



UG/PG (Revised Curriculum under NEP w.e.f. June 2023)

PROGRAM	BA	BA(Hon)	B.Com	B.Com(Hon)	M.Com	MA - Eng	MA- Eco	MA- Psy
Tick ✓					✓			

SEMESTER	1	2	3	4	5	6	7	8
Tick ✓	✓							

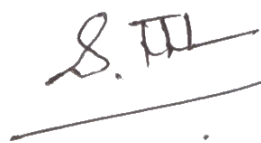
SPECIALIZATIONS									
BA	Eco	Eng	Psy	Gen					
Tick ✓									
BCOM	Costing	Banking	Entrep	MKT	Fin & Acc	Mgt Acc	HRM	Bus Analytics	Gen
Tick ✓			✓						

Name of Board of Studies	Commerce
Name of the Department	Commerce
Name of Head of Department	Dr.H.M.Soman
Title of the Course	Entrepreneurship in Emerging Markets
Course Code	
Type of Course (New / Revised)	New
Nature of Course (Maj/Min/AEC/SEC/VEC/VSC)	
Number of Credits	4
Name of the Faculty	
Date of Approval by BoS	March 2024
Date of Implementation	March 2024

Course Outcomes
1. Understand the Dynamics of Emerging Markets for Start-up
2. Identify and Evaluate Opportunities and Challenges in Entrepreneurship
3. Identify and analyse the key components of successful e-commerce platforms
4. Analyse emerging trends and technologies shaping the future of e-commerce
5. Understand the significance of networking and collaborations in entrepreneurship

DETAILS OF SYLLABUS		
UNIT NUMBER	DETAILS	NUMBER OF LECTURES
1	<p>Introduction to Entrepreneurship in Emerging Markets</p> <p>1.1. Meaning and characteristics of emerging markets in Start- up Ecosystem</p> <p>1.2. Nature of entrepreneurship in emerging markets</p> <p>1.3. Economic, social, and political factors influencing entrepreneurship in emerging business environment.</p> <p>1.4. Framework for entrepreneurs to understand emerging market trends</p> <ul style="list-style-type: none"> • Diversification • Economic Changes • Local Knowledge • Funding Sources • Inclusive Business Models • Environmental Sustainability <p>1.5. Case Studies of successful entrepreneurs who contributed for the growth of Indian market.</p>	15
2	<p>Role of Creativity and Innovation in Emerging Markets</p> <p>2.1. Need and Importance of creativity and innovation in entrepreneurship.</p> <p>2.2. Application of Design Thinking to solve real-world challenges in emerging markets</p> <p>2.3. Creativity in sustainable business practices in context to Entrepreneurship</p> <p>2.4. Role of Creativity and Innovation in the emerging industries</p> <ul style="list-style-type: none"> • Financial Inclusion • Healthcare Improvements • Agricultural Innovation • Education Enhancement 	15
3	<p>Digital Marketing and Social Media Trends in Emerging Markets.</p> <p>3.1. Building E- commerce Platforms</p> <ul style="list-style-type: none"> • Email marketing and content creation for online promotion • Mobile commerce (M-commerce) and its impact • Artificial Intelligence (AI) and catboats in e-commerce • Metaverse - Augmented Reality (AR) and Virtual Reality (VR) applications 	15

	<p>3.2. Role of In-app shopping, Influencer Collaborations, and Social Media Advertising in entrepreneurship</p> <p>3.3. Conversion of WhatsApp Account to Business Account (Covid Impact)</p> <p>3.4. Case studies on how entrepreneurs have leveraged emerging technologies for success</p>	
4	<p>Networking and Collaborations</p> <p>4.1. Role and Importance of Networking and Collaborations in New Venture creation</p> <p>4.2. Types of Networking and Collaboration</p> <ul style="list-style-type: none"> • Casual Networking • Online Networking • Community Service Networking • Industry Associations • Strategic Partnerships <p>4.3. Building relationship with customers, Influencers and Bloggers</p> <p>4.4. Networking for Success – Case Studies</p> <ul style="list-style-type: none"> • Innovative Collaborations in Indian FinTech • TiE (The Indus Entrepreneurs) Network • Flipkart and PhonePe - A Synergistic Collaboration 	15
Reference List		
<ol style="list-style-type: none"> 1. "E-Commerce 101: A Comprehensive Guide for Entrepreneurs" 2. "Never Eat Alone: And Other Secrets to Success, One Relationship at a Time" by Keith Ferrazzi 3. "The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses" by Eric Ries 4. "The Third Wave: An Entrepreneur's Vision of the Future" by Steve Case 5. "Jugaad Innovation: Think Frugal, Be Flexible, Generate Breakthrough Growth" by Navi Radjou, Jaideep Prabhu, and Simone Ahuja 6. "Platform Revolution: How Networked Markets Are Transforming the Economy – and How to Make Them Work for You" by Geoffrey G. Parker, Marshall W. Van Alstyne, and Sangeet Paul Choudary 7. "Give and Take: Why Helping Others Drives Our Success" by Adam Grant 8. "Networking Like a Pro: Turning Contacts into Connections" by Ivan Misner, David Alexander, and Brian Hilliard 9. "Collaborative Intelligence: Thinking with People Who Think Differently" by Dawna Markova and Angie McArthur 		



Dr. Shubhada Tamhankar

Name and Sign of Head

Examination Pattern

Internal – 60 Marks

External- 40 marks

Format of the Question Paper

Q.1 Short notes

Q.2 objectives

Q.3 short answers/case studies

Q.4 Long answers