

OBJECTIVES: The student enables to

- acquire knowledge on Urban Entrepreneurship and MSMEs.
- analyse the challenges related to Urban Entrepreneurship and MSMEs.
- gain knowledge of Case Studies on Urban Entrepreneurship and MSMEs.

COURSE OUTCOMES:

Students at the successful completion of the course shall be able to:

CO1. Explain the basic theories and essentials of entrepreneurship.

CO2. Identify and analyse the entrepreneurship opportunities available in local urban area.

CO3. Apply the theories of entrepreneurship to the conditions of local urban area and formulate appropriate business ideas.

CO4. Demonstrate practical skills that will enable them to start urban entrepreneurship.

MODULE-I:

Entrepreneurship: Concept and Theories Concept and Importance of Entrepreneurship - Theories of Entrepreneurship: Innovations, X-Efficiency, Risk Bearing - Qualities and Functions of an Entrepreneur – Women Entrepreneurship -Ecopreneurship.

MODULE-II:

Urban Entrepreneurship and Business Planning- Urban Entrepreneurial Ecosystem – Factors, Problems and Challenges of Urban Entrepreneurships - Process of Identification of new Entrepreneurship Opportunities in Urban Areas - Formulation of Business Planning for Urban Entrepreneurship.

MODULE-III:

MSMEs and New Urban Entrepreneurship Opportunities- Features of Micro Small Medium Enterprises (MSMEs) – Cluster Development Approach and Leveraging Technology for MSMEs – Problems and Challenges of MSMEs - 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, Logistic services.

MODULE-IV:

Financing and Marketing of Urban Entrepreneurship- Financing the Urban Entrepreneurship and MSMEs: Procedures to obtain formal loans from Banks and other Institutions, Preparing Detailed Project Report for Loan - New avenues of Finance: Crowd Funding and Venture Capital –Marketing of Urban Entrepreneurship and MSMEs products: Market Survey, Branding, Planning and Promotion, Digital and Social Media Marketing – Public Procurement Policy to purchase MSME Products.

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MODULE-V:

Institutional Support and Case Studies of Urban Entrepreneurship -Institutional support for Urban Entrepreneurship and MSMEs - Government Schemes for promotion of Urban Entrepreneurship and MSMEs: Start-up, Stand-up, PMKVY, PLI etc. – Rules and Procedures to start an Urban Entrepreneurship Firm and MSME –Discussion of two different types of Case Studies related to Urban Entrepreneurship with local relevance.

REFERENCES:

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. NITI Aayog: Report of Expert Committee on Innovation and Entrepreneurship, New Delhi, 2015. https://niti.gov.in/writereaddata/files/new_initiatives/report-ofthe-expert-committee.pdf
5. Vardhaman Mahavir Open University, Entrepreneurship Development & Small Scale Business, Kota. <http://assets.vmou.ac.in/BBA12.pdf>
6. Reserve Bank of India: Report of Expert Committee on Marginal, Small, Medium Enterprises, Mumbai, 2019. <https://www.rbi.org.in/Scripts/PublicationReportDetails.aspx?UrlPage=&ID =924> .
7. IGNOU: Marketing for Managers, New Delhi. <http://egyankosh.ac.in/handle/123456789/4271>
8. <https://nimsme.org>
9. Other Relevant web resources suggested by the teacher and college librarian.

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