

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



BOARD OF STUDIES: COMMERCE & MANAGEMENT

PROGRAMME: BAMMC

SEMESTER: IV

NOMENCLATURE OF THE COURSE: Entrepreneurship Skills

NEP Vertical: Skill Enhancement Course (SEC)

Credit: 02

(As Per Choice Based Credit System (under NEP 2020) with effect from the academic year 2025-2026)



Programme	Bachelor of Arts in Multimedia and Mass Communication
Nomenclature of the Course	Entrepreneurship Skills
Total Marks	50 Marks
Semester	III
Academic year	2025-2026

Learning Objectives:

- To explain the concepts of entrepreneurship and develop an understanding of business situations in which entrepreneurs operate.
- To analyze the scope, opportunities, and challenges involved in entrepreneurial ventures.
- To explore the process of entrepreneurial project development, including idea generation, environmental scanning, and business plan formulation

Course outcomes:

- Learners will be able to articulate the core concepts of entrepreneurship and explain how entrepreneurs navigate and respond to diverse business situations.
- Learners will be able to analyze the scope, opportunities, and challenges of entrepreneurial ventures and apply this understanding to evaluate and develop business ideas.
- Learners will be able to apply the entrepreneurial project development process, including idea generation, environmental scanning, and business plan formulation, to create a structured business proposal.

Unit	Course Content	Andragogy	No of Lectures
I	Introduction to Entrepreneur: Concept, meaning and definition of entrepreneur and entrepreneurship, Importance and significance of growth of Entrepreneurial activity, Concept of Entrepreneur, Characteristics and qualities of entrepreneur, Classification and types of entrepreneur. Women Entrepreneur	Presentations/ Case studies/ Assignments	15
II	Entrepreneurial Project Development: Idea generation, sources and methods, identification and classification of ideas, Environmental scanning and SWOT, Preparation of project plan, components of an ideal business plan. Project Formulation - Project report significance and contents	Presentations/ Case studies/ Assignments	15

SUGGESTED READINGS

- Hisrich, R. D., Peters, M. P., and Shepherd D. A. (2017). *Entrepreneurship*. 10th Ed. McGraw Hill Education.
- Hisrich, R. D., & Peters, M. P. (2017). *Entrepreneurship* (10th ed.). Tata McGraw-Hill Education.
- Block, Z., & MacMillan, I. C. (1993). *Corporate venturing: Creating new businesses within the firm*. Harvard Business School Press.
- Dollinger, M. J. (2008). *Entrepreneurship: Strategies and resources* (4th ed.). Pearson Education.
- Khanka, S. S. (2014). *Entrepreneurial development* (4th ed.). S. Chand Publishing.
- Jhanji, H. (2018). *Entrepreneurship and small business management*. Himalaya Publishing House

QUESTION PAPER PATTERN

Internal Continuous Assessment (ICA) Pattern

Particulars	Marks
Presentation/Viva Voce	10
Assignment/Project	10
Total	20

Term End Examinations (TEE) Question Paper Pattern

Maximum Marks: 30

Duration: 1 Hour

All questions are compulsory

Question No.	Description	Total Marks
1	A. Full Length Theory Question OR	12
	B. Full Length Theory Question	
2	A. Full Length Theory Question OR	12
	B. Full Length Theory Question	
3	Short Notes (Any 2 out of 3)	6

The Full-length theory questions of 12 marks each may be split up into two smaller problems carrying 6 marks each.