



SYMBIOSIS COLLEGE OF ARTS & COMMERCE

An Autonomous College | Under Savitribai Phule Pune University

Reaccredited 'A+' with 3.51 CGPA For Third Cycle By NAAC | College with Potential for Excellence

COURSE TITLE	Being an Entrepreneur
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Course Learning Outcomes: On successful completion of the module students will be able to:

- Point 1:** Able to understand the fundamentals of entrepreneurship.
- Point 2:** Able to identify entrepreneurial personality traits, skills and competencies.
- Point 3:** Able to understand value proposition and business model

Gist of this course in maximum 3 to 4 lines	To nurture entrepreneurial spirit and develop entrepreneurial and to develop the mind set of learning, embracing change and adaptability as well to develop attitude and to build foundation in the subject matter of Entrepreneurship development.
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Detailed syllabus

Unit	CONTENTS OF THE COURSE	No. of Lectures
1.	Entrepreneurship: Conceptual Framework: 1.1 Understanding the terms enterprise, entrepreneur, entrepreneurship, Intrapreneurship 1.2 Genesis and Development of entrepreneurship globally and in India 1.3 Entrepreneurship as a catalyst to economic development 1.4 Myths of entrepreneurship-socio economic background, genetic qualities, community traits.	12
2.	Entrepreneurial Personality and leadership: 2.1 Entrepreneurial behaviour, Attitude, Skills and Competencies 2.2 Entrepreneurial motives David C. McClelland's Theory of Need for Achievement & Kakinada Experiment 2.3 The entrepreneurial decision making process 2.4 Factors affecting entrepreneur's decision making 2.4.1 CEO versus Founder 2.4.2 Sounding board 2.4.3 Agility and feedback 2.5 Emotional Intelligence	14
3.	Tracing Entrepreneurial Journey 3.1A Start-up Founder, an Entrepreneur, a Businessman and an Industrialist. 3.2 Opportunities and challenges to entrepreneurship. 3.3 Entrepreneurship as a career choice	12
4.	Understanding concept of Business Model 4.1 Elements of Business model 4.2 Concept of Value Proposition 4.3 Understanding Business value chain 4.4 Traditional models to new contemporary business models. (form Brick and mortar to digital platform based business model) 4.2 Principles of New contemporary business model. (N=1 and R=G)	16
	Total Number of Lectures	54

