
1	Nomenclature of the Course	Introduction to Market Research
2	Eligibility for Admission	
3	Passing Marks for eligibility	
4	Regulations	College Regulations on Admission
5	Programme	Bachelor of Arts
6	Semesters	Semester: IV
7	NEP Vertical	SEC
8	Credit	02
9	Level U.G/PG	Undergraduate
10	Pattern	Semester
11	Status (Revised or New) If revised, % of change)	New
12	To be implemented from Academic Year	From the Academic Year: 2025-26

Date: 04.04.2025

Chairman / Chairperson:

Ms. Samiksha Jadhav

(name & signature)